

PRESS RELEASE

July 2019

Active Centres bring sustainable swimwear to South Gloucestershire

Swimmers at Active Lifestyle Centres in South Gloucestershire could be splashing about in swimwear made from fishing nets, old carpets and industrial waste recovered from the ocean.

The sustainable swimwear has arrived thanks to a partnership with Australian swimwear brand Zoggs whose Ecolast™ swimwear and accessories are made from a range of recycled materials.

Around 640,000 tonnes of fishing gear is left in the oceans each year - and if it isn't recovered and recycled, it can remain in the marine ecosystem for up to 600 years before it decomposes. Alongside is other waste such as carpet which can also take hundreds of years to degrade.

The waste is rescued from the oceans and saved from landfill through different initiatives and projects such as The ECONYL Reclaiming Program, The Healthy Seas initiative, and Net-Works.

Once the nets are cleaned and shredded, the prepared waste returns to a raw material where it is transformed into Nylon 6 polymers used to produce the ECONYL yarn. Made from 100% regenerated waste material, the yarn performs as well as any other nylon yarn manufactured using crude oil.

Forty percent of Zoggs' spring-summer 2019 swimwear has been made from waste recovered from the ocean, and the plastic in the brand's goggle packaging has been reduced by 57% – with all packaging to be 100% sustainable by 2020. In addition, 80% of all packaging will include disposal or recovery labels and 10% of profits will be donated by Zoggs to the Healthy Seas Initiative.

The partnership is the latest move by Circadian Trust, the not-for profit organisation that operates Active Centres, to maximise the company's environmental credentials and follows several other green initiatives, including: XXX, XXX and XXX.

Jo Bond, Head of Sphere Leisure at Circadian Trust, said: "As an organisation Circadian is committed to reducing its environmental footprint in whatever way we can so we are very pleased to be able to offer our customers a range of sustainable swimwear. It seems very appropriate that our swimmers are actively helping to clean up water as well as enjoying swimming in it!"

XXX at Zoggs International, added: "We put the fabric through its paces in real life conditions and it outperformed our competitors' fabrics, proving to be 15 times more resilient to chlorine than standard swimwear fabrics."

There are currently five Active Lifestyle Centres across South Gloucestershire in Bradley Stoke, Kingswood, Longwell Green, Thornbury and Yate.

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Notes to editor:

For further information, contact: liam.bettinson@jbp.co.uk, or karen.white@jbp.co.uk

Alternatively, please call 0117 907 3400.

About Circadian Trust

- Circadian Trust operates five lifestyle centres and a dual-use sports centre across South Gloucestershire in Bradley Stoke, Downend, Kingswood, Longwell Green, Thornbury and Yate and is a company and charity. Working in partnership with South Gloucestershire Council, the community strategy and overall shared philosophy is to contribute to the improved health, cultural and social wellbeing of the local community improving quality of life.
- Any profit made by the Trust is reinvested to improve facilities, equipment and services for its customers.
- For more information, visit: www.circadiantrust.org

How Ecolast™ Swimwear is made

1. Abandoned ghost nets and other nylon waste are recovered from the ocean and landfills.
2. The waste is cleaned of foreign materials and prepared for regeneration.
3. At the ECONYL® depolymerisation plant, the waste is regenerated into high quality ECONYL® Regenerated Nylon.
4. Finally, the ECONYL® yarn is used to produce Zoggs Ecolast™ swimwear.