

October 12, 2022

BRING™ RATIVE T-SHIRT with CIRCULAR BOX wins Red Dot Award at the Red Dot Design Awards 2022, one of the world's top three design awards

The REGENERATIVE T-SHIRT with CIRCULAR BOX by BRING™, operated by JEPLAN, Inc. (CEO & Co-Founder: Masaki Takao; "JEPLAN") has won a Red Dot Award in the Design Concept category at the Red Dot Design Awards 2022, one of the world's top three design awards.



The winning product, REGENERATIVE T-SHIRT with CIRCULAR BOX, comes in a packaging box that the consumer can use as a mailing box for resource recovery after unboxing the new T-shirt.

The REGENERATIVE T-SHIRT enclosed in the box is made of BRING Material™, a 100% recycled polyester sourced in part from polyester clothes collected in BRING™ stores (95% from fiber waste generated during fabric production processes, 5% from BRING™ collected products). It reduces the raw material carbon footprint by 49% compared to a T-shirt made from virgin polyester and can be recycled with BRING Technology™ when no longer worn.

In addition, the CIRCULAR BOX, which serves as both a decorative box and a mailing box for resource recovery, is designed so that after unboxing the new T-shirt, the consumer can place old clothing that is no longer worn in the same packaging box and send it directly to BRING™'s own recycling plant in Hibikinada, Kitakyushu, Japan. After they

are sorted at the recycling plant, the used clothes are recycled into BRING Material™, a recycled polyester, and various other resources. By “making clothes from clothes,” BRING™ offers consumers a one-stop shop for the circular economy.

The REGENERATIVE T-SHIRT with CIRCULAR BOX is a concept model designed to combine these experiences into one package. It is scheduled to go on sale in 2023 (retail price: to be determined).

JEPLAN Inc., which continues to engage in manufacturing and technology license development while being widely involved in the supply chain, is working hard to realize its vision of “BRING™ everyone into the circular economy.”

Red Dot Design Award

One of the world's largest design awards, Red Dot was created in 1955 by the Design Zentrum Nordrhein Westfalen in Germany. It is considered one of the world's three top design awards along with the iF Design Award and the International Design Excellence Awards (IDEA). The three Red Dot award categories are "Product Design," "Brand & Communication Design," and "Design Concept."

Each year Red Dot receives more than 20,000 entries from companies, organizations, and designers from over 70 countries and regions around the world. Entries are judged by internationally recognized design experts based on criteria such as originality, quality, and significance.

<https://www.red-dot.org/>

BRING™

BRING™ makes clothes intended for long life in daily use and in nature.

In order to extend that life, BRING™ is implementing a circular economy in which we work with various brands to collect clothes that are no longer worn, recycle them into raw materials for clothes using the unique technology at our recycling plant, and recycle the new clothes again, indefinitely.

<https://bring.org/>

BRING™'s unique characteristic is that it collects unwanted clothing and reuses or recycles it depending on the material. In particular, clothing made of 100% polyester is recycled into BRING Material™, a raw material equivalent to new polyester, using BRING Technology™, a proprietary technology for chemical recycling, and then made into new products, completing the cycle. BRING™ has an online store and directly managed store in Ebisu, Tokyo.

JEPLAN, Inc.

CEO & Co-Founder: Masaki Takao

Established: January 2007

Main Business: Manufacturing, sales, clothing recovery, and recycling utilizing BRING Technology™; planning and operating recycling projects for various kinds of materials in collaboration with businesses; business related to PET chemical recycling technologies

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