

## **Avery Dennison's Digital Care Labels help Swijin performance wear dive deeper into sustainability**

- The digitally connected performance wear integrates Avery Dennison's technology with Swijin's high-performance garments to provide greater transparency and close the circularity loop.
- The three garments combine a Digital Care Label, powered by atma.io, Avery Dennison's connected product cloud with a scannable QR code giving consumers access to information on material composition and care instructions.
- The user experience highlights Swijin's sustainability efforts and material innovations.

Mentor, OH – June 21, 2023 — [Avery Dennison \(NYSE:AVY\)](#), a global leader in materials science and digital identifications solutions, today announced its partnership with Swijin, a Swiss-based revolutionary and sustainable performance wear brand. Three new sustainable and digitally connected products from the SwimRunner collection by Swijin will be available online from June 2023, each featuring Avery Dennison's [Digital Care Labels](#), powered by atma.io connected product cloud.

Virtually stitchless, silky-soft and ultra-fast drying (80% faster than standard sportswear and swimwear), the SwimRunner collection allows athletes to alternate between land and water sports. The SwimRunner Bra, Sports Brief, and Biker Shorts will be digitally connected, having a scannable QR code on the heat transfer care labels. This new collection will demonstrate how Digital Care Labels in the garments can provide transparency, and support fashion's circular economy.

### **Extending the life cycle of swimwear**

Current legislation states all garments sold must have a physical care and content label to communicate product information, including washing instructions and material composition. Avery Dennison's Digital Care Label takes the traditional care label one step further, providing information digitally, and helping brands prepare for coming legislation changes.

The Ecodesign for Sustainable Products Regulation <sup>1</sup> will mandate Digital Product Passports, possibly as soon as 2024, while in the US, the [AAFA is advocating towards the US Congress](#)<sup>2</sup> for digital labeling of apparel. Both legislations are to boost supply chain transparency and help brands meet environmental goals. It's likely that compliance with these new laws will only be possible with digital ID technology embedded in garments, such as the Digital Care Labels Avery Dennison is supplying Swijin.

By scanning the QR code with a smartphone, and landing on a custom-built experience, consumers can learn about their garment's history, its sustainability story, guidance on garment care and the best way to dispose of it after use.

Swijin is constantly seeking new ways to benefit the planet with all products enabled for repair, resale or recycling. On the brand side, digital product information can help Swijin communicate product specifications, and inform customers of how to recycle each item. To support this process, Swijin has partnered with a Swiss molecular recycler who can separate mixed fibers and extract valuable raw materials.

Avery Dennison's Digital Care Label will help commercial textile recyclers, by giving them composition information ensuring garments are recycled in the right way. Avery Dennison's Digital Care Labels link to atma.io, Avery Dennison's data-rich connected product cloud. This will help brands like Swijin communicate with their consumers, and recyclers, at every stage of the garment life-cycle, providing a high degree of visibility in their supply chains.

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<sup>1</sup> [https://environment.ec.europa.eu/publications/textiles-strategy\\_en](https://environment.ec.europa.eu/publications/textiles-strategy_en)

<sup>2</sup>

[https://www.aafaglobal.org/AAFA/AAFA\\_News/2022\\_Letters\\_and\\_Comments/AAFA\\_Urges\\_Congress\\_to\\_Allow\\_Digital\\_Labeling%20for\\_Clothes.aspx](https://www.aafaglobal.org/AAFA/AAFA_News/2022_Letters_and_Comments/AAFA_Urges_Congress_to_Allow_Digital_Labeling%20for_Clothes.aspx)

Michael Colarossi, vice president, innovation, product line management and sustainability, Apparel Solutions, Avery Dennison says: "This new partnership is further evidence of the vital need for digital technology across the apparel industry. Not only does the Digital Care Labels provide consumers with essential information such as data and end-to-end solutions about Swijin's garments, but they also provide a range of post-use options unlocking the potential of a more circular economy."

He adds: "A collaboration between technology and sustainability, especially within the apparel industry, will change the narrative of fashion. We hope that our solutions can inspire other brands to follow suit in order to reduce fashion's carbon footprint and tackle waste."

Claudia Glass, co-founder of Swijin says: "Swijin's performance wear exists at the intersection of Swiss textile technology and comfortable, aesthetic design at the highest quality achievable. As a startup, it's crucial that we grow trust with our customer base. Avery Dennison's Digital Care Label solution allows us to educate and engage with the consumer. We unveil every detail of our European supply chain, provide instructions to extend the lifespan of the product, including education around details such as our cradle to cradle packaging. Our consumers can now purchase Swijin products with confidence."

This collaboration showcases Avery Dennison's ability to provide a total solution - a physical trigger to a digital experience, data management, and applications for brands, consumers, and the wider apparel industry to utilize.

For more information about this new collaboration please [click here](#).

## Ends

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### **About Avery Dennison**

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at [www.averydennison.com](http://www.averydennison.com).

### **About Swijin**

Swijin is a new, highly technical performance brand that is home in Sankt Gallen, Switzerland, an area internationally recognised for its textile tradition and outstanding expertise in this industry. Together with a team of textile engineers from the Swiss Federal Laboratories for Material Science (Empa) and four European industry partners including yarn, elastomer, textile and warp-machine manufacturers, Swijin is a new textile from yarns never combined before. This project is the first ever to consider the epidermis itself as a textile layer. Resulting from years of research and testing, the SwimRunner is an extremely fast-drying, highly aesthetic, versatile mix & match sports bra, sports brief and biker shorts that can double as swimwear. Swijin is proud to provide athletes with an alternative to traditional sports bras and performance wear, which are known to cause chafing injuries and bleeding and restrict breathing. The product will enter the market in the spring of 2023.

Innovated in Switzerland. Made in Italy. Designed for low environmental impact. For more information, visit <https://www.swijin.com/>