

Sustainability  
Commitment



**WOUF**  
MADE IN SPAIN





“We wanted to create a brand of bags and accessories that combined functional design with unique prints and ethical production. Our mission is to accompany people in their daily life while spreading joy and consciousness”

When Wouf was founded in 2008, we wanted the brand to be aligned with our values. We started small, producing the first collections in our own atelier and taking care of each and every detail. We realised very early that the people by our side were our most important asset, so we invested in creating a strong network of local partners who believed in a more responsible industry, just like we do. Our company has grown, but it remains entirely local – and in perfect harmony with our hometown, Barcelona.

Once our local network was strong and steady, we decided to go further in our purpose. We started sourcing alternatives to replace all raw materials in our products, and in 2019 we launched our first recycled collection. Today, 90% of our production is made using either recycled or sustainable materials, avoiding industry waste and preserving natural resources.

As a company, we are moved by creativity and commitment designing authentic products and working to become more sustainable, more ethical and more responsible every day.

Thank you for being with us on our mission,

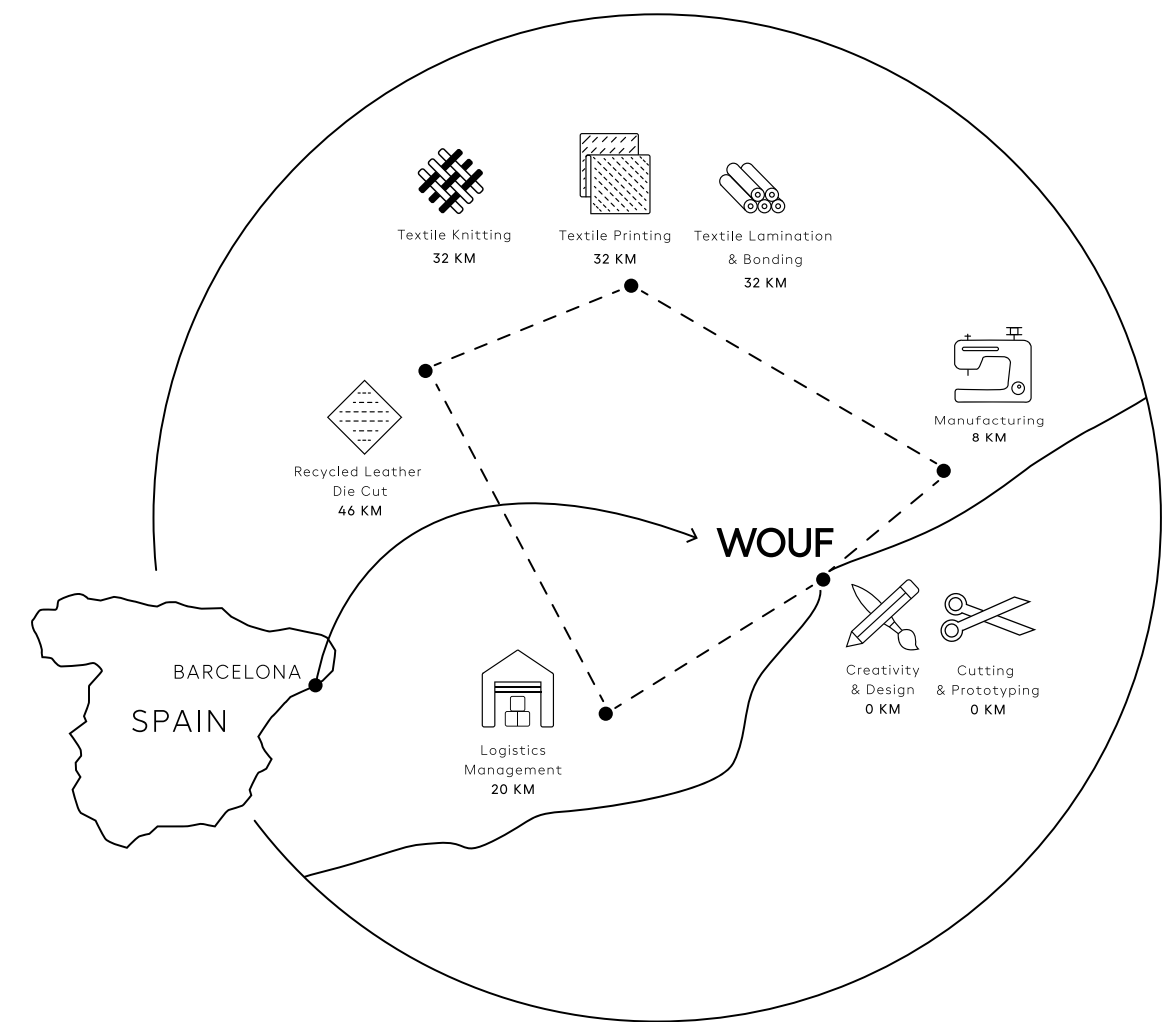
Pablo and Alice  
Co-founders





# The joy of producing at home

We take a lot of pride in the way we produce. While the majority of our process happens in our atelier in Barcelona, we count on the expertise of local suppliers that are part of our network for years. By producing locally, we have better quality control over each and every item, generate jobs in our community and preserve the environment by optimising resources.



**46 km**  
Total ratio of our production process

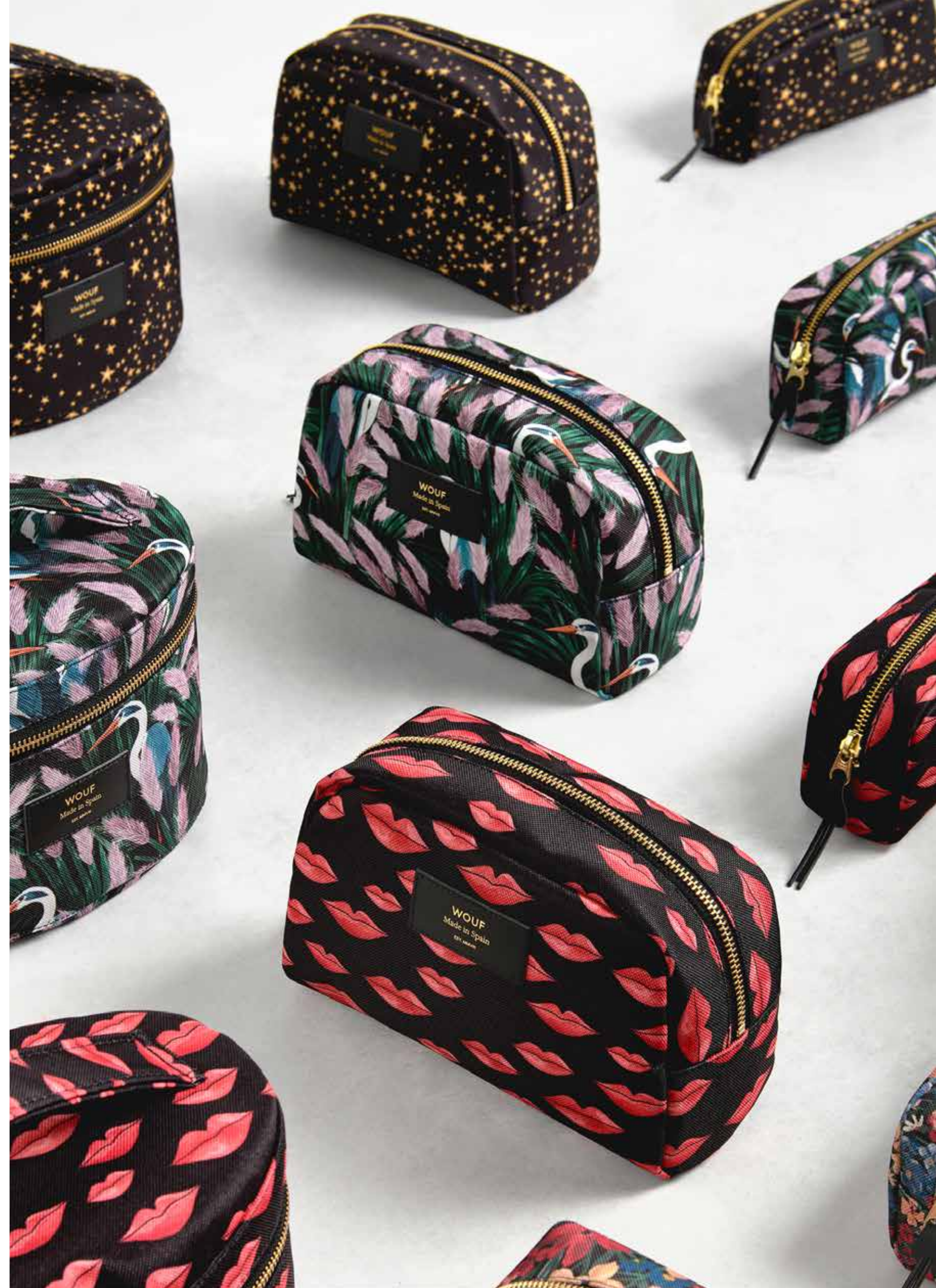
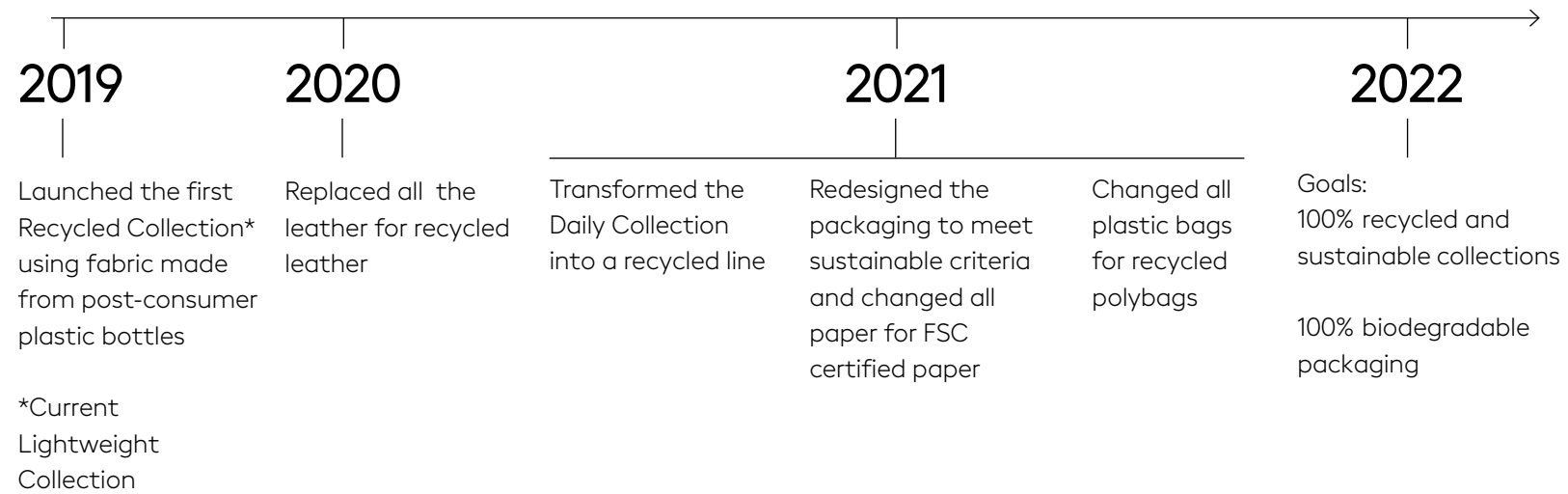
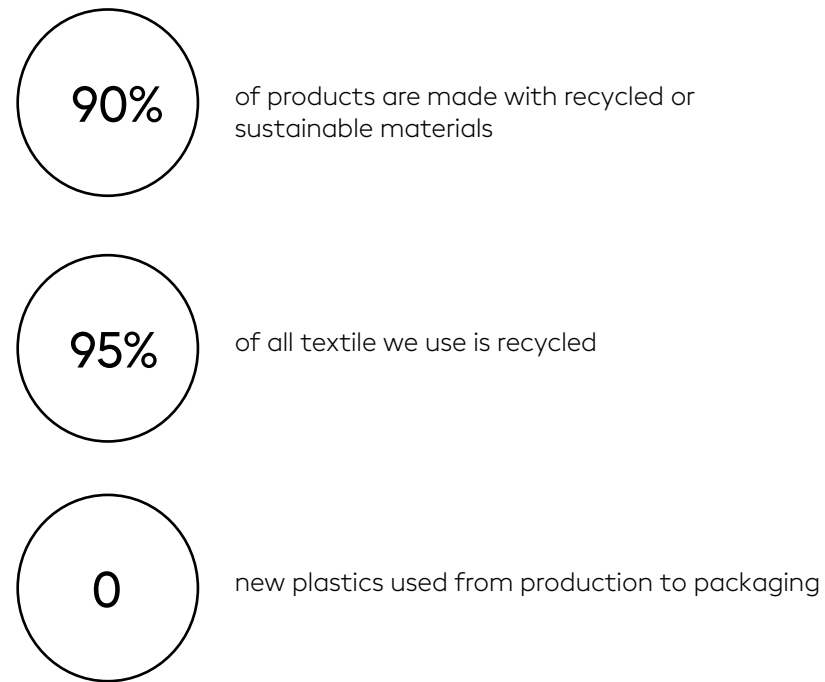
**350 km**  
Until our most distant production partner

**36**  
People involved in the production

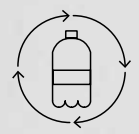


# Sustainability at the core

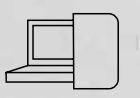
Besides producing locally, we are committed to improving our production in order to preserve the environment. In 2021 we've replaced the majority of the raw materials we used with recycled alternatives. This decision, added to our local production model, lowered our carbon footprint to minimum levels and made our products even better for people and for the planet.







Recycled fabrics made from post-consumer plastic bottles



Bio-based protective foam



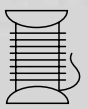
Recycled leather



Recycled YKK zipper tape



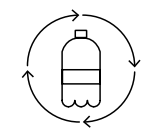
Eco-friendly inks



Recycled sewing thread

# Daily Collection

Designed for the daily life, our main collection is stylish, functional and made to last. The fabrics are made with recycled polyester from post-consumer plastic bottles, which uses 59% less energy to produce and generates 32% less emissions than virgin fabrics\*. All other raw materials have been carefully selected to ensure the best quality while being respectful with the planet.

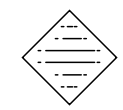


## Recycled fabrics

Outer and inner fabrics made of polyester from post-consumer plastic bottles.

Certified with Global Recycled Standard.

Made in Italy & Spain



## Recycled leather

Made from industry waste.

Certified with Global Recycled Standard and Oeko-tex.

Made in Spain

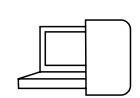


## Eco-friendly inks

With no harmful effects for human or environmental health.

Certified with Eco Passport by Oeko-Tex.

Made in Italy

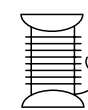


## Bio-based protective foams

Made of biopolymers from forestry residues.

Certified with UNE-EN ISO 14001.

Made in Spain

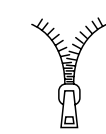


## Recycled sewing thread

Tear resistant and flexible thread made of recycled polyester.

Certified with Global Recycled Standard and Oeko-tex.

Made in Germany



## Recycled YKK zipper tape

Made of recycled polyester.

Certified with Global Recycled Standard.

Made in Spain

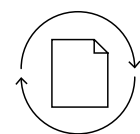


## Phone Bag shoulder strap

Made of recycled polyester.

Certified with Global Recycled Standard.

Made in Portugal



## Notebook paper

Made with a combination of virgin and recycled materials from controlled sources.

Certified with FSC.

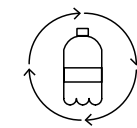
Made in Spain

\* According to a 2017 study by the Swiss Federal Office for the Environment.



# Lightweight Collection

Created for trips and getaways, the Lightweight Collection is light, resistant and easily foldable. It's produced with a thin recycled fabric made from post-consumer plastic bottles, which requires less natural resources to produce and decreases the amount of plastic waste on the planet. All other raw materials were carefully selected to maintain the best quality while respecting the environment.

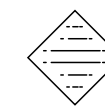


## Recycled fabrics

Fabric made of polyester from post-consumer plastic bottles.

Certified with Global Recycled Standard.

Made in South Korea



## Recycled leather

Made from industry waste.

Certified with Global Recycled Standard and Oeko-tex.

Made in Spain

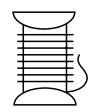


## Eco-friendly inks

With no harmful effects for human or environmental health.

Certified with Eco Passport by Oeko-Tex.

Made in Italy

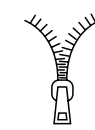


## Recycled sewing thread

Tear resistant and flexible thread made of recycled polyester.

Certified with Global Recycled Standard and Oeko-tex.

Made in Germany

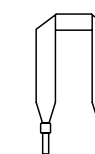


## Recycled YKK zipper tape

Made of recycled polyester.

Certified with Global Recycled Standard.

Made in Spain

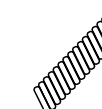


## Recycled straps

Made of recycled polyester.

Certified with Global Recycled Standard.

Made in Portugal

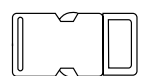


## Recycled cord

Made of recycled and recyclable cotton.

Certified with Eco Passport by Oeko-Tex.

Made in Spain



## Recycled Adjusters & Buckets

Made of recycled nylon.

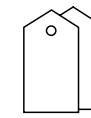
Certified with Blue Design.

Made in Hong Kong



# Sustainable Packaging

In 2021 we redesigned our entire packaging in order to make it more sustainable, replacing all papers with responsibly-sourced papers and all plastics with recycled plastics. We have completely eliminated the use of virgin plastics in our bags and wrappers and are currently working for a plastic-free alternative for our recycled polybags.



## Hangtags

Paper from responsible sources.

Certified with FSC.

Made in Spain

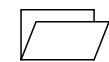


## Tag Cords

Made from industry waste.

Certified with TUV.

Made in China

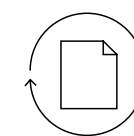


## Paper sleeves

Paper from responsible sources.

Certified with FSC.

Made in Spain



## Cardboard boxes

Paper from responsible sources.

Certified with FSC.

Made in Spain

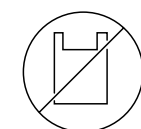


## Individual Polybags

Made from recycled plastics.

Certified with Global Recycled Standard.

Made in Spain



## No more new plastic anywhere





# WOUF

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