

## Becoming more sustainable

Thank you for checking out how We Made Art Once is trying to become more sustainable and eco-friendly. If you have any specific questions about anything in this guide or something that is not listed, please reach out via your the contact page on [wemadeartonce.com](http://wemadeartonce.com)

## Table of contents

- [General sustainability statement](#)
- [Information about production](#)
  - [Social media product promo](#)
- [Information about printing tech and materials](#)
  - [Information about direct-to-garment printing](#)
  - [Information about embroidery](#)
- [Eco-friendly product materials](#)
- [Statement about production times](#)
- [Product packaging\\*](#)

## General sustainability statement

Sustainability is important to We Made Art Once . We're getting greener every step of the way, while still providing you with the quality products you deserve.

[Around 85% of all textiles](#) produced by the fashion industry end up in landfills, making it a major contributor to environmental damage. What's more, [one in every five items produced by the fashion industry](#) reaches landfills without being worn even once.

As **We Made Art Once** works with on-demand suppliers, we only produce items we get an order for, avoiding textile waste from overproduction. Our printing partner's high-quality printing tech creates almost no wastewaters and uses less energy than standard industry printers.

### **Information about production**

Each product you see in our catalog is made on-demand—once you place an order, we produce it specifically for you. This allows us to avoid overproduction and textile waste, and we're continuously working toward greener production.

### **Information about printing tech and materials**

Our clothing designs are fulfilled using various methods. Many of our products are printed with the direct-to-garment (DTG) technique, which is a printing method where ink is first sprayed directly onto the garment, and then it soaks into the fabric. It's like printing on paper, but on clothing. We use Kornit printers that generate almost zero wastewater and use less energy than standard industry printers, which lowers our carbon footprint.

The inks we use for printing are Oeko-Tex™ certified, vegan, water-based, and free of harmful chemicals. We Made Art Once takes sustainability seriously, that's why we take care to properly dispose of any left-over ink according to the ink supplier guidelines.

### **Production times**

Each product you see in our catalog is made-on-demand, which means once you place the order, we start working to get it to you. It takes time for us to create and send out the product, but making each order on-demand allows us to avoid overproduction. This way we get to take care of you and the planet we all share.

### Product packaging\*

This information applies to We Made Art Once main partners in-house facilities. Apparel products that are fulfilled by other partner facilities that are used if the main facility is unavailable might be packaged differently.

At **We Made Art Once** all apparel products are packed in post-consumer recycled (PCR) plastic mailers. The amount of PCR in the packaging will differ depending on where your order gets printed, but it's at least 50% for the outside (white or grey) poly mailer bags and at least 30% for the inside (clear) bags used in multi-item shipments.

PCR packaging is made from everyday items, like used plastic bags and bottles. This material protects your order just as well as regular plastic bags, however, choosing PCR over first-use plastics reduces the environmental impact plastic has on our planet.