

easyessentials-WWF: Panda-producten van 100% gerecycled katoen



Katmondo Media • Opdrachtgever: **easyessentials**

SEPTEMBER 2022 - MAART 2023 | Circulair textielbedrijf easyessentials ziet partnerschappen met goede doelenorganisaties als een mooie kans om met 100% gerecycled katoenen producten “100% impact” te maken. Voor verschillende allianties met het Wereld Natuur Fonds (WWF) schreef Katmondo Media de webcopy en nieuwsbrief content (Engelstalig).

Our First Collaboration with WWF Denmark!

At **easyessentials**, we believe that fashion and sustainability go hand in hand. As a socially responsible brand, we are always looking for ways to make a positive impact on the world, which is why we are thrilled to announce our first collaboration with World Wildlife Fund (WWF) Denmark.



Protecting Wildlife and Promoting Sustainable Living

WWF Denmark asked us to create an exclusive collection for children featuring WWF's iconic panda symbol. The collection includes items such as t-shirts, and rompers. As always, we made sure these items not only look great, but also meet our ethical standards. The collection is now available, take a look at their website and place your order . All items are made from 100% organic cotton and are sustainably sourced, making them safe for your children and the planet.

We didn't think twice

This was our first time working with WWF Denmark, and we were thrilled to partner with an organisation that shares our values of protecting the environment and promoting sustainable living. We have been working with WWF Netherlands for several years now and when we had the opportunity to extend our collaboration with WWF Denmark we didn't think twice. For us at **easy**essentials this is a great way to make a difference and inspire others to take action

Happy kids, happy parents

We created a collection that will make parents and their kids happy, while at the same time calling for action to protect wildlife and their natural habitats. A portion of the proceeds from the sale of each item goes directly to WWF Denmark's efforts to conserve wildlife and promote sustainable living.

We look forward to continuing our work with WWF and other organizations committed to making the world a better place.

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Easyessentials newsletter

New panda towel takes WWF collab to the next level

We're pleased to share that the Dutch division of the World Wildlife Fund (WWF), has added our unique 100% recycled cotton towel to their product range. Head over to the WWF webshop to order your own snow-white panda impact towel! Your purchase supports the WWF in the fight to protect global nature and brings a 100% circular textile industry a step closer.

GET [YOUR PANDA TOWEL](#)

Easyessentials website

New panda towel takes WWF collab to the next level

Collaborating with likeminded organisations is key to doing business with a positive impact. That's why we're pleased to share that the Dutch division of the World Wildlife Fund (WWF), the world's leading independent conservation organisation, has added our unique 100% recycled cotton towel to their product range. Available now in the WWF Netherlands webshop, this lovely, snow-white towel is marked with the well-known panda logo.

easyessentials has been partnering with WWF for several years now. We are WWF's preferred circular textiles supplier for special events and provide different products, such as the cotton panda t-shirts, for the Dutch WWF webshop.

"Collaborating with you guys has been pleasant all along," says Perry Stinis, eCommerce Manager at WWF. "**easyessentials** understands well what is relevant to us, not just in terms of products, but also when it comes to packaging and delivery."

For the WWF towel only existing cotton fibres are used, saving water, protecting land and emitting less CO2. Webshop customers receive their product in a letterbox box without plastics. On the special saving label they'll find a QR code for more detailed traceability information.

Perry: "We want to inspire people and show them that there are better solutions for their everyday purchases: good quality products that are less harmful to the environment. The new **easyessentials** towel fits seamlessly into our offer."

The benefits of the **easyessentials**-WWF collaboration are two-fold. Customers contribute to a circular textile industry by adding a classy branded product to their bathroom wardrobe. At the same time, their purchase supports the WWF in the fight to protect global nature. To us at **easyessentials**, delivering a win-win for everyone is the true added value of teaming up with organisations that share our values and circular worldview.

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Stay tuned as we have more circular surprises in store.

Bovenstaande posts zijn oorspronkelijk gepubliceerd voor de **easyessentials** website:
Panda towel: <https://easyessentials.eu/new-panda-towel-takes-wwf-collab-to-the-next-level/> Baby garments WWF Denmark: <https://easyessentials.eu/our-first-collaboration-with-wwf-denmark/>

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