



## **NDC Green by Nastrificio di Cassano: responsible and certified labels and tags give voice to sustainability while respecting the environment**

100% sustainability lives in the smallest detail, starting with the label, the only element that can tell the story of responsibility. This is exactly why, to be a truly credible 'ambassador', the label or tag must itself be responsible. This is why Nastrificio di Cassano has created NDC Green, the premium, Made in Italy and fully traceable range that guarantees the highest quality standards while respecting the planet.

*"Sustainability is not a whim or a fashion. But the only solution and the first priority that the contemporary consumer demands when, before buying a garment, he immediately checks its label." Comments Lorenzo Ferraris, R&D of Nastrificio di Cassano. "We have always continued to experiment and innovate in order to give voice, value, credibility and coherence to the most important talking detail of a garment".*

NDC Green comprises 4 categories, all with influential international certifications that attest to Nastrificio di Cassano's responsible imprinting. Many new sustainability values are woven into the collection. Particular attention is given to end-of-life, but also to the choice of natural and high-tech materials with a low environmental impact. A wide choice that speaks of responsible innovation, beauty and functionality: characteristics that have led C.L.A.S.S. ([www.classecohub.org](http://www.classecohub.org)) to integrate NDC Green into its Material Hub which "contains a selection of fibres, materials and fabrics that share a DNA linked to research that since 2007 has been raising the bar of standards in order to offer innovations in step with the demands of the contemporary consumer" says Giusy Bettoni CEO of C.L.A.S.S.

NDC Green includes:

- **LABiO ECO-SOFT®:** made using TENCEL™ lyocell yarn which is compostable and biodegradable (as attested by TUV Austria), this product boasts performances and is resistant up to 10 domestic washings at 30°. The reference is produced with fifteen times less water consumption than cotton production and the resins used are GOTS certified.





- **LABiO HANGreen** is the smart solution for the creation of hard tags, hangtags, shopping bags and garment covers and, as LABIO ECO-SOFT® range, it's made with compostable and biodegradable TENCEL™ lyocell yarn and the resin is compostable, too. These peculiarities make this product unique.
- **ACETATE NAIA™**, the 'smart satin' that respects forests and oceans, is the NAIA™ single-ingredient solution produced by Eastman: the 100% traceable, compostable and biodegradable cellulose yarn in both soil and sea respects the natural growth rate of forests.
- **RECYCLED POLYESTER:** is made from post-consumer yarn recycled from GRS-certified PET bottles. Available in both satin and resinated taffeta versions, it guarantees excellent printability for an elegant and sophisticated look.

*"With NDC Green labels and tags, the sustainability of a garment is communicated by a truly responsible element. Not a promise, but a reality, printed and spun in full respect of people and the planet."* Comments Filippo Decio, sales manager of Nastrificio di Cassano.

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**NASTRIFICIO DI CASSANO** is the Italian producer of premium labels for ethical and sustainable fashion. Internationally recognized, the company was founded in 1962 and has always invested in *research and development - both in materials and production processes* - to set new global standards of sustainability with premium and certified labels. The premium ingredient collections guarantee the highest quality levels in terms of materials, style and performance. The mission? To meet the expectations that the most demanding contemporary consumer wants for his or her wardrobe. Sustainability in every detail, starting with the label. [www.nastrificiodicassano.com](http://www.nastrificiodicassano.com)

**C.L.A.S.S.** is the international ecohub founded by Giusy Bettoni in 2007 which has established itself as a reference point in the fashion and textile business for brands, designers, manufacturers, students and all those determined to make fashion smarter. C.L.A.S.S. mission is to provide professionals the strategic tools to trigger change and to grow both in responsibility and competitiveness. The ecohub pursues its goals by merging design and innovation with the new sustainable values contemporary consumers are looking for. C.L.A.S.S. portfolio of services includes:

- THE SMART TOOLS, a platform of responsible and traceable materials, technologies and cutting-edge innovations for both production processes and communication, all injecting sustainability into textiles, fashion collections and companies' performance.
- THE SMART ACADEMY, a rich program of events, talks, classes and services with a very important goal: to educate, raise awareness and inspire professionals, students and even end consumers. Because there is no sustainability without knowledge.
- THE SMART SHOP, the inspirational materials' bank and samples' e-shop for students, designers and brands willing to explore and test sustainable fabrics.

Over the years, C.L.A.S.S. has teamed up with some of the most influential players in the virtuous textile and fashion business such as Première Vision, Fashion for Good, Renoon, Fashion 4 Development, Fondazione Ferragamo, The Sustainable Angle and more. [www.classecohub.org](http://www.classecohub.org)