



camira

# Oceanic

Made from

Face: 100% Post-Consumer Recycled Polyester including 50% SEAQUAL<sup>®</sup> Yarn  
Backing (Eco FR<sup>™</sup>): 100% FR Coated Viscose in 13 colourways



# From coast to coach



**camira**

[www.camirafabrics.com](http://www.camirafabrics.com)

Oceanic is a fabric born of the SEAQUAL® Initiative, designed to combat marine plastic pollution and achieve a waste free environment. It is created entirely from post-consumer recycled plastic - from debris floating discarded in our seas, used to make SEAQUAL® yarn, to bottles thrown away and destined for landfill. One small drop in the mission to clean both the earth and its ocean, this contemporary fabric is a recycled polyester with a purpose.

### A tidal wave of pollution

Experts predict that an estimated 14 million tonnes of plastic enter the ocean every year<sup>1</sup>, and without urgent intervention, it's projected there could be more plastic than fish in the sea by 2050.<sup>2</sup> Saving our ocean one bottle at a time, each metre of Oceanic is woven from yarn crafted using 35 plastic bottles recovered from the ocean.

The SEAQUAL® INITIATIVE is a global community dedicated to transforming marine plastic into new, high-quality products. Camira's partnership supports initiatives in Tunisia's Kerkennah Islands and along the Nile River in Egypt, where local collectors are paid fairly to retrieve and process plastic waste, generating jobs and enabling social and environmental change.

### Sustainable and strong

Taking its strength from the raw material from which it was originally created, Oceanic is a highly durable textile, tough enough for a life not only on the seas but also on the seats it furnishes. Oceanic offers transport operators a greener textile solution—without compromising on abrasion performance or style.

Featuring Camira's patent-pending, halogen-free Eco FR™ technology, Oceanic includes a lightweight, flame-retardant backing which inhibits burning, forming a protective char to ensure fabrics are safe, strong, and environmentally conscious.

### Carefully curated colours

With a refined colour selection of 13 shades, Oceanic combines muted, neutral hues with soft pastels and deep bolds to provide a versatile palette that echoes the shades visible on nature's shoreline, as well as introducing a number of vibrant, trend-led tones.

### At a glance

- 100% recycled plastic, including marine waste
- Each metre contains the equivalent of 35 plastic bottles
- Features Camira's Eco FR™ technology
- Part of the SEAQUAL® Initiative
- Diagonal, two-tone weave
- Available in 13 colourways

Source 1: <https://blog.cleanhub.com/how-much-plastic-in-the-ocean#:~:text=The%20International%20Union%20for%20Conservation,entering%20our%20environment%20every%20hour>

Source 2: <https://www.wwf.org.uk/myfootprint/challenges/will-there-be-more-plastic-fish-sea>