
SEAQUAL® fabrics for transport interiors.
From sea to seat
camira

SEAQUAL® INITIATIVE is a unique community transforming marine plastic pollution into textile solutions. Already used in automotive and commercial interiors, now for the very first time recycled SEAQUAL® fabrics are available for bus and coach interiors from Camira. Two new flat-woven fabrics, Oceanic and Quest, are made from 100% post-consumer recycled polyester from plastic bottles, including marine plastic waste salvaged from oceans, beaches and rivers. Engineered using our patent-pending Eco FR™ technology, the fabrics achieve key flammability requirements without compromising environmental performance.

Making waves in transit.

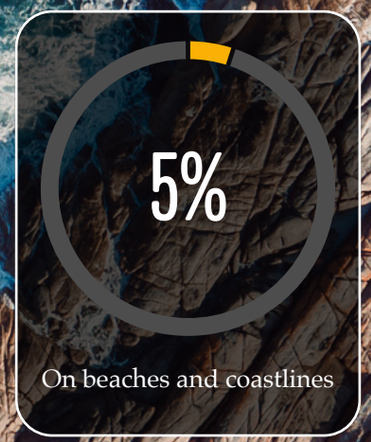
The problem of ocean plastic waste.

Each year, around 14 million tonnes of plastic enters our oceans, creating a tidal wave of ocean plastic pollution.

80% comes from the land, while 20% comes from fishing and shipping.

By 2050 there will be more plastic in the ocean than fish, threatening our marine ecosystems and creating a man-made disaster if untold magnitude.

On the sea bed



On beaches and coastlines

On the ocean surface

Oceanic & Quest.

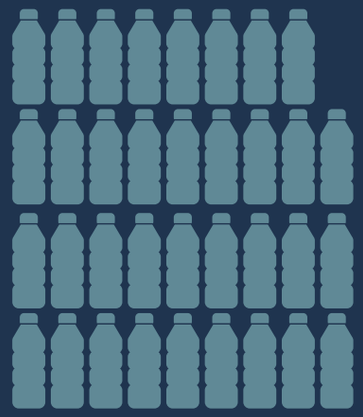
Two new fabrics, born of the SEAQUAL® Initiative, designed to combat marine plastic pollution and achieve a waste free environment. Created entirely from post-consumer recycled plastic, sourced from both land and sea these are recycled polyesters with a higher purpose, with a mission to clean up both the earth and its oceans.

Oceanic is woven from yarn made from 35 plastic bottles in every metre. Delicately dyed using cationic yarn, this multi-tonal fabric has a diagonal twill weave, combining and contrasting a light warp with a deeper dyed weft. Taking its strength from the raw material from which it is created, Oceanic is highly durable, heavier weight recycled polyester, tough enough not only for a life on the seas, but also on the seats it furnishes on buses and motorcoaches.

Quest contains the equivalent of 23 plastic bottles per metre of woven fabric. Waste made wonderful, this is a very lightly textured fabric, transforming the most resilient of materials into a fabric as fluid as the waves which inspired it. It has a balanced hopsack weave enhanced by discat-dyed SEAQUAL® yarn, creating an understated aesthetic, bringing a touch of the ocean's natural beauty to transport interiors. Its colourways perfectly complement Oceanic.

The Oceanic line

100% post-consumer recycled polyester, including 50% SEAQUAL® YARN



1 metre of fabric contains 35 plastic bottles - removing and stopping the accumulation of plastic waste in our oceans

The fabric on a single decker contains 1,044 plastic bottles

while a double decker contains 1,740 plastic bottles

The fabric on a motorcoach contains 2,435 plastic bottles.

The Quest of a wave

100% post-consumer recycled polyester including 75% SEAQUAL® YARN

1 metre of fabric contains 23 plastic bottles - removing and stopping the accumulation of plastic waste in our oceans

The fabric on a single decker contains 693 plastic bottles

while a double decker contains 1,155 plastic bottles

The fabric on a motorcoach contains 1,617 plastic bottles.

Transforming ocean plastic into textiles for transport.

From coast to coach, and beach to bus, SEAQUAL® Initiative works with ocean clean ups around the world to retrieve plastic marine litter directly from our oceans, beaches, rivers and estuaries.

Plastic waste – such as bags, bottles, fishing nets and footwear – is gathered from the sea and rivers, then transported to a collection point where it is sorted.

For yarn and fabric, we use plastic bottles which are first shredded into flakes, then cleaned and heated to 80C to remove any contaminants or residues.

The clean flakes are melted and re-formed into polymer chips which are then extruded into recycled SEAQUAL® Yarn which we weave into fabric.

Collected – sorted – shredded – cleaned – heated – made into polymer chips – melted – extruded into filament – made into yarn – woven into fabric.

Ocean Bound versus Ocean Found

Many companies use recycled plastic for textiles, but most focus on so-called Ocean Bound Plastic waste, said to be at risk of reaching the ocean but often found as far away as 50 km inland. SEAQUAL® INITIATIVE takes it further by targeting plastic at its most critical point—waste already polluting our oceans, rivers, and shorelines, posing an immediate threat to marine life. So it is Ocean Found, rather than Ocean Bound, making an even more important material impact.

To maximize impact, SEAQUAL® Initiative concentrates on regions with severe waste mismanagement, often due to inadequate infrastructure or foreign waste dumping. By establishing local collection points and a vertical supply chain, economic opportunities are created, communities united and environmental damage reduced.

Plastic collection projects

SEAQUAL® Initiative works with local collection projects in Europe, the Caribbean and Asia, to help local communities in their efforts to fight the tidal wave of plastic pollution which blights their marine environment. Two dedicated collection points serving European regions in the Mediterranean are in Tunisia and Egypt.

Kerkennah Island, Tunisia

On the peaceful island of Kerkennah, Omar Kcharem leads a collection point working with local families, paying them for the plastic they collect along the coasts and surrounding areas. The plastic is then sorted and shredded directly on the island, before being sent to Monastir for final cleaning and onward transportation to Spain where it is transformed into SEAQUAL® Yarn.

Nile River, Egypt

In Egypt, SEAQUAL® INITIATIVE collaborates with VeryNile, a pioneering local organization dedicated to cleaning the Nile and supporting vulnerable communities. Led by Albon Ménonville, the initiative empowers fishermen by involving them in plastic collection efforts—transforming their roles into true guardians of the river. The collected plastic is then sorted, shredded and cleaned locally, creating new job opportunities and driving forward the circular economy, transforming plastic pollution into textile solutions.

Engineered with Eco FR™

Both Oceanic and Quest are engineered with our patent-pending Eco FR™ technology, which enables them to meet key flammability requirements without compromising environmental wellbeing. Developed by our in-house technical team, this is an innovative lightweight non-woven viscose backing, onto which the halogen-free flame-retardant technology is printed in a unique pattern. This improves flammability performance by inhibiting burning as well as by forming a protective char. It achieves maximum flammability performance with minimal use of chemistry, helping to inhibit burning as well as forming a protective char.

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