

EARTHWORKS INNOVATIVE



Our main aim is to protect our planet **EARTH**

We **WORK** towards developing affordable & easily available eco-friendly alternatives to disposable plastics. Empowering women is a vital mission of our company, all our products are manufactured by units which employ mainly women.

We strive to incorporate **INNOVATIVE** and sustainable designs into all our products, therefore enhancing its durability, multi-functionality & reducing consumption.

*We have adopted **SUSTAINABILITY** as a core value for our products & our processes. Earthworks was founded to combat dangers of one-time-use plastic items, It is our mission to spread awareness & facilitate sustainable practices by offering our clients the best of ecofriendly products.*

The Problem



OUR CURRENT PLASTIC PROBLEM

Disposable PP (polypropylene) surgical masks used by non-medical professionals.

Due to rise in fear of contracting the **COVID 19** (coronavirus) general public & offices are using these disposable masks which is very harmful for our environment. The PP masks break down into micro-plastics which is killing our aquatic & wildlife. There is no collection & recycling system currently deployed to deal with this immediate threat to our environment.

Overuse of these surgical masks has led to shortage in availability of these masks which are vital for the health care industry.

The Solution



SOLUTION TO OUR CURRENT PLASTIC PROBLEM

Reusable 100% cotton masks.

These 2ply (double layered) 100% cotton masks with elastic ear bands are durable, washable & reusable. Cotton is bio-degradable & hence reduces risk of affecting our ocean and wildlife.

100% COTTON FACE MASK

PACK OF 5

*Available in a variety of colours



PROTECTION AGAINST



Dust



SMOG



Pollution



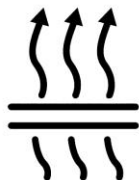
Pollen



Bacteria



100% COTTON



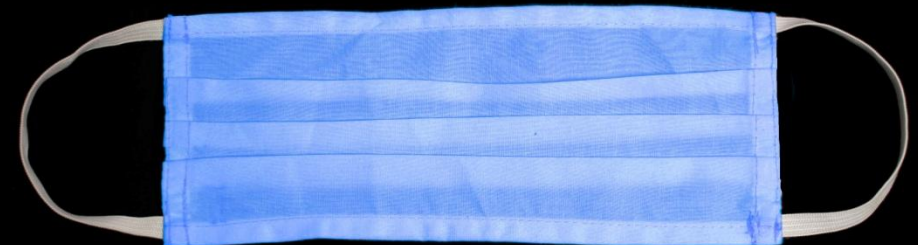
BREATHABLE



Colour options

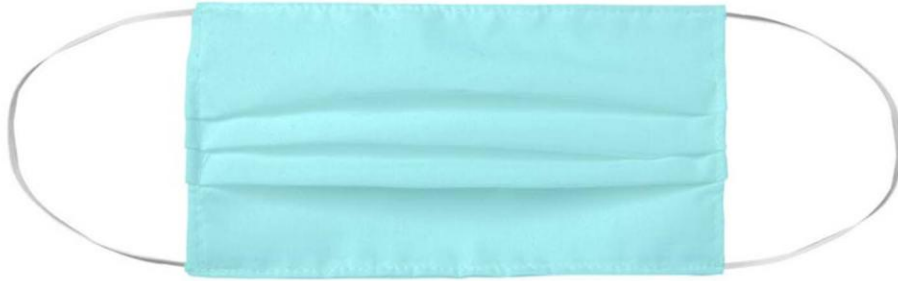
PACK OF 5 DIFFERENT COLOURS

- ✓ **Avoid confusion** at home / workplace
- ✓ **Match your masks with your outfits**
- ✓ **Washable – Reusable – Colour-fast**
- ✓ **100% cotton**
- ✓ **No harmful chemicals used**



PACK OF 7 DIFFERENT COLOURS (including white)

Different colour for each day of the week



PACKAGING – for Organisations

Cloth pouch with metal clamp

Cotton masks pack of (4 or 5 or 7) will be packed in 100% cotton drawstring pouch with clamp.
Company/brand logo or special message can be printed



- ✓ Perfect option for companies to offer their employees
- ✓ **Comfortable - Easy to wear – Unisex**
- ✓ **Hygienic** option to store your masks
- ✓ **Protects your mask from dirt/germs** when not in use
- ✓ Individuals can write their name on pouch easily with marker/pen
- ✓ **100% cotton** fabric with cotton drawstring shrink-free fabric
- ✓ **Eco-friendly – Washable - Reusable**
- ✓ **Metal clamp** attached to drawstring pouch can be hooked on to bags/keychain/lanyards or even belts.
- ✓ **Stress-Free** - You don't have to worry about mix-ups or losing your masks !

PACKAGING – for Organisations

Canvas Zipper pouch with metal clamp



- ✓ **Comfortable** - Easy to wear – Unisex
- ✓ **Hygienic** option to store your masks. **Protects your mask from dirt/germs** when not in use
- ✓ **100% cotton** fabric with cotton drawstring shrink-free
- ✓ **Metal clamp** attached to drawstring pouch can be hooked on to bags/keychain/lanyards or even belts.
- ✓ **Stress-Free** - You don't have to worry about mix-ups or losing your masks !

PACKAGING – For Retail Stores

All masks pack of (4 or 5 or 7) will be sealed in biodegradable starch based plastic
(company/brand logo can be printed)



earthworksinnovative.com

1 cardboard carton 34x34x25 cm = 500 – 600 packs each
10,000 packs = 160 – 170 cartons

100% COTTON DOUBLE LAYERED FACE MASK - PACK OF 5 DIFFERENT COLOURS
sealed packed in 100% bio-degradable starch based plastic



100% COTTON DOUBLE LAYERED FACE MASK - PACK OF 5 PLAIN WHITE COLOUR
sealed packed in 100% bio-degradable starch based plastic



STANDARD MASK

Size

Adult: L7" x W5" (20cms x 12cms)

Child: L6" x W4" (15cm to 10cm)

* Custom size available

Material: 100% cotton

Construction: 40s/40s

Thickness: 100 gsm

EPI X PPI: 110x80

Weave: Plain

Double stitched elastic bands to ensure durability

EAR LOOP : Elastic + cotton – white

Production capacity & lead time:

10,000 units – 10 days

50,000 Units – 20 days

100,000 units + - 30 days +

(with logo print 1-2 days extra)

*Custom print available for orders above 1000 units

WASH CARE



WASH HAND



DO NOT WRING



DO NOT BLEACH



WASH HAND



The Company

Earthworks Innovative, founded by Ms. Surya Dinkar to address the immediate concern of our environment - ***overuse of disposable plastic products***. One of the most overused and littered items are plastic bags. Earthworks is dedicated to providing high-quality shopping bags (and customised eco-friendly bags) to encourage an eco-friendly lifestyle, even in cities where plastic ban is not imposed yet.



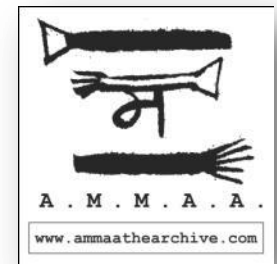
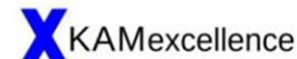
Besides our primary focus - the environment, we also care deeply about ***empowering women & dying Indian traditional art forms***. All our bags are manufactured at a unit that is comprised of 99% women employees, who are paid more than the industry minimum wage and are provided with educational support for their children.

our current focus is to manufacture and distribute 100% cotton face masks as an eco-friendly alternative to the disposable pp (polypropylene) which is polluting our environment.

[CLIENTS](#) | [PRODUCTS](#)

OUR CLIENTS

We have supplied over a million bags to clients pan India & the EU since 2017. As a trusted brand, we have various NGOs as our loyal customers. Our strategic partnership with these social enterprises help our products reach all corners of the globe. Click [here](#) to view our wide range of customised products.



DISCLAIMER

- ❑ Earthworks facemasks is not a medical supply/equipment , it is not recommended to be used by Health care professionals (who are required to use certified N95 masks).
- ❑ Earthworks masks are not an alternative to N95 respirator.
- ❑ Earthworks facemasks mentioned in this catalogue *does not claim* to be effective against preventing of (COVID 19) coronavirus or other viruses .
- ❑ The most effective way to prevent being infected by the COVID 19; as adviced by WHO is to wash your hands with soap regularly & social distancing.
“Standard recommendations to prevent infection spread include regular hand washing, covering mouth and nose when coughing and sneezing, thoroughly cooking meat and eggs. Avoid close contact with anyone showing symptoms of respiratory illness such as coughing and sneezing.” – World Health Organisation
For more information: <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public>
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public/when-and-how-to-use-masks>
- ❑ Earthworks masks are merely an ecofriendly alternative to the PP (*plastic*) disposable masks which is harmful for our environment.
- ❑ It is intended for personal use. Not recommended for affected patients or medical staff.
- ❑ It helps reduce anxiety of travelling in polluted spaces, reduces concerns of employees in an office environment.
- ❑ Benefits of using cotton masks include:
 - Protection against excessive dust , pollution & germs , hence it can be used as dust mask especially for folks who ride 2 wheelers and useful for people suffering from asthma and other breathing ailments.
 - It is washable & hence reusable, hence ECO-FRIENDLY.
- ❑ Vital information for Corporate offices:

https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf?sfvrsn=359a81e7_6