

**The
Hurd
Co.**

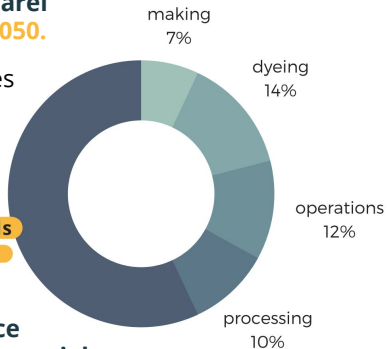
waste to wear

Resource consumption in the apparel industry is projected to **triple by 2050**.

We do not have the land + resources to keep up with this demand.

The primary impact of any given garment comes from

raw materials
57%



Apparel brands are looking for alternative feedstocks that reduce their dependence on virgin raw materials.

what's an MMC?

There are 3 main kinds of fabric: natural fiber, polyester, and **manmade cellulosics (MMCs)**. Put simply, MMCs are fabrics made from wood pulp. We know them as viscose/rayon, modal, or tencel.

150M+ trees logged each year*

Natural Fiber
cotton, hemp, linen

Polyester
plastic

Manmade Cellulosics (MMCs)
wood, bamboo, eucalyptus

viscose/rayon
(generic wood)

modal
(beech)

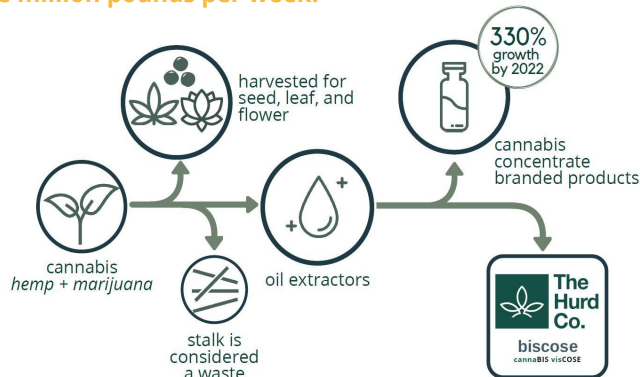
tencel/lyocell
(eucalyptus)

Demand for MMCs is growing faster than any other fabric. Over the past decade, **the market share of MMCs has nearly doubled**.

*projected to double by 2025

why cannabis?

Cannabis (hemp + marijuana) is harvested for seed, leaf, and flower, but the stalk is considered a waste. In California, cannabis waste is burned or sent to landfill at a rate of **one million pounds per week**.



The Hurd Co collects waste from oil extractors, uses a low-impact pulping process to convert it into an apparel-grade MMC pulp, and sells it into the supply chain as

biscose™
cannaBIS visCOSE

STORY

SUSTAINABILITY

PRICE

“waste to wear”

16%
impact reduction

market competitive

vs. viscose