

# ZEEFIER

zeefier.eu/press

## Press

Planning on featuring us in a news article, blog, or other medium? Feel free to use the information below, including the open-source pictures (to be used with mention of Zeefier and the name(s) of the photographer(s) when applicable).

1. About Zeefier
2. Customers, partners & collaborations
3. Products, colors & possibilities
4. Benefits of seaweed, history & other industries
5. Media & downloads

Please find additional information on our social media pages (@zee.fier) and this website.

## 1. About Zeefier

### *Questions and answers about the origin and presentation of our company*

#### **Who is Zeefier?**

Established in 2020, Zeefier is a startup based in The Netherlands, researching and developing natural dyes made out of seaweed and its waste streams.

Currently, we're 100% female-owned, happily working in our lab and all across the company with people of all gender.

#### **What does your name mean, and where does it originate?**

Saphhir, the wind from the west, brings us seaweed. Combine that with the many conversations we had with our international interns, who loved the Dutch language, and you get a Dutch variation on the term. For this, we created a new compound word that sounded similar to Saphhir: Zeefier. The two words in Zeefier mean sea (zee) and proud (fier), a combination that works on multiple levels; we're proud of what we do, where our colors come from, where we come from, and - to come full circle - we aim to protect the sea that gives us everything we use to stay 'fier'.

In short: Zeefier < Zee (Sea)- Fier (Proud) < Ζέφυρος (Zéphyros)

#### **How did Zeefier start?**

During one of her many walks on the beach, *artist* and creative founder Nienke Hoogvliet picked up some seaweed. It got her thinking. Since 600 B.C. we have been dyeing naturally with plants, insects, wood, and other products. What if seaweed could help fight the pollution of the textile industry?

While the benefits of working with a sea product were still relatively unknown, Nienke started to experiment with seaweed dyeing. Over the course of 10 years (and continuous experimenting), [she literally wrote the book on the subject.](#)

10 years ago, all her actions and experiments were brought to life in (amongst other objects later on) a very special rug. Throughout the years, this rug has been showcased in museums around the globe: Centre Pompidou (Paris), Central Museum (Utrecht), Cooper Hewitt Design Museum (New York), Textile Museum (Tilburg), Victoria & Albert Museum (London).

Many more seaweed objects saw the light of day since the official start of Zeefier.

#### **I saw the documentary on Nienke's journey, can we see it again somewhere?**

The documentary is currently traveling the world, but for Dutch viewers, you can watch the film at [https://www.npostart.nl/AT\\_300001026](https://www.npostart.nl/AT_300001026). The trailer is available on the producer's website: <https://www.elbestevens.nl/project/a-world-to-shape>.

#### **What are your missions?**

- Changing the way we dye drastically
- Being fully transparent throughout the whole value chain
- Becoming accessible and affordable for everybody
- Contributing to the transition of the textile industry
- Becoming the sustainable standard in dyeing

#### **Do you have footage that we can use?**

Yes, see all the way to the bottom of this page. Please always name the photographer's names. Product sheets and samples are available on request only ([bianca@zeefier.eu](mailto:bianca@zeefier.eu)).

#### **What quotes can we use?**

"Zeefier wants to color the world in a sustainable way"

"We go from fast fashion to slow textiles."

#### **How can we get in touch with you?**

Please contact us with questions to which the answer is **not** covered on this page. While we do not usually have the time to conduct interviews, we could add the answer to your question and/or make an exception to schedule a call or meeting. For press-related questions, please refer to [press@zeefier.eu](mailto:press@zeefier.eu).

#### **What about our publications about you?**

If our FAQ has provided you with answers and quotes, we'd be happy to look at your press release! Please let us know through [tais@zeefier.eu](mailto:tais@zeefier.eu). We will pass on the article(s) to our team and can share publications through social media.

## **2. Customers, partners & collaborations**

### ***Who do we work for, where, and what about partnerships?***

#### **Who are your customers?**

We are a business-to-business organization with a primary focus on interior and fashion brands. We also work for and with dyehouses and textile and yarn companies.

#### **Is Zeefier interested in partnerships, and if so, what are you looking for in a partner?**

It all starts with a mutual dream. The characteristics of most of our partners are quite similar: Early adapters whose business model is already driven by **sustainability**, wish to be fully traceable and are willing to invest in that. These frontrunners are being selected carefully and will help us

scale the product to an industrial scale and become widely available and more affordable for the mainstream market.

Currently:

- We're doing pilots with international brands
- We believe in long-term collaboration (sustainable)
- We have a waiting list of more than 100+ brands to work with

### **Why do you work locally?**

Location is a big deal to us. What helped us decide Zeefier's 'home', were many factors, including the EU Green Deal, the Euro, stability, short lead times (reduction of the footprint due to less transport), transparency, and traceability. These all weigh in.

With the European Green Deal, companies and consumers are made responsible for contributing to a cleaner textile industry by changing their footprint and reducing emissions for the new generations by 55% in 2030 and 100% in 2050. Greenwashing will be penalized, and legislation with regard to the usage of chemicals will be much more strict. Zeefier aims to be a big part of this goal.

In the future we will be also working locally outside the EU.

## **3. Products, colors & possibilities**

### ***What can we create and how much more is out there?***

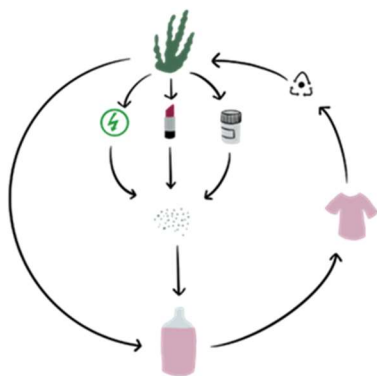
#### **How can we dye with Zeefier?**

We have four kinds of dyeing methods: fiber, skein, top, and yarn (hank, yarn, and cone).

Colors are available as a paste or a liquid for industrial use in dyehouses.

#### **How does the extraction process work?**

We have done research on micro and macroalgae (seaweed) and focused is macro algae seaweed and we did research on green, red, and brown seaweed types. Within those types, we have done research on 100+ types of seaweed. This process is our protected and secret "Coca-Cola" recipe (patent pending).



The extraction process in the lab will result in either an industrial powder or a liquid dyestuff.

#### **What are the Zeefier colors?**

Look at our instagram to see our grey, beige, brown, orange, and pink colors. From yellow to red, orange to green: all of our colors have been industry standard-tested.

We do research on colors that are in trend and wanted by our clients, while also reducing our footprint. It took us years to develop the colors we have so far, and while we have an impressive amount, blue currently remains one of our wish-list items for the future looks like we cannot make blue (yet).

Creative founder Nienke has curated the color schemes for '23/24. We always look into the current trends when establishing our latest colors.

#### **What kind of fabrics can Zeefier dyes be used on?**

Our colors are suitable for direct use on textiles or yarns. We dye on natural fabrics, like cotton, wool, silk, hemp, cashmere, linen, bamboo, Rayon (semisynthetic), and Lyocell (semisynthetic).

We're always interested in new materials to test.

#### **Will you continue to experiment and in which areas?**

Research is at the core of our business. We will continue to find new colors with seaweed coloring.

#### **Do you have any commercial products?**

We aim to launch the first Zeefier products for consumers in 2024.

## **4. Benefits of seaweed, history & other industries**

### ***About dyeing, weeds, and comparable industries***

#### **What is the history of natural dyeing?**

To understand where we're going we need to know where we came from and why and how we need to change it.

For many centuries, we used to work with only natural dyeing, using sources like plants and insects. The synthetic dye then came into view in the 20th century, of which we now know its negative impact on the environment (research by the European Environment Agency shows a staggering 20% of the water pollution worldwide is caused by the dyeing and finishing of textiles). Countries like Bangladesh, China, India, and Indonesia suffer the most, having areas stripped of life due to polluted streams. Some rivers turn a daunting dark red or black. Zeefier wants to go back to the principles of our ancestors and apply this on a larger scale, while still reducing our footprint. What sets us apart, is that we don't use water to grow our raw product; seaweed doesn't require agricultural land or freshwater. With this, we get to the age of recovery.

The 3 material ages:

1. Age of the naturals 6000 bc to the 19th century.
2. Age of the synthetics: 20th century
3. Age of recovery: towards 2050

#### **Where do you get the seaweeds?**

1. Local seaweed farms
2. Waste streams from the food and cosmetic industry
3. Waste from the recreation beaches

#### **What are the benefits of using seaweed as a textile dye?**

Our dye is chemical and pesticide free, and also biodegradable. Because seaweed can grow everywhere in our oceans, it can be locally processed.

Using seaweed for dyeing is beneficial in multiple ways:

1. Helps reduce our footprint
2. Can be fully traceable
3. It's a biobased material that grows rapidly

4. Seaweed comes in large volumes and the technique is suitable for large-scale appliance

Most importantly:

5. It doesn't require agricultural land or freshwater to grow.

### **Are consumers ready for Zeefier?**

From the food industry we know that eco-friendly products are now widely available and becoming the standard. Consumers are also willing to pay the true price. We also see that this price is now cheaper than 10 years ago. Impact-driven companies helped shape that industry.

From the cosmetics industry, we know that consumers like their cosmetics as natural and skin-friendly as possible. We see eco-friendly materials, such as textiles, as the next sustainable step towards a better future.

## **5. Media & downloads**

For professional use only.

- Short media presence highlights reel
- Images/stock in HR
- Download this page in PDF or as a doc
- Find us on social: we mainly use Instagram for our communications (@zee.fier).
- Product and/or samples on request (press@zeefier.eu)

**When using one or more of our pictures: please always name the photographer's name.**