What does a technology company have to do with fabric?

A lot when you produce the quantity of carrying cases Dell Technologies manufactures each year. As part of our shift to a more circular approach, even our backpacks and carrying cases are part of providing our customers with another option to support a sustainable future.

Emissions Transparency:

Dell has now calculated the emissions impact of our EcoLoop carrying cases and is the first and only major PC brand that provides product carbon footprint data for carrying cases. We are transparent about our emissions impact. Click here for Dell Product Carbon Footprint Datasheets

Responsible Dyeing Process

The textile industry is energy- and resource intensive, responsible for a large portion of global carbon emissions and industrial waste. Traditionally dip-dyed polyester fabrics are part of this problem.

Dip-dyeing is a water- and energy-intensive process that involves bathing the fabric in dyes, softening agents, leveling agents, emulsifiers, additives and other chemicals, leading to polluted wastewater and emissions.

Solution-dyeing is an entirely different and more responsible way to color fabric. Coloring agents are mixed with the polyester pellets before they are extruded into fiber. This creates a consistently colored yarn, so no additional dyeing is needed.

The textile industry comprises 40% of global manufacturing.

25% of all the chemicals manufactured worldwide are used in the textile industry.
What's the Impact?
Our customers want contemporary, fashionable carrying cases that don’t sacrifice the environment. EcoLoop helps us responsibly deliver carrying cases that are functional, stylish and sustainable. Not only does the solution-dyeing method have significant environmental benefits, it also contributes to greater color-fastness, as the thread is a uniform color throughout — not just a thin layer of adsorbed color.

Responsible solution dyeing process generates:

- up to 97% less water impact, less greenhouse gas emissions, and fossil fuels compared to traditional dyeing processes.³

Recycled Polyester

Dell works with certified vendors that recycle PET containers into fabric. PET bottles are cleaned, crushed into pellets, melted and transformed into thread to be woven into the carrying cases. Exterior fabric of select EcoLoop™ carrying cases use 100% recycled polyester.

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PET CONTAINER → CLEANED → PET PELLETS → MELTED → THREAD FOR CARRYING CASES
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182 METRIC TONS = 19 MILLION

Dell EcoLoop™ Carrying Cases have diverted 182 metric tons of recycled plastic, equivalent to 19 million plastic bottles.⁵

Compared to using virgin polyester, recycled polyester can generate up to⁶:

- 85% less water impact
- 76% less greenhouse gas emissions
- 90% less fossil fuels
Oceancycle™ certified
Ocean-bound plastic

Using waste as a resource while advancing sustainability, Dell works with a certified supplier that sources ocean-bound plastics from coastal communities. The collection process is completely traceable while adhering to high quality and creating honest social and environmental impacts. The plastic that is collected from the coast is sorted, crushed and extruded into fiber used to make the external material. Exterior fabric of select EcoLoop™ carrying cases uses 100% recycled ocean-bound plastic.⁷

SOURCE OCEAN-BOUND PLASTICS FROM COASTAL COMMUNITIES

SORTED

CRUSHED

FIBER USED TO MAKE EXTERNAL MATERIAL

315 METRIC TONS = 34 MILLION

Dell EcoLoop™ Carrying Cases have diverted 315 metric tons of ocean-bound plastic, equivalent to 34 million plastic bottles.⁷

Sustainable Packaging

Select Dell EcoLoop™ carrying cases come in packaging with 100% recycled content in the hang tag, hang loop and plastic bag.

Ocean-bound plastic is waste collected within 50 kilometers (30 miles) of an ocean coastline or major waterway.