

A person is climbing a tall, reddish-brown rock face. The climber is wearing a red shirt and dark pants. The rock face is vertical and has a crack running down it. The background shows a desert landscape with mesas and a blue sky with white clouds.

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Laura Hoch
GC3 Innovators Roundtable
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*Build the best product,
cause no unnecessary harm,
use business to inspire and implement solutions to
the environmental crisis.*

Patagonia

Legacy of Responsibility

Challenging Consumer Behavior



Supporting Environmental Groups



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Materials Responsibility



PATAGONIA RECYCLED POLYESTER COLLECTION

[Shop Patagonia recycled polyester products](#)



Materials Innovation at Patagonia

- Focus on finding technologies that **decrease environmental impact** and/or **increase performance**
- Work closely with Product Design, Commercialization, and Environmental Responsibility
- Long term focus: 2+ years from commercialization
- Tin Shed Ventures



Photo courtesy of Patagonia / Christian Pondella

Beyond Surface Technologies



Photo courtesy of Beyond Surface Technologies

- Swiss company focused on developing textile treatments based on responsible raw materials
- Well-aligned with Patagonia's mission
- Great development partners
- Currently use wicking technology, with others under development

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Our Green Chemistry Challenges

- Non-F DWRs
 - High performance water repellency
 - Oil and soil release
 - Contamination resistance
- Non-petroleum based feedstocks
 - Recycled/Regenerated
 - Bio-based
- Reducing Pollution
 - Impact on water health
 - Responsible end of life



Photo courtesy of Patagonia / Steve Ogle



Thank you!

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