The background of the entire page is a photograph of a teal ocean with gentle waves, set against a clear, light blue sky. The text is overlaid on this image.

SEAQUAL

INITIATIVE

FIDIVI*



© SEAQUAL

FIDIVI | SEAQUAL

FIDIVI joined the SEAQUAL INITIATIVE to help clean the oceans while transforming marine litter into beautifully crafted fabrics.

What is SEAQUAL?

SEAQUAL INITIATIVE is a unique collaborative community that works with ocean clean-up programs around the world to transform the marine litter they recover into Upcycled Marine Plastic; a new, fully traceable raw material with the power to raise awareness of the issue of marine pollution and highlight those helping to fight it. In choosing products containing Upcycled Marine Plastic, you are helping to clean our oceans.

What is SEAQUAL® YARN?

SEAQUAL® YARN is the only certified yarn to make SEAQUAL products. It is made with at least 10% Upcycled Marine Plastic; the rest is Recycled Polyester from land plastic (PET bottles). Every product (fabric, garment, etc.) must contain at least 20% of SEAQUAL® YARN to be labelled as SEAQUAL.

What is FIDIVI doing?

We believe that every initiative towards a cleaner world is to be pursued and encouraged. We started the path for fabrics with recycled yarn; now FIDIVI is launching its first collection fabric SEALIFE made with SEAQUAL® YARN.



© SEAQUAL

Why joining?

Every piece of fabric is fully traceable back to the yarn it is made of. It is a system that works as long as every player of the process is part of the SEAQUAL INITIATIVE.

That means that **any company that buys SEAQUAL products from FIDIVI has to join the SEAQUAL INITIATIVE.**

This is done by subscribing the 'SEAQUAL Trademark & Copyright License Agreement'. This is a free of charge agreement that certifies your company can buy and sell SEAQUAL products. You may also support the project with a donation that will help the involved NGOs in their efforts to free our oceans from litter.

Learn more:

www.seaqual.org

<https://www.youtube.com/watch?v=rT6faJ47B1M>



info@fidivi.com - www.fidivi.com

1. The registration process starts here: <https://licensees.seaqual.org/>
You just need to click APPLY:

I am applying for a license for the first time.

APPLY

2. Then on the following page select GENERAL LICENSE (TEXTILES):

Become a SEAQUAL Licensee

License Type* *required fields

- General License (Textiles)**
 - This license is valid for all companies wishing to buy, sell, produce or promote products that contain SEAQUAL® YARN with the following 3 exceptions:
 - This license is **NOT VALID** for:
 - The manufacturing of mattress ticking or any fabric used in the manufacturing of mattresses. No licenses are currently available)
 - Automotive interior textiles - textiles used in the interiors of any motorized vehicle, cars, trains, buses, planes, trams etc. Please apply for an Automotive Interior License (Textiles).
 - Promotional merchandise - products distributed to advertise/promote a company, corporate identity, or event. Please apply for a Promotional Merchandise License (Textiles).
- Automotive Interior License (Textiles)**
 - This license is only valid for textiles that are visible in automotive interiors including but not limited to; seat insert, seat bolster, seat back, seat headrest, door panel, headliner, dashboard, carpet and parcel tray.
- Promotional Merchandise License (Textiles)**
 - This license is required by any entity wishing to purchase promotional merchandise containing SEAQUAL® YARN that will be used to promote/advertise their organization.
 - This license is required by any Merchandising Company wishing to sell promotional merchandise containing SEAQUAL® YARN to any entity that will be used to promote/advertise their organization.
- General License (Textiles) + Automotive Interior License (Textiles)**

3. Fill out the rest of the fields: your company details, legal/operational addresses, contacts...

4. The registration process is done, you just need to click on APPLY NOW.

APPLY NOW

- How long would it take to get official permission ?

The whole process should require around 48 hours from license request to signed contract.

- Is there any cost involves ?

From <https://licensees.seaqual.org/>

How much would you like to pay for your SEAQUAL License? Please select one of the following amounts*:

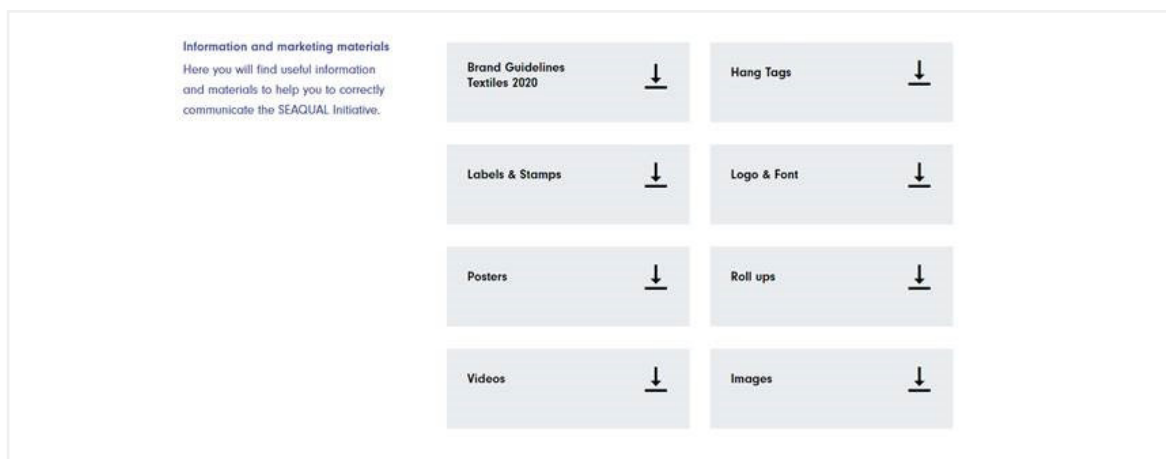
0€
 250€
 500€
 750€
 1000€

(We will contact you after 12 months to ask if you want to make another voluntary payment).

The SEAQUAL INITIATIVE supports ocean clean-up programs around the world. Any voluntary donation will be used to improve and extend these programs. You may as well just decide to pay 0,00 €.

- Is it be possible to share (use) SEAQUAL INITIATIVE sales tools such as photos, videos or other available digital tools ?

Yes, once the registration is done it will be possible to download digital tools from your SEAQUAL profile page on seaqual.org. Below is a screenshot from FIDIVI'S profile:



- Are there any other furniture producers who get SEAQUAL permission ?

A complete list of SEAQUAL licensees can be found here:

<https://www.seaqual.org/brands-manufacturers/>