



green
VISION

A step in the right direction





The Problem

Factories in our industry have been working for years to find ways to manufacture frames that are more environmentally friendly but have always fell short when it comes to affordable solutions.

The main issue is frame production often requires using Acetate plastic which can be harmful to the environment.



Standard Acetate Production

Cellulose Acetate (CA) is made from natural cotton pulp or wood pulp by chemical modification.

Before being made into a frame the plastic is manufactured into granules with transparent colour, then it is mixed with colours and made into acetate sheets.

When made into granules plasticisers are used. A plasticiser is a substance that is added to a material to make it softer and more flexible. Traditional acetates uses PHTHALATES as plasticisers.

The combination between phthalates and plastic is a physical bond rather than a chemical bond. This means PHTHALATES escape from the plastic material over time and are released into the atmosphere, soil and water.

Why are Phthalates bad?

Researchers have noted negative health effects such as reproductive abnormalities and developmental effects in animals given doses of phthalates similar to those to which humans are exposed.

Studies have identified a possible association between exposure to phthalates and male reproductive malformation, sperm damage, fertility impairment, female reproductive tract diseases, early puberty in girls, asthma, and thyroid effects.



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Green Vision uses acetate materials made from mostly organic plasticisers so the material has very little phthalates that can escape into the atmosphere





Manufactured with the environment in mind



Green Vision uses material that has resulted in more than a **96% reduction in Phthalates** used.

Made using acetate materials that use mostly organic plasticisers. The material has very little phthalates that can escape into the atmosphere.



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