



**alottosay,inc**

# Our Mission



To make sustainable goods a healthy, affordable, chic and primary choice for people of all ages, incomes, mindsets and beliefs.

To continue to source and manufacture new, creative and unique ways to provide sustainable apparel, house wares and accessories to all.

To accomplish this by doing the following:

- Continuing to grow our e-commerce site.
- Creating visibility by selling into retail or partnering with companies that have a presence in mass retail.
- To interject our company philosophy and goods into large scope corporate initiatives.

To continue to evolve our eco philosophy as well as our socially conscious messaging until we not only make A Lot To Say a household name, but until everything everyone has to say has been said. Which, of course, is never.

# Our Journey



A Lot To Say, Inc. was founded by Alison Stanich Power and Jennifer Stanich Banmiller, who happen to be sisters.

Both had successful first careers, but wanted to do something outside their primary businesses that was fresh and timely and would inspire them as well others.

Alison's career was in advertising, where she worked as a writer and Executive Creative Director for global advertising agencies.

Jennifer was the founder and CEO of her own legal and consumer oriented marketing and advertising company.

Both wanted to get into the environmental space and saw that "green" products in retail were just not exciting (nor very fashionable). Their thought was that for people to spread the eco word via t-shirts, tanks and other apparel, there had to be something that was hip, interesting, and wearable.

They came up with a concept for a green t-shirt line that utilized the power of the written word. They proceeded to give it a voice and a place in the world. The message was informative and empowered people to do more, even if it were only one small thing a day that would help the planet.

They liked where they were headed, but felt they could improve even more on their technology and thus researched their exclusive post consumer recycled plastic bottle/no water dye technology which they are implementing today.

# Our Journey



They immediately garnered attention from the green community as well as the fashionistas.

They expanded their line from tees to apparel and accessories.

They were the first and only apparel company endorsed by The International Green Energy Council.

They were named the most environmentally progressive line of message apparel and lifestyle products on the market in the U.S. today.

Their tees got the attention of Stand Up To Cancer who commissioned them to create and manufacture a new line in partnership with their organization.

They launched in the UK to positive reviews including fashion icon, Sienna Miller.

They were happy to give back a generous portion of all their profits not only to Stand Up To Cancer but also to deserving cancer, green, animal and children's foundations.

The journey continues: more collections, more products, more socially conscious things to voice, more corporate partnerships, more retail presence, more fun all the way around.

# The Revolution

We can very proudly claim there is not a more progressive, more green, more environmentally aware line of “eco” products out there.

The reason? Our revolutionary technology.

Everything we make is not only made from Post Consumer Recycled Plastic Bottles but created from a No Water Dye Process.

## **What Are The Eco-Benefits of Using Recycled Bottles?**

The materials saved from not having to grow, harvest and process raw material not only help conserve our planet’s limited resources, they also play a huge part in removing non-biodegradable materials from our landfills. By removing plastic bottle waste from our landfills, the methane released into the atmosphere is also reduced.

Our tees alone not only reduce energy consumption by 80%, they eliminate the use of PVC products by 100%. (PVC is the highly carcinogenic plastic, which has the lifespan of hundreds of years and will be in our landfills long after we’re gone.)

In 2006, the United States sent over 2 million tons of plastic drink bottles to landfill. Each tee we make saves 60 bottles from contributing to this number.



# The Revolution

## What Are The Eco-Benefits of Using A No Water Dye Process?

It takes an average of 15-25 gallons of water to traditionally dye just one single t-shirt.

The coloring of such a garment can consume up to 250 times its weight in water.

This water is often taken from critically scarce sources and polluted before being released back into the environment

Because we use no water at the point of coloration, it requires up to 70% less energy and produces no hazardous by-products.

By eliminating water, this technology would save trillions of gallons, the count currently used to treat and color all man-made textiles.

This water could in turn be used for far more important things like feeding the planet and providing for a clean, safe environment.

Not to mention, this process reduces national water pollution by 91%.



# The Manufacturing Process



## It All Starts With A Plastic Bottle

In 2006, the United States sent over 2 million tons of plastic bottles to landfill. These bottles, identified by the number “1” in the recycle symbol are made of the plastic called PET. This material is the most recycled plastic on earth and can be processed in almost any location. But left in a landfill, it will never break down.

## That Is Spun Into A Beautiful Yarn

Once a plastic bottle is collected, it is sent off to a processing facility. There, the bottle is cut into small pieces called FLAKE and then washed. PET flake is then melted into a liquid and shaped into a long, thin fiber. These fibers are then spun into yarn in the same manner as materials such as cotton, wool and other natural products. These yarns are now 100% recycled polyester. No other fiber is produced with less impact. And these fabrics are amazing. They not only have characteristics that keep you warm and dry, but can wick away moisture, release stains, eliminate odors and kill germs. But at the same time, they can be softer than silk, or tougher than canvas. In fact, they last up to 5 times longer.

## Which Creates Our Apparel & Accessories

With everything we create, we make a choice to use recycled plastic bottles because we believe that it is the right thing to do. Each product we make is one less made from the earth’s very limited resources.

# Current Product Categories



We have 5 different collections: Our green line, our inspirational line, our yoga line, our feline/canine line and our SU2C partnership line.

Within these collections our products include:

Traditional tees and tanks  
(both men and women)

Swing tees and tanks (women)

Elbow length tees (women)

Bikinis

Beach Towels

Scarves

Golf Sized Umbrellas

Tote Sized Umbrellas

Undies

Pillowcases

Note Cards (all collections: green,  
inspirational, yoga & pet)

E-Cards

Recycled Canvas Art

Ipad Cases

Baby Blankets

Baby Bibs

Metallic Tote Bags

Canvas Tote Bags

PET Handbags

Yoga Mat Covers

Yoga Towels

Pet Blankets

Pet Collars & Leashes

Stand Up To Cancer Tees  
and E Cards

Stand Up To Cancer Metallic  
Holiday Cards



# Product Preview



# The Future

For 2011-2012, our plans are to open a flagship retail store.

For future product development in 2011-1012, our goal is to grow each one of our existing collections with additional products and messaging.

This includes:

- Tabletop: dishes, glasses, mugs, goblets, serving dishes.
- Kitchenware: serving trays, cutting boards, mixing bowls, rugs, throw pillows, planters.
- Linens/Bath: tablecloths, placemats, bath towels, shower curtains.
- Children's Line: pajamas, onesies/caps, tights

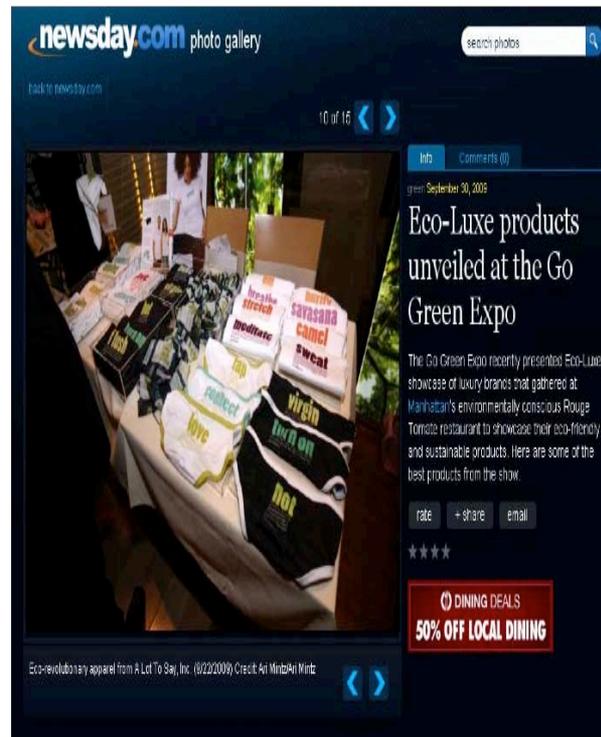
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# Press Online Coverage

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TheDailyGreen.com  
TheGreenLivingGuy.com  
TheKnack.com  
TreeHugger.com

# Press

## Upcoming Press

(Slated for December 2010 – March 2011)

**seattle** THE PREMIER SEATTLE MONTHLY

**REDBOOK**

deliciousliving  
feed your body / feed your spirit

**viva**  
magazine  
The spirit of blessed living

**Woman's World**  
THE WOMAN'S WEEKLY



# Contact Info



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