

THE PRICE OF SUSTAINABILITY:

WHY IT DOESN'T HAVE TO COST MORE

NICHOLAS BETTS, CEO OF ZERO TEC

WE ARE ALL IN TROUBLE

CNN Weather Video Climate

Watch Listen Live TV

US heat wave exposes infrastructure, health vulnerabilities – and it's not quite over yet

UPDATED JUN 25, 2025

BBC

Home News Sport Business Innovation Culture Arts Travel Earth Audio Video Live

Recent droughts are 'slow-moving global catastrophe' - UN report

4 hours ago

Tim Dodd
Climate and science reporter



Record low water levels

NIKKEI Asia

Business Markets Tech Politics Economy Features Opinion Life & Arts Podcast

CLIMATE CHANGE

Japan on high alert as scorching weather assails elderly

Employers address heatstroke risk to workers as average temperatures rise



People in Ginza, Tokyo, ward off the heat with parasols. Temperatures topped 30 C in 598 of 914 observation points in Japan on June 19. (Photo by Marina Inoue)

Latest Europe World EU Policy Business Travel Next Culture Green Health

News World

France and Switzerland shut down nuclear power plants amid scorching heatwave



Copyright AP Photo

By Euronews

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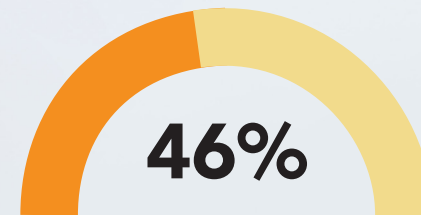
OF US CONSUMERS WOULD
BUY ALL THEIR CLOTHES
AT A SUSTAINABLE CLOTHING STORE
... IF THEY KNEW WHERE TO FIND ONE



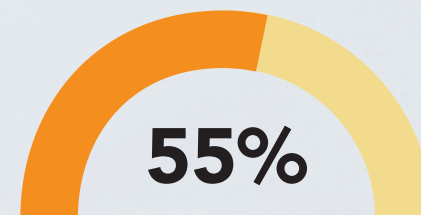
OF MILLENIALS ARE
WILLING TO PAY MORE
FOR SUSTAINABLE FASHION



VOGUE READERS SAY THAT
SUSTAINABILITY
IS IMPORTANT
WHEN DECIDING ON A NEW PURCHASE



FAST FASHION
RETAILERS REPORTED A
DROP IN
SALES
SINCE 2020



US CONSUMERS ARE
INTERESTED IN
BUYING SUSTAINABLE
FASHION

SOURCES: PAYPAL, YOUNG & RUBICAM, OUTERKNOWN, VOGUE, GENOMATICA

SO WHY IS THIS *STILL* AN ISSUE?

DOES SUSTAINABILITY HAVE A PR ISSUE?

"IT COSTS TOO MUCH"

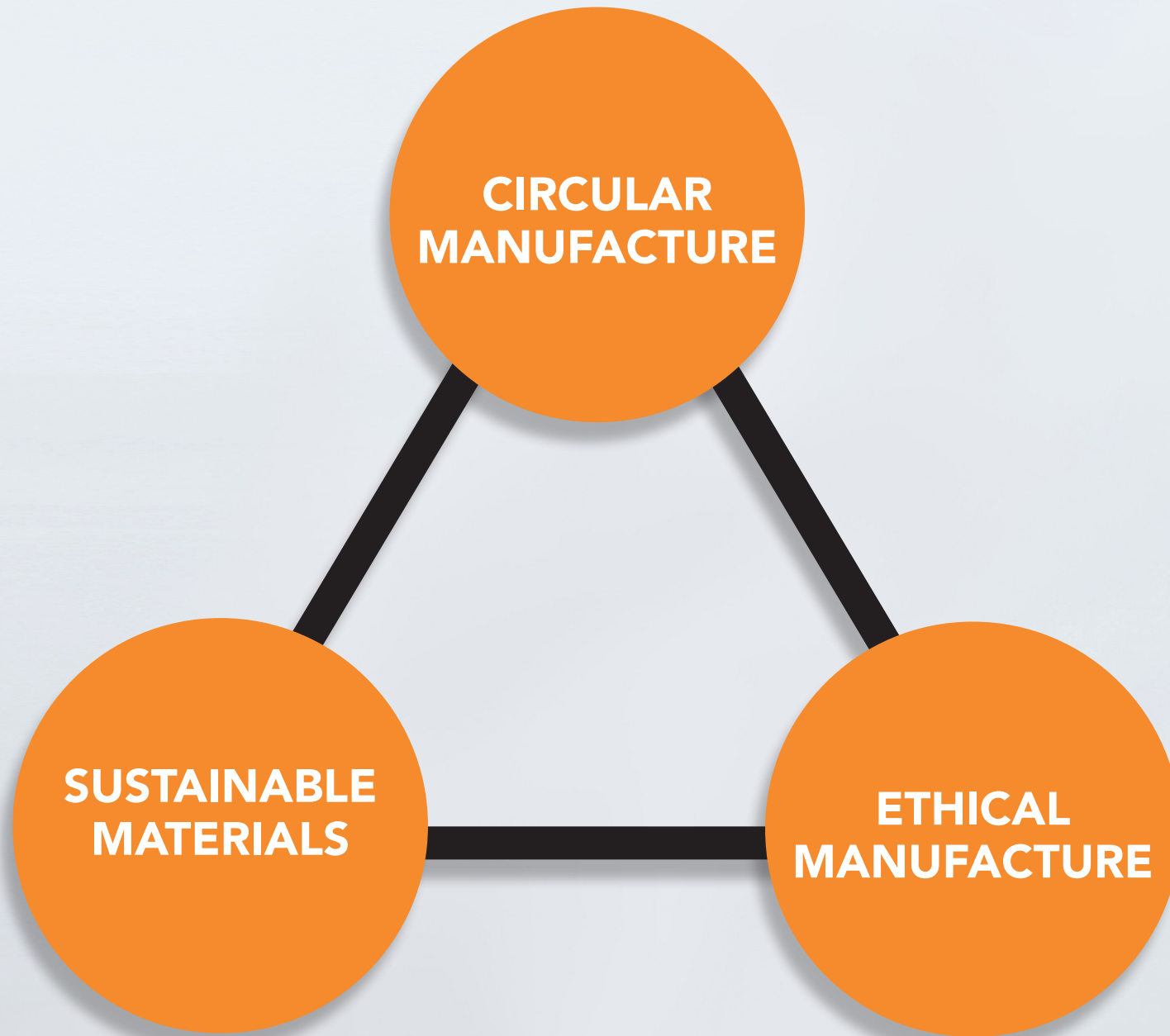
"REGULATIONS PREVENT IT"

"IT'S NOT A BIG DIFFERENCE"

"WE DON'T HAVE THE TIME"

"IT'S NOT A GOOD TIME"

"OUR CUSTOMERS DON'T CARE"



**SO WHAT'S THE OPPORTUNITY IN
'CIRCULARITY'?**



ZEROTECH

**B2B AI SAAS FOR
CIRCULAR APPAREL
DESIGN & MANUFACTURE**

CONTRIBUTING TO UN SUSTAINABLE DEVELOPMENT GOALS:



CLOTHING MANUFACTURERS WASTE



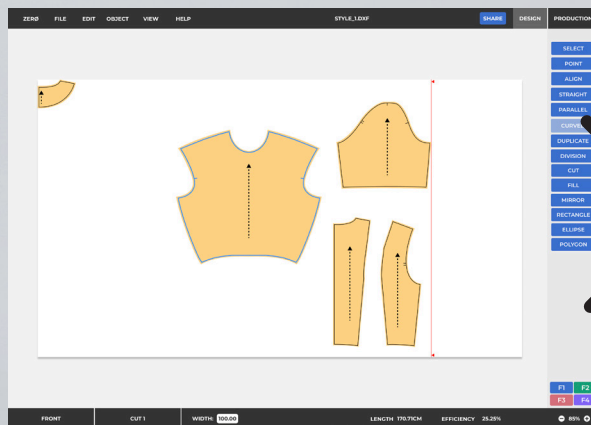
OF FABRIC EVERY YEAR IN PRODUCTION GLOBALLY,

SOURCE: Rissanen & McQuillan (2016). Zero Waste Fashion Design.

THAT'S A **\$300 BILLION** OPPORTUNITY

ZERØTEC IS A PATTERN DESIGN & NESTING TOOL, USING **PATENTED AI/ML** TO HELP FASHION BRANDS OPTIMISE FABRIC USAGE, REDUCING COSTS AND CARBON OUTPUT SIGNIFICANTLY.

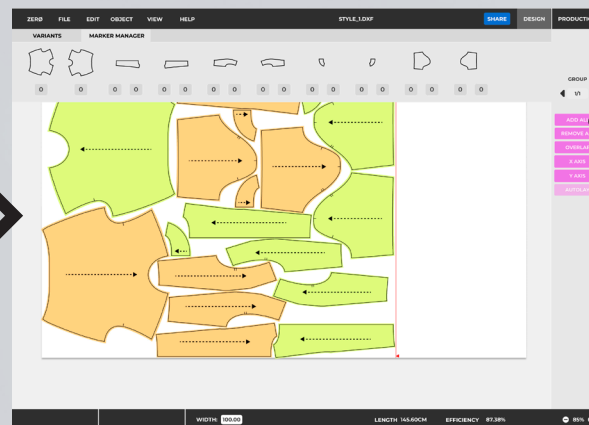
DESIGN PATTERNS



- INTUITIVE DESIGN TOOLS SIMPLIFY PRODUCT IDEATION
- REAL-TIME EFFICIENCY METRICS IDENTIFY MATERIAL USAGE TO MANAGE WASTE

MAKE

LAY PLANS FOR PRODUCTION



- **PATENTED AI / MACHINE LEARNING** IMPROVES MATERIAL OPTIMISATION BY UP TO 15%

MANAGE

COSTS & CARBON



- MONITOR COST & CARBON PROJECTIONS AND HISTORICAL PERFORMANCE FOR GREATER TRANSPARENCY

ZERØTEC REDUCES MATERIAL CONSUMPTION BY UP TO 15%

RESULTS:

DECREASED COST OF SALES

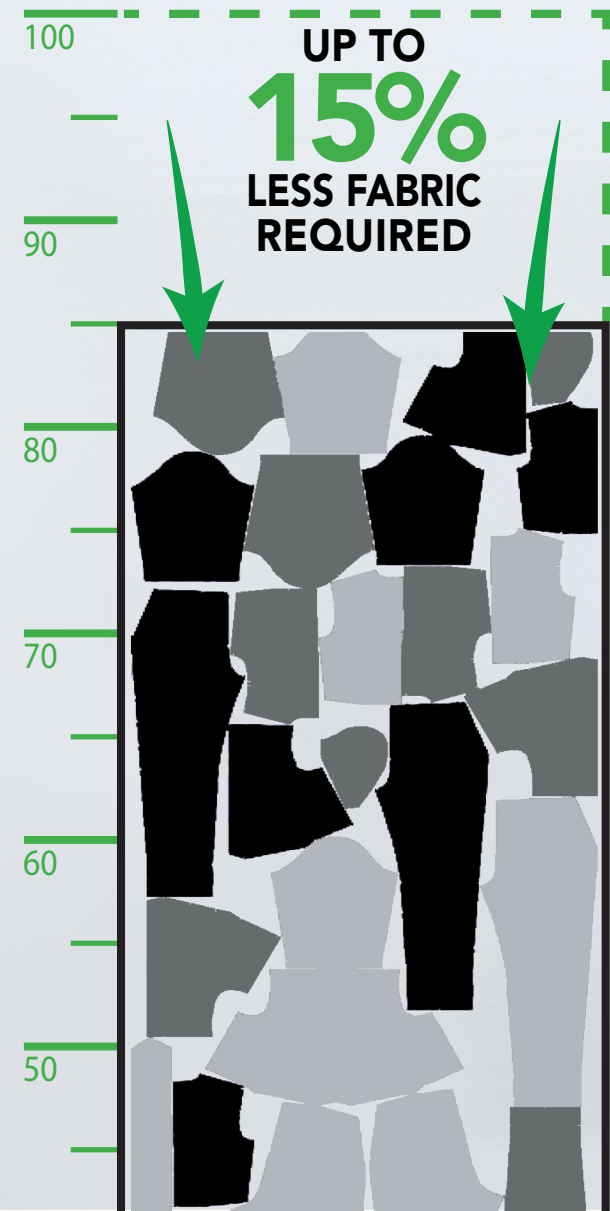
AVG €2 PER GARMENT

LOWER CO2 EMISSIONS

UP TO -2KGs PER GARMENT

ONE OF OUR CLIENTS IS SAVING OF **£250K** AND **180,000KGS** OF
CARBON IN PRODUCTION ANNUALLY

*BASED ON PRODUCTION VOLUMES OF 150,000 GARMENTS A YEAR



MEASURE YOUR IMPACT EASIER THAN EVER BEFORE


























NO TEAM IS TOO SMALL OR LARGE

	PRICE		STANDARD DESIGN SUITE	ADVANCED TOOLS	AUTOMATED NESTING	AI/ML FEATURES	DEDICATED SUPPORT	ENTERPRISE CUSTOMISATION
	MONTHLY (EXC. VAT)	ANNUALLY (EXC. VAT)						
STARTER (SINGLE USERS)	£150	£1500 16% SAVING	✓	✓	LIMITED ACCESS	LIMITED ACCESS		
GROWTH (SMALL TEAMS - 3 USERS)	£300	£3000 16% SAVING	✓	✓	✓	LIMITED ACCESS		
ADVANCED (GROWING TEAMS - 6 USERS)	£500	£5000 16% SAVING	✓	✓	✓	✓	✓	
ENTERPRISE (FOR SCALE - 10+ USERS)	BESPOKE ACCORDING TO NEEDS		✓	✓	✓	✓	✓	✓

*ADDITIONAL USERS & FEATURES CAN BE ADDED SEPARATELY FOR A FEE

WE OFFER BETTER VALUE ACROSS THE BOARD

LACK OF INNOVATION HAS RESULTED IN LOST OPPORTUNITIES FOR END-USERS TO CUT OVERHEADS
- NEGATIVELY IMPACTING PRODUCT QUALITY & TEAM SIZE

								
PRICE *(FULL SUBSCRIPTION, ANN.)	£3000	£11500	£5000	£2000	£2500	£3500	£2000	
PATTERN DESIGN								
NESTING (SUITABILITY FOR FACTORIES)								
END-TO-END SOLUTION								
AI/ML MATERIAL OPTIMISATION								
HARDWARE COMPATIBLE EASE OF CONVERSION TO/FROM HOST SOFTWARE (1 = EASY / 5 = DIFFICULT)	1	3	2	3	4	5	5	

* PRICE OF ANNUAL LICENSE FOR GROWTH PLAN WITH DESIGN & NESTING FUNCTIONALITY

WE'RE WORKING WITH INDUSTRY LEADERS THE WORLD OVER:



MARGARET
HOWELL



MAES
LONDON

A WORLD-LEADING
CENTER FOR
FASHION

- AND WE'RE NOT STOPPING THERE

OWNS 75 OF THE WORLD'S MOST
ICONIC LUXURY BRANDS
(INCLUDING CELINE, KENZO & MARC JACOBS)



★
University of Brighton

University of
Hertfordshire **UH**

PRIMARK®

SO HOW MUCH COULD YOU SAVE?

LET'S SEE YOUR RESULTS

YOU USE AN AVG OF

130,000

METERS PER YEAR

WITH AN AVERAGE OF

9%

WASTE FABRIC

YOU COULD BE SAVING

£52,650

&

23,400 KG OF CARBON

EACH YEAR

BACK

SIGN ME UP FOR A FREE TRIAL!

I HAVE QUESTIONS

WE DO NOT SAVE OR STORE YOUR DATA



[HTTPS://ZEROTEC.DEV/COST_CALCULATOR](https://zerotec.dev/cost_calculator)

WE WANT TO WORK WITH...

FASHION DESIGNERS & MANUFACTURERS:

COLLABORATE ON INTERNATIONAL PILOTS OF ZERØTEC

ADVANCED MANUFACTURERS:

COLLABORATE WITH MANUFACTURERS (SUCH AS AUTOMOTIVE, AVIATION, ELECTRONICS) TO EXPLORE APPLICATION OF OUR RESOURCE SAVING TECHNOLOGY WITHIN THEIR SUPPLY CHAINS

ACADEMIA:

PARTNER WITH ACADEMIA TO EMBED SUSTAINABILITY IN ITALIAN EDUCATIONAL CURRICULUMS

SUSTAINABILITY SHOULD NOT COST THE EARTH



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