The Hurd Co.
waste to wear
we make **fabric** from **cannabis waste** to **conserve resources for future generations**

**Resource consumption** in the apparel industry is projected to **triple by 2050**.

We do not have the land + resources to keep up with this demand.

The primary impact of any given garment comes from **raw materials** (57%), followed by operations (12%), processing (10%), and dyeing (14%).

**Apparel brands are looking for alternative feedstocks that reduce their dependence on virgin raw materials.**

**what’s an MMC?**

There are 3 main kinds of fabric: natural fiber, polyester, and **manmade cellulosics (MMCs)**. Put simply, MMCs are fabrics made from wood pulp. We know them as viscose/rayon, modal, or tencel.

**150M+ trees logged each year**

**measured to wear**

Demand for MMCs is growing faster than any other fabric. Over the past decade, **the market share of MMCs has nearly doubled**.

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**why cannabis?**

Cannabis (hemp + marijuana) is harvested for seed, leaf, and flower, but the stalk is considered a waste. In California, cannabis waste is burned or sent to landfill at a rate of one million pounds per week.

**The Hurd Co collects waste from oil extractors, uses a low-impact pulping process to convert it into an apparel-grade MMC pulp, and sells it into the supply chain as **biscose™****

**STORY**

- cannabis hemp + marijuana

**SUSTAINABILITY**

- waste reduction

**PRICE**

- competitive

vs. viscose

*projected to double by 2025*