



All parts of the Hooks Creative BioHanger are produced from renewable and reusable produce | Photo source Hooks Creative BV

Innovation > Sustainability > Biodegradable clothes hanger made from CO2-absorbing raw materials

BIODEGRADABLE CLOTHES HANGER MADE FROM CO2-ABSORBING RAW MATERIALS

 SUSTAINABILITY

All parts of the Hooks Creative BioHanger are produced from renewable and reusable produce, and so are completely decomposable

Spotted: Dutch retail suppliers Hooks Creative have produced a fully biodegradable clothes hanger, made entirely of CO2-absorbing raw materials.

All parts of the Hooks Creative BioHanger are produced from renewable and reusable produce, such as potato starch, corn, beetroot or various types of grass. This means that at the end of the hanger's life, it can be completely composted or recycled, instead of ending up in landfill.

With the intention of making the fashion industry greener, Hooks said that oil and iron, normally used for the hanger hook, was out of the question. Instead, they wanted to use renewable sources such as grass and coffee grounds.

“As a supplier of Retail Supplies we see it as our duty to provide tools to the fashion industry to become sustainable” Arjan Kaan, CEO of Hooks Creative, told Springwise.

Furthermore, with the aim of being CO2-neutral, local production was a must. To cut out pollution by transport emissions, the company made sure that the hangers could be produced worldwide, at any desired location. The hanger is therefore CO2 neutral during the production process, transport, and in its disposal.

Written By: Katrina Lane

Explore more: [Sustainability Innovations](#) | [Fashion & Beauty Innovations](#)

6th November 2020

Email: info@hooks-creative.com

Website: hooks-creative.com

Takeaway:

According to the United Nations Environment Programme, the planet produces 300 million tonnes of plastic every year. In a world already **drowning in plastic**, single-use hangers aren't helping, especially with the growth of fast fashion. Experts estimate that **8 billion plastic hangers are dumped into landfill every year**, with most used and discarded well before a garment is hung in stores, let alone inside shoppers' wardrobes. As Hooks has demonstrated with their new BioHanger however, sustainability can apply to all parts of the fashion industry.