



 crewroom

SUSTAINABLE SPORTSWEAR

Corporate and Events

**BOLDER
FURTHER
ULTRA
50KM**



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EVERY STEP MAKES A DIFFERENCE
06.10.13

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“ “ We firmly believe in sensible manufacturing and making products which last.

A bit about us...

Crewroom is a British performance brand with a sustainable ethos. We've been in business for 19 years and, with a proud heritage in the rowing world, we've used our knowledge and understanding of performance garments and the needs of endurance athletes to expand our range of sustainable products for retail, corporate and charity events and national sporting bodies.

We design and road test all our kit here in the UK, drawing upon a pool of British talent from the London College of Fashion to athletes, many of which have represented GB at international level.

Our primary concern is the physical welfare of the athlete and helping them on their journey through the seasons - that's why we've focused on developing our fabrics first. We've invested in research and development to ensure we offer a fully bespoke range of kit which is fit for purpose and which meets the requirements of our clients.

Our team brings together a wealth of specialist experience in the sportswear market. Other resources include expert fashion & design pattern makers, reliable fabric suppliers and a specialist manufacturing base.

The company's innovative approach to business and ability to offer unique solutions for customer requirements has also received recognition with Crewroom named runner-up 'Entrepreneur of the Year' by PWC Business Awards.

So, as you can see, we're passionate about our kit and what it does.



Clients

ALFRED DUNHILL
LINKS CHAMPIONSHIP

IMG



/ime/ight/sports

Why choose Crewroom?



Experience

We have years of experience in delivering fully bespoke and volume orders to sporting bodies, corporate clients, retailers and events. Having worked with international governing bodies and organisations, we understand branding requirements and restrictions which must be adhered to on certain projects.

Project Management

We work closely with our clients to create a realistic and achievable timeline from concept through to final delivery. A dedicated account manager will oversee the whole order process and is available for client presentations if required.

Quality

Our products are made with sustainable fabrics which never compromise on performance. Our range has been tried and tested by athletes and made to a retail quality finish.

Innovation

We've gained a reputation for developing innovative performance products, tailored to the needs of the customer.

Sustainability

We firmly believe in sensible manufacturing and making products which last.



A cyclist wearing a pink jacket and a black helmet stands on a paved road in a desert landscape. The bicycle is heavily loaded with gear, including a white and green sleeping bag, a black helmet, and a yellow bag. The background shows a vast, flat desert with mountains in the distance under a blue sky with scattered clouds.

“We believe we can help you make an impactful sustainable statement about your organisation and brand by choosing Crewroom products.

Sustainability & manufacturing

We understand that 'green' credentials are increasingly important to companies and organisations and a sustainability ethos is at the core of what we do...

- We believe sustainability means sensible manufacturing and making products that last, not cheap throw away products which contribute to landfill.
- Sustainability doesn't mean compromising on performance. Our products use technical fabrics which are fully fit for purpose.
- We work directly with our manufacturing base and make regular visits. This means we know who makes our products and where they are made.
- We purposely work with small and medium sized factories so that when we grow, they can grow too.
- We invest in our manufacturing base to constantly improve facilities and provide training.
- Wherever possible we container ship by sea to help minimize the carbon footprint. If we can't ship by sea we try to consolidate multiple orders to ship by air at the same time.



Testimonials

“

We love Crewroom's creative, flexible and forward thinking approach to sportswear – as well as their friendly, reliable customer service. We have particularly embraced their innovative bamboo range which fits very well with our sustainable charity ethos.

Sara Lom
Chief Executive,
Royal Parks Foundation

“

Crewroom supplied the Official Technical Kit to the Oxford and Cambridge Crews over a period of three years and we were impressed with the quality of their products, reliable lead times and design accuracy. Their dedicated team was always on hand to help with last minute changes and, with regular communications, we knew our order was in safe hands.

Rozlyn Combe
Operations Manager,
The Boat Race Company Limited

Materials & technology

At Crewroom, we began our journey to find sustainable fabric solutions many years ago with the launch of our signature performance fabric, Vapour-X.

In 2007 we were approached by The Royal Parks Foundation who were preparing to launch their first half marathon event in London, with sustainability at its core, and we were tasked with finding a sustainable solution for the race shirts.

The following year, and after extensive research to source both sustainable AND performance ingredients for the fabric, we designed and supplied RPF with 22,000 technical running shirts which incorporated recycled plastic bottles combined with carbonised bamboo.

2020 marks 14 years of working alongside The Royal Parks and our sustainable and technical race shirts have now been worn by over 200,000 runners.

Last year, we took another huge leap forward in the sustainable race by removing plastic bags from the Royal Parks Half Marathon order, preventing 20,000 plastic bags from potentially entering landfill.

Instead, we utilised left-over fabric from the shirt order to create garment sacks, allowing us to pack in bulk – just another example of how we work closely with our clients to create and deliver sustainable solutions.



Vapour-X: The ingredients

Bamboo Charcoal

Bamboo is a fast growing and sustainable resource which grows naturally in a managed environment. When the bamboo is cut, it is carbonised into charcoal particles and blended with polyester to form the unique Vapour-X performance fibre.

Recycled Polyester

Used plastic bottles are shattered into tiny particles, washed and then melted together. From this PET recycled fibres are produced, ready to be drawn into yarn.

Construction

The bamboo charcoal yarn and recycled polyester yarn are woven together to create a two-layer fabric; an internal bamboo charcoal layer with fine denier for a soft supply feel against the skin, an outer layer made with recycled polyester – a durable fabric which endures the rigors of daily training.



Our fabrics **Vapour-X**[®]



Wicking & breathable: The fibre structure disperses moisture leaving the body dry and comfortable.



Anti-microbial: Nano particles inhibit odour-causing bacteria.



Two-layer sustainable fabric: Internal bamboo charcoal layer with fine denier for a soft supple feel against the skin. Outer layer made from recycled polyester – a durable fabric which endures the rigors of daily training.



Thermal Regulation: The yarn structure insulates in cold weather and helps to cool in hot weather.



Infrared energy: Nano particles absorb and emit far infrared energy to promote cell activation and blood circulation.

Our fabrics

Organic cotton & bamboo



Mass production of cotton has, historically, involved the use of agricultural chemicals which are detrimental to the environment. The use of synthetic fertilizers, soil additives, defoliants and other substances cause severe damage to soil, water, air and wildlife.

That's why our products use the environmentally conscious cotton – organically grown. With methods that support biodiversity and healthy ecosystems, the quality of soil is improved and less water is often used. Organic farming is more time consuming, requires more knowledge and skill which means the finished cotton does not compromise on quality.

We use organic cotton and mix it with sustainable bamboo to create an incredibly soft and supple jersey style fabric.

 Sustainable fabric

Our fabrics

Recycled polyester



From its source as plastic waste to being harvested and recycled before creating the finished article, the lowly plastic bottle follows an intricate route to become a sustainable piece of kit. First the harvested bottles are washed and labels removed. The sanitised plastic is then shredded and turned into granules which are melted, extruded and stretched to create mounds of stringy fibres which resemble fluff.

It's this magic fluff that is key to making the PET fibre in our shirts. It's incredibly soft and malleable making it perfect for the next stage in the production process where the fibres are spun into a durable yarn.

Finally, this gives us our recycled PET (polyethylene terephthalate) yarn which is woven to create the finished fabric.





Our products

The VX range



VX Tees



VX Vests



VX Cycling Shirts



VX Long Sleeves

Tees | Vests | Long Sleeves | Cycle Shirts

- Vapour-X fabric
- Tees, vests and long sleeves made in a two panel design
- Full-zip on cycling shirts
- Raglan or set-in sleeves
- Overlock stitching
- Available in men's or women's fit
- Traditional silkscreen print application
- Fabric pre-dyed to order
- Most economical solution for event finisher shirts
- Volume orders from 1000+

Print Options

For lower volume orders, our sublimation print option offers further flexibility. Sublimation technology infuses the print and colours into white fabric which will never crack, peel or fade. Ideal for complex designs with multiple colours.

Advanced print technology is ideal for volume orders from 500+



Our products

Race merchandise

Sweatshirts | Hoodies

- Recycled polyester
- Jersey style fabric
- Two-panel design
- Raglan sleeves
- Rib cuffs
- Overlock stitching available
- Available in men's or women's fit
- Traditional silkscreen print application
- Fabric pre-dyed to order
- Volume orders from 500 per colour



Our products

Race merchandise cont.

Premium Fabric Options

Our hoodies are also available in our premium quality Bamboo/Organic Cotton blended fabric.

Design Service

To complement our products we offer a design and artwork service for customers who require logo re-working or a complete redesign of their race shirts or merchandise. Our in-house design team and graphic designer will work with you to create the visual impact you require.





Contact

We are based in our beautiful capital on the banks of the River Thames in Putney. Our hub includes a design floor where our sales team and designers are on hand to discuss your requirements and show you through our product range and fabrics.

If you'd like to book an in-house design consultation with our team or if you'd like further information on our products and services, please contact us:

enquiries@crewroom.co.uk
020 8877 3888



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