

The newest addition to Earth Art, Eco Blacks by Soorty x Nature Coatings.

Composition engineered for transparency, circularity and purposeful comfort

SOCI - Soorty's very own, high quality and traceable organic cotton benefiting the environment as well as the livelihoods of farmer families who cultivate it.



Efficiency elevated - high-tech, vertical production

Resource Optimized Production - harnessing technology to maximize output and minimize impact by streamlining resource usage, recycling where possible and reducing waste.

Colored with the cleanest black pigment - Nature Coatings' BioBlack TX™

Consciously Sourced Renewable Materials - industrial wood waste (that is globally abundant) from certified and sustainably managed sources, that would otherwise be left to decay or burned, emitting substantial CO2.

Second Life PCW™ - Soorty's branded denim-to-denim recycled cotton that drives circularity while setting the industry performance benchmark.



Second Life™

Zero Waste Water Dyeing and Finishing - designed for minimal environmental impact reducing water consumption by approximately 90% compared to conventional processes.

Closed-Loop Manufacturing - wood waste is heat-treated without burning, producing only steam that powers the facility. The closed-loop system enables continual reuse and recycling, minimizing waste.

LYCRA® EcoMade - Offering the stretch we all enjoy with the added benefit of being made from repurposed materials.



Added layer of trustability - utilizing our traceability partner Haelixa's DNA marking technology, we're able to trace our offers.



BioBlack TX™

- . made with traceable, recycled wood waste
- . 100% bio-based and renewable
- . naturally PAH free
- . carbon negative
- . free of fossil fuels
- . less than 0.1% Volatile Organic Compounds (VOCs)





1. We source only recycled wood waste from sustainably managed and certified sources (FSC Forest Stewardship Council). This is from the lumper, furniture and paper industries, and would otherwise be left to decay or burned, emitting substantial CO₂. We specifically select the remnants and portions unsuitable for other applications, such as branches and bark, to form the foundation for our pigment*

2. The wood waste enters a controlled, oxygen-free environment within a closed chamber, where heat is applied. There's no burning of the wood waste in this process. The only by-product is steam, which we capture to power parts of our production facility. (The materials are continually reused and recycled within the system, reducing waste and promoting a sustainable and environmentally friendly production process.)

3. The resulting black pigment is then incorporated into a water-based dispersion, giving rise to BioBlack TX™, our flagship product - 100% bio-based and renewable, undetectable PAHs carcinogens, low VOCs and carbon negative.

BioBlack TX™