

100% recycled  
material in  
combination  
with a 100%  
cotton straps

sobi.eco 2020

# Handmade. Recycled. Social support.

By purchasing sobi.eco products you support  
disadvantaged people and eco-friendly education.

The Brand Founders: Alena Horváthová, Martin Malina, Tomáš Horváth



Selected among the TOP sustainable brands, presented at the UN HQ and supported by the international organizations.



sobi.eco is a Slovak brand, which focuses on design eco-friendly products handmade in sheltered and social workshops in Slovakia. The brand uses old materials and recycle them in order to reduce waste in the environment and showcase eco-social alternatives in the production patterns.

The brand sobi.eco belongs to the CSO sobi, which gathers experts from various fields in order to deliver well-designed products from recycled materials and green jobs to vulnerable groups. The role of the CSO sobi is in innovative design solutions, creating unique partnerships among NGOs and the business sector, maintain the quality of all products and sustainable activities, through marketing and sales raising social and ecological awareness in the society.

The pilot project focuses on transforming old clothes and plastics into recycled products such as notebook sleeves or reusable bags, all made from non-woven 100% recycled material.

sobi.eco has received awards and was presented at different places in the world during events focused on innovative sustainable solutions. The brand was listed among 197 best ideas in the UNLEASH Solution catalogue. The pilot project has become one of the best in the international competition OpenMaker and received a financial award. sobi.eco has been selected for the Sustainable Brands Innovation Open quarterfinals, SBIO, as one of the Top 40 ideas promoting sustainable branding in April 2018. Awareness and educational activities within the brand sobi.eco were presented during the 8th UNAOC Global Forum at the United Nations Headquarters in New York.

## The brand has three dimensions



### Ecological

transforming potential waste  
into unique products



### Social

delivering green jobs  
to vulnerable people



### Educational

enlightening sustainable solutions  
during workshops and lectures





sobi.eco





# Document sleeve

This unique handmade Document sleeve can protect your documents, magazines and other materials up to format A4. Document sleeve is very practical with compact dimensions and a possibility to close it on the top.

Handmade by recycling one old shirt.



Color variations:  
Yellow, Natural white







# Bottle bag

The original eco-social bottle bag is a perfect gift together with a bottle of a tasty wine or in combination with your favourite water bottle, which you re-fill with tap water and avoid wasting plastic bottles. Handmade by recycling one plastic bottle and one-quarter of an old shirt.

Thanks to its thermo-insulating characteristics it maintains the temperature of the bottle, whether you use it to deliver a wine, coffee, tea or other beverage. The sobi.eco bottle bag is designed for bottles with a diameter of 6 to 7.5 cm (2.4 to 3 inches).



Color variations:  
Yellow, Natural white



sobi.eco





# Sunglasses case

Protect your sunglasses in the most unique case made from recycled old textiles and plastics. This case is very universal and can be used with most of the sunglasses sizes. You can open and close the case from both sides.

Handmade by recycling one plastic bottle and one-quarter of an old shirt.



Color variations:  
Yellow, Natural white



solisco





# Seat cushion

Our material is thermo-insulating. It has 6 layers to make your seating comfortable and safe. You can use it on chairs, on the floor inside or outside. Do you have kids? Let them use it while they play or invite more friends to your home and offer them very unique seat cushion which they will admire.

Handmade by recycling 4 plastic bottles and 1 old shirt.



Color variations:  
Yellow, Natural white



sobi.eco

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# iPad & Kindle sleeve

The unique sleeve for iPad and Kindle E-reader. Available in different sizes for iPad 7th gen. and iPad Air 3rd gen., iPad Pro 12.9", Amazon Kindle Paperwhite 3 and Paperwhite 4.

Handmade by recycling 1 plastic bottle and one-quarter of an old shirt.



Color variations:  
Yellow, Natural white







# Notebook sleeve

The original eco-social sleeve for notebooks. Handmade by recycling two plastic bottles and one old shirt. Available in 7 sizes: 10", 11", 13" MAC, 13", 14", 15" S, 15" XL.

Thanks to its thermo-insulating characteristics can be also used as a seat cushion on a cold bench or ground.

Handmade by recycling 2 plastic bottles and 1 old shirt.



Color variations:  
Yellow, Natural white







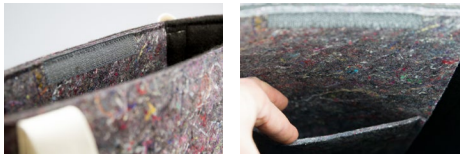


# Shoulder bag

Show your personality with this unique bag. Handmade from recycled material. You will shine everywhere. Be the person who cares. Support ethical fashion.

The bag has an inside pocket, can carry also heavier items since the bag has strengthened bottom. You can close the bag on the top.

Handmade by recycling 4 plastic bottles and 3 old shirts.



Color variations:  
Yellow, Natural white

# Dimensions

Product	Inner dimensions	Outside dimensions	For item / device up to	Color variations
Document sleeve	33.5 x 26.5 cm	-	-	Yellow/Natural white
Bottle bag	-	21.5 x 14.0 cm	diameter of 6 to 7.5 cm	Yellow/Natural white
Sunglasses case	15.0 x 8.0 cm	-	app. 15.0 x 6.0 x 4.0 cm	Yellow/Natural white
Seat cushion	-	34.0 x 34.0 cm	-	Yellow/Natural white
Amazon Kindle sleeve*	18.4 x 12.5 cm	-	17.0 x 11.7 x 0.85 cm	Yellow/Natural white
iPad / iPad Air sleeve**	26.8 x 18.5 cm	-	25.5 x 17.5 x 0.8 cm	Yellow/Natural white
iPad Pro 12,9" sleeve	30.0 x 22.2 cm	-	28.5 x 21.5 x 0.6 cm	Yellow/Natural white
Notebook / tablet sleeve 10"	27.5 x 20.5 cm	-	27.0 x 19.0 x 0.8 cm	Yellow/Natural white
Notebook sleeve 11"	32.0 x 22.0 cm	-	31.0 x 19.5 x 1.5 cm	Yellow/Natural white
Notebook sleeve 13" MAC***	32.5 x 24.0 cm	-	31.5 x 22.0 x 1.5 cm	Yellow/Natural white
Notebook sleeve 13"	36.0 x 25.0 cm	-	35.0 x 23.0 x 1.5 cm	Yellow/Natural white
Notebook sleeve 14"	36.5 x 26.5 cm	-	35.0 x 25.0 x 1.5 cm	Yellow/Natural white
Notebook sleeve 15" S	39.5 x 28.5 cm	-	38.5 x 26.0 x 1.5 cm	Yellow/Natural white
Notebook sleeve 15" XL	42.0 x 30.5 cm	-	40.0 x 28.0 x 2.0 cm	Yellow/Natural white
Shoulder bag	-	45.0 x 39.0 x 11.0 cm	-	Yellow/Natural white

\* Suitable for models Paperwhite 3 and Paperwhite 4 \*\* Best fit for iPad 7th gen. and iPad Air 3rd gen. \*\*\* Best fit for MacBook Pro 13" (2018+), Asus Zenbook Flip 13" and other similar laptops.

# Partners



CURAPROX



centire



Közép-magyarországi  
Zöld Kör



YUNUS YOUTH



HUBHUB

iuventa



ALORA



Horizon 2020  
European Union funding  
for Research & Innovation





# Media



DĚNÍK POSTOJ  
Přidání post 164 a 1 řada 100m

Minimalizmus môže mať pozitívny dosah na duchovný život



Radovan a Vladimír Marešovi, bratrance našej kultúrnej spoločnosti.  
Bratrance Radovan Marešovi a Vladimír Marešovi sú dvaja ľudia, ktorí sa venujú životnému štýlu minimalizmu. Ich život je naplnený duchovnými hodnotami a snažia sa žiť jednoduchšie a šťastnejšie. Ich život je naplnený duchovnými hodnotami a snažia sa žiť jednoduchšie a šťastnejšie. Ich život je naplnený duchovnými hodnotami a snažia sa žiť jednoduchšie a šťastnejšie.

**Forbes**  
TEMY SPECIÁLY A REBRÝČKY

**Forbes**  
DVOJITÁ DÁVKA KVALITNEHO ČITANIA  
A DETSKÝ TENIS U ŠAMPIONIČKY DOMINIKY CIBULKOVEJ

PREDPLATIŤ

**Tony šiat končia na smetisku. Traja nadšenci preto vymysleli produkty z nevyužitého oblečenia a plasty**

MIŠUŠI | FANTASTIKA | BARBORA VÁRDYOVÁ, EXTERNÁ REDAKTORKA

DENNÍK N Slovensko Komársky Šport Blog Ďalšie služby

Kup predplatok | Mój konto

#164860 16. máj 2019 09:52

**Z textilného odpadu vyrábajú obaly na notebooky, ľudia im na to prispeli tisíckami eur**

MICHAELA BANIŠČIKOVÁ | Zaujímavé články a esejky



F  
BARBORA VÁRDYOVÁ,  
EXTERNÁ REDAKTORKA

16. máj 2019

*Na začiatku bola otáčka, ako vrátiť nevyužitú obliečku späť do výrobného cyklu. Trojica nadšencov hľadala riešenie, ako ekologicky a eticky prísť späť k textilnému priemyslu. Do procesu chceli zapojiť aj ľudí, ktorí nemajú príliš veľa pracovných príležitostí na našom trhu. Nápad sa za pomoci mentoringu, grantov a odhodlania podarilo premeniť na funkčný biznis*

ECO  
Slovník vyrábajú eticky a ručne vyrobené obaly z recyklovaného sadstva a plastových fliaš

Práve končilo veľké obdobie spolupráce medzi slovníkmi a nadšencami textilného priemyslu. Títo nadšenci sa snažia vrátiť nevyužitú obliečku späť do výrobného cyklu. Do procesu chceli zapojiť aj ľudí, ktorí nemajú príliš veľa pracovných príležitostí na našom trhu. Nápad sa za pomoci mentoringu, grantov a odhodlania podarilo premeniť na funkčný biznis.

**BIZNIS**  
DAGOR MIEŠI PRÉ POKONKOROV

AKTUÁLNE ČLÁNKY | AKTIVITY | NOVOSTI | TRENDOVÉ

**ZO ŽIVÉ MASY SKVELÝ DIZAJN**

17. máj 2019, 10:52

Práve končilo veľké obdobie spolupráce medzi slovníkmi a nadšencami textilného priemyslu. Títo nadšenci sa snažia vrátiť nevyužitú obliečku späť do výrobného cyklu. Do procesu chceli zapojiť aj ľudí, ktorí nemajú príliš veľa pracovných príležitostí na našom trhu. Nápad sa za pomoci mentoringu, grantov a odhodlania podarilo premeniť na funkčný biznis.

SME Ekonomika

Plánový seminár Sumptus

Vytvorili materiál, ktorý pripomína neudržateľnosť módného priemyslu

STARTUP

**Slováci vyrábajú z PET fliaš nevedené dizajnové kúsky. Ich projekt sa zaradil medzi najlepšie na svete**

• Tím ekologického a etického projektu sobi.eco dáva odpadovým PET fliašam novú príležitosť.

Alena Horváthová sobi.eco  
Tomáš Horváth sobi.eco

Opcionálny sa angažovať znamená.

Práve končilo veľké obdobie spolupráce medzi slovníkmi a nadšencami textilného priemyslu. Títo nadšenci sa snažia vrátiť nevyužitú obliečku späť do výrobného cyklu. Do procesu chceli zapojiť aj ľudí, ktorí nemajú príliš veľa pracovných príležitostí na našom trhu. Nápad sa za pomoci mentoringu, grantov a odhodlania podarilo premeniť na funkčný biznis.

# Awards

The idea was listed among the 197 best ideas from the world in the UNLEASH Solution catalogue, which followed after a global event UNLEASH Laboratory in Denmark, where sobi.eco founder Tomas Horvath presented the idea of eco-social products made from worn-out textile by disadvantaged people for the first time. sobi.eco has been selected for the Sustainable Brands Innovation Open quarterfinals, SBIO, as one of the Top 40 ideas promoting sustainable branding. The brand won also the international competition as one of the top 5 projects in the OpenMaker program supported by EU Horizon 2020.



sobi.eco won the Golden Ant 2019 award (in original: Zlatý mravec) in the category of Innovative Solutions. For 14 years, the Golden Ant has been awarding the best projects in the field of waste management of the Slovak Republic for significant achievements and extraordinary solutions. The same year the brand won the National Business Award for the Environment in the Slovak Republic in the Product and Service category.

# sobi.eco

sobi.eco

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