

UNISYNC

Upcycled  
Denim Jean  
Apron  
Program

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**Unisync Group Limited takes great pride in our team's dedication to being client focused, creative and flexible. In creating a new image for our legacy partner SIR Corp's incredibly delicious brand, Scaddabush, our team developed an individualized product and a ingenious recycling process that puts our customer and our planet first!**

**Since 2014, Water for Wells has been SIR Corp's way of giving back and doing their part. It's a simple program that allows Canyon Creek, Jack Astor's and Scaddabush Restaurants and their guests to help provide clean drinking water to those in need.**

**SIR Corp's involvement with Water for Wells includes funding the construction of wells in impoverished areas, as well as the donation of their net proceeds from their in-house filtered still or sparkling water to Water for Wells partner charity, Wells of Hope. This latter initiative in just the last three years has totalled \$183,000 in charitable funds!**

**For those reasons, our team knew that the right brand to carry forward the upcycling initiative for denim, a fabric with one of the largest environmental impacts, would be Scaddabush!**

**Our jean upcycling process deconstructs an existing pair of jeans using the fabric, pockets and waistband details to create a functional and stylish apron!**

Once  
Upon A Time  
Jason's  
used jean's



met the  
Unisync  
Team's  
creative  
touch...

and gave new life to  
them as a

**SCADDABUSH**  
ITALIAN KITCHEN & BAR®

apron!



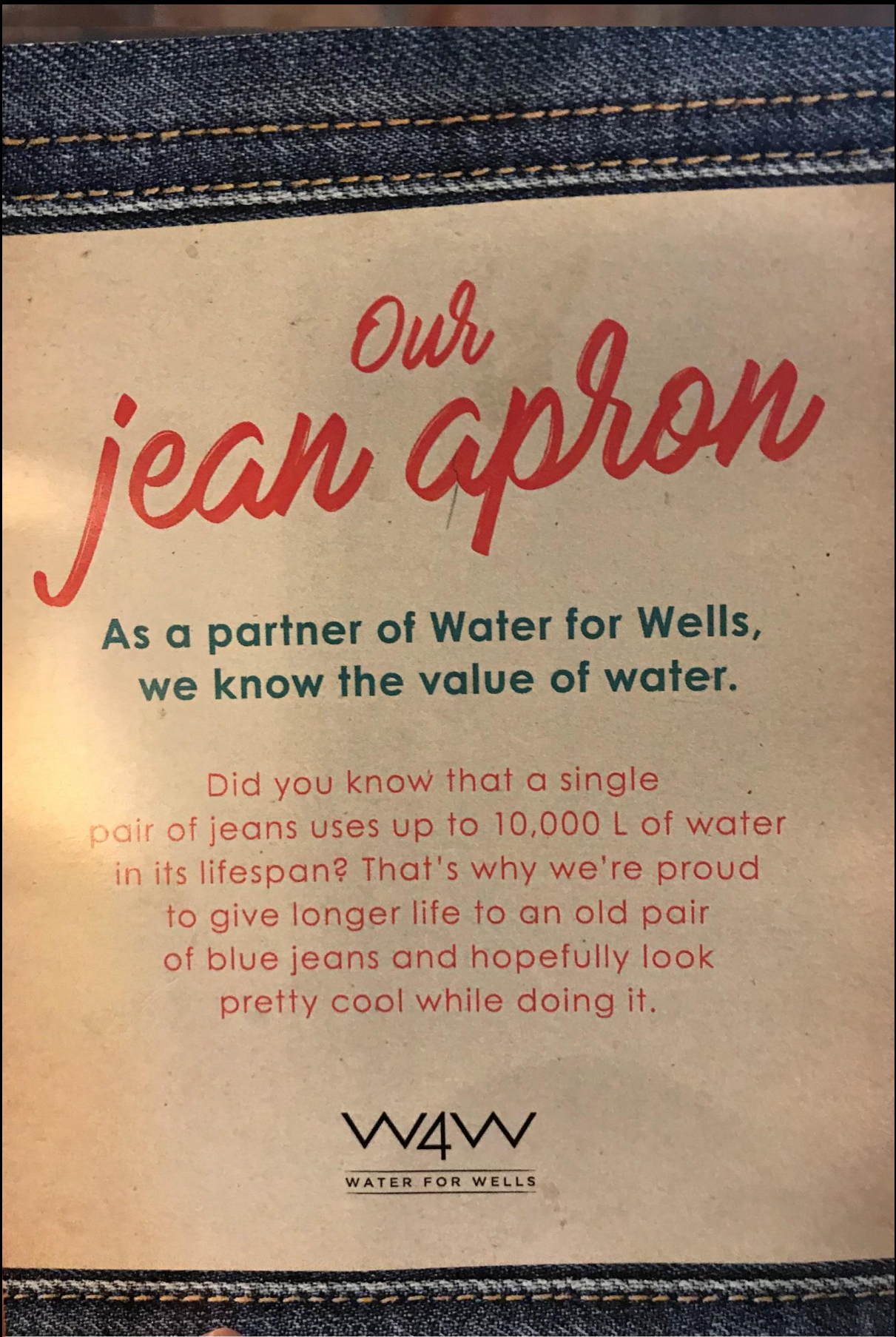




Reusing the  
fabric and  
details,  
saving 10,000  
litres of  
water per  
pair.



**This is not  
The End...  
Just The  
Beginning**



*Our  
jean apron*

**As a partner of Water for Wells,  
we know the value of water.**

Did you know that a single pair of jeans uses up to 10,000 L of water in its lifespan? That's why we're proud to give longer life to an old pair of blue jeans and hopefully look pretty cool while doing it.

**W4W**  
WATER FOR WELLS