



Unisync Upcycled Denim Jean Program

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 recycling 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!