



**TREETOTE** 

**THE NEW STANDARD  
FOR SUSTAINABLE BRANDS**





## ABOUT TREETOTE®

Born from a simple conviction:  
sustainable packaging should never mean  
compromise on beauty, quality, or experience.

**TreeTote® by BioApply** is a full European  
packaging collection crafted from  
**100% TENCEL™ Lyocell**, entirely traceable  
from certified wood fibre to finished piece.

### MAKE EVERY DROP COUNT



**Carbon neutral  
certified fiber**



**100% Recyclable  
100% Biodegradable**



**100% European  
production**



**Extra  
resistant**

## ABOUT TENCEL™ LYOCELL

**TENCEL™ Lyocell** is an exceptionally refined wood-based fibre developed by Lenzing AG in Austria and sourced exclusively from sustainably managed **PEFC™** and **FSC®** certified forests.

Produced through an advanced closedloop process where 99% of solvents are recovered and reused, it represents a new generation of responsible textile innovation.

Unlike conventional cotton, which can require up to 10,000 litres of water per kilogram and relies heavily on pesticides, **TENCEL™ Lyocell** offers a radically more considered alternative.

The result is a fabric that is biodegradable, Carbon Neutral certified, remarkably soft to the touch, and engineered for lasting performance.







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## ORIGINAL



A tote bag refined to its purest expression.

Conceived as a blank canvas for your identity, your print, your palette, your story.

Designed to be carried every day,  
and remembered long after.



**Side and/or base gussets**

Add volume exactly where it is needed, while preserving the elegance of the silhouette.

For those who carry more than essentials.

## ULTIMATE

Structured with intention and designed to accompany a full day effortlessly, the Ultimate transforms every pocket, every gusset, every detail as a deliberate design choice. Nothing unnecessary. Everything considered.



### **Side and/or front pockets**

Keep essentials within reach through integrated, purposeful functionality.



To understand freedom of moving with both hands free.

## **BACK PACK**

A drawstring silhouette designed to follow the body naturally, available as a refined foundation or entirely reimagined through your own dimensions, cords, colours, and markings.



Drawstring closure.  
Effortless to open. Secure in motion.



**TENCEL™ Lyocell** naturally regulates humidity from within, making it particularly suited to sportswear, wellness, and travel environments.



The first thing the customer touches. And the last thing they remember.

## DUSTBAG

More than protection, a TENCEL™ Lyocell dustbag becomes seamless extension of the object it contains.

Tailor the dimensions, closure, fabric weight and finished details to transform the unboxing experience into part of the story itself.



### **Drawstring closure**

Gentle protection, fully customisable.

Naturally antibacterial, **TENCEL™ Lyocell** helps preserve delicate objects from jewellery pieces to luxury handbags.



## DUSTBAG XL

Created to meet the standards of the world's most demanding hotels, our 100% wood-fibre laundry bag combines elegance, durability, and refined finishing to elevate the guest experience.





**Zip closure**  
Smooth access. Secure hold.

A compact object designed with purpose.

## POUCH

Clean lines, refined proportions, and a surface exceptionally suited to print or embroidery. Define the size, choose the hardware, add a gusset, every detail becomes yours.



### **Carry handles**

Optional handles transform the pouch into a versatile everyday bag.

A fold-over silhouette designed around quiet sophistication.

## FLAP POUCH

### **Fold-over closure**

Adjustable depth tailored to your packaging architecture.



Additional closure systems can be integrated upon request.  
Naturally smooth, TENCEL™ Lyocell protects even the most delicate surfaces.





1874  
**150 ANS**  
2024



Naturally resistant to condensation, the fabric will not absorb moisture or transfer colour, a refined alternative to a traditional gift box.

Whether designed for, wine, or still water, the form follows the object with precision and elegance. Customise the strap length, print, and occasion.

## **BOTTLE HOLDER**





## EXCLUSIVELY YOURS

Every **TreeTote**<sup>®</sup> begins with a conversation.

From fabric weight to closure finish, every element is carefully selected to create a packaging solution fully aligned with your identity.

Our signature base cloth is available in two constructions: 160 g/m<sup>2</sup> for lightweight everyday versatility and 350 g/m<sup>2</sup> for a richer hand-feel and long-term durability.



**White**

The natural untreated shade of the fiber.



**Black C**



**Red 485C**

## COLORS

Every other colour can be customized to your Pantone specifications.

## CLOSURE SYSTEMS

Drawstring, brass zips, ric-rac trims, satin ribbon, every closure system is selected to maintain coherence, refinement and material integrity throughout the product.

Whenever possible, all components are developed in **TENCEL™** itself, preserving consistency from the inside out.

Inelastic **TENCEL™**  
**Lyocell** cords



**TENCEL™** Lyocell  
ribbon



**TENCEL™** Lyocell  
weaving



Petersham neddle  
**TENCEL™** weaving



Taffeta **TENCEL™**  
weaving



**TENCEL™** Lyocell  
ric-rac ribbon



Silver brass  
YZip®



Gold brass  
YZip®

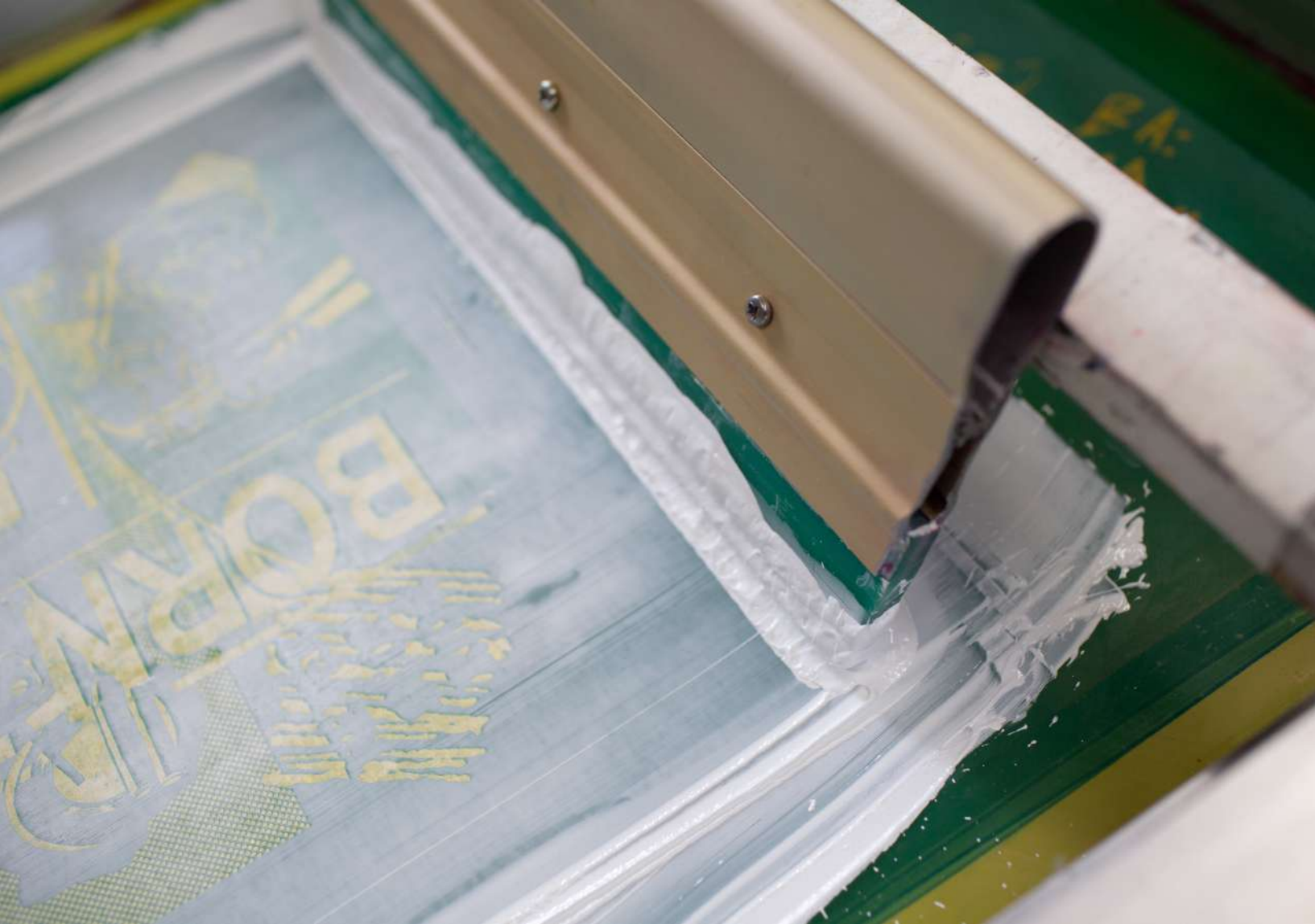


## BORDERS & LABELS



A coloured edge binding applied along seams or openings.

Every label is made from **TENCEL™** Lyocell, traceable and fully customisable.



## IMPRESSIONS & EMBROIDERY

Every print and embroidery technique is optimised specifically for **TENCEL™ Lyocell** a surface renowned for its exceptional colour clarity, softeners, and durability over time.

## EMBROIDERY

Monograms, logos, and refined motifs elevated through textured craftsmanship using **TENCEL™** thread.



## SERIGRAPHY

Ideal for minimalist graphics and Pantone precision. Water-based inks ensure opacity, longevity, and tactile elegance.



## DIRECT - TO - GARMENT

Our most refined and durable print finish. Waterbasedinks ensure opacity, longevity, and tactile elegance.



## DIRECT - TO - FILM

The preferred technique for detailed visuals, gradients, and multicolour designs delivering precision, consistency, and sharp definition across every production run.



## FULL TRACEABILITY & TRANSPARENCY

“TRACE ME”



Every **TreeTote**<sup>®</sup> carries its own traceable story.

Integrated into each label, the Respect Code allows full transparency, from certified Austrian wood fiber, to weaving in Germany, to final artisan assembly across France and Poland.



## CONTACT US

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