



Problem

The fashion industry is the second most polluting industry in the world. Within this, textile dyeing and finishing alone account for 55% of the industry's environmental footprint, due to the heavy use of fossil-based, toxic and polluting dyes. As apparel consumption will increase 70% by 2030, the industry is now actively seeking viable alternatives to decarbonize and detoxify its supply chain. But most safe alternatives comes just in a few colors, work on limited textile materials and even if they work, don't last.

Our approach

As conventional natural dyes have low color durability, we select novel **extremophile bacteria**, which withstand extreme conditions by naturally resistant pigments.

No single dye, natural or synthetic, binds efficiently to all textile materials. Through **green chemistry**, we adapt the molecules to obtain long-lasting colors in the most demanded textile materials.

With an **industry-centered** philosophy, we are developing a complete palette of dyes to help the fashion industry commit decarbonisation and detoxification goals.

Value proposition

For fashion brands aiming to commit sustainability targets and improve their brand-equity and dyeing mills looking for efficient clean dyeing processes and water pollution savings, Protiva offers a complete palette of bacterial dyes, tailored for all key modern textiles:

- 100% traceable, petroleum-free, non-hazardous and biodegradable
- Durable, mergeable intense colors.
- Drop-in compatibility.

Traction

First product developed, one of the five most demanded colors in fashion: a brown dye. Tested through pilot programs with dyeing mills and fashion brands across LATAM. 2 LOI's. SAM = \$1.5B.



Team

Esteban Silva, CEO. Biologist & business.
Carola Campanelli, CTO. Biotechnologist.
Gonzalo Pulka, CPO. Textile engineer.
Emilia Cardoso, CSO. Microbiologist.

Contact info

✉ info@protiva.bio
🌐 www.protiva.bio