



Natural Indigo

Finland

COLOUR FROM FINNISH NATURE



After traveling for thousands of years around the world indigo colour the productive woad plant has found the way into the Nivala Aittoperä to the fields. And it loves the nightless nights of Finnish summer.

Basic Business Idea



What

Our main production is natural dye colorants with reliability of delivery. We produce Woad extract and utilize industry by-products to produce natural colors on an industrial scale.

Customers are high value branded, globally operating commercial companies. (Finland, Europe, USA)

Why

At the end of the 19th century synthetic dyes replaced natural dyes. The present sustainability movement creates the possibility of a return of natural dye colorants.



Where did the business idea come from?



MEGATRENDS

Responsibility

Climate change

Natural

Sustainable
development

Ethical

New ecological
materials

recycling and
recyclability

Biodegradable
development

Natural dyes

Natural colorants will be part of future competitiveness

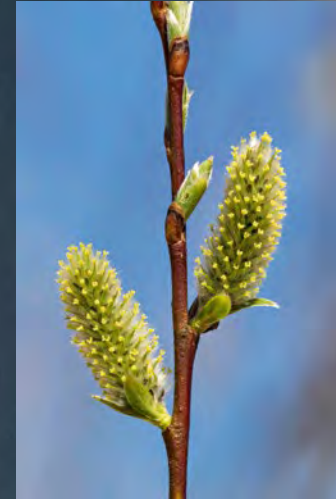
Our main material resources:



Woad



Onion peel



Willow bark

We are developing new natural dyes constantly and looking for a new material resource. We are cooperating with different dyeing plants and looking for new partners to realize the diverse future of natural colours with us.

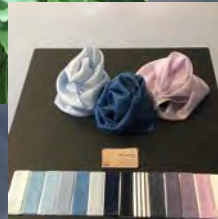
Woad (Isatis Tinctoria)

Bi-annual, cruciferous plant with strong roots = good carbon sequestration



Clean Finnish soils are the cleanest growing fields in the world

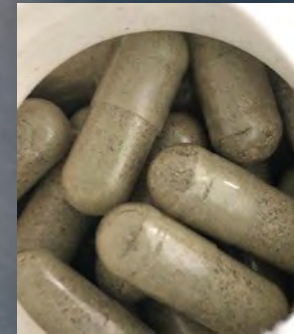
Finnish climate: midnight sun (strong color)



1st year production:
Leaves:
Different shades of blue
(blue: valuable natural
dye)



Inflorescence:
Bee pollination
(woadhoney)



Roots:
Pharmaceuticals
(USA)



Seed:
Woad oil
(cosmetics)



Textile and fashion

We cooperate with fashion and textile companies



7H FÄRGERI

We are starting
cooperation with
7H Färgeri

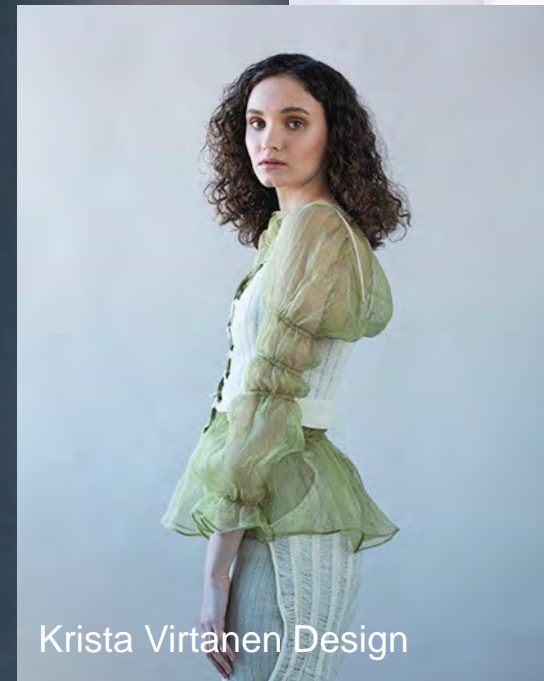


Lova Knitting

Industrial by-products

Onion peel and willow
bark extracts

We offer natural dye
colorants in green, yellow,
and grey. If needed product
dyeing through our industrial
partners is also available.



Krista Virtanen Design

Woodnotes, Willow paper yarn carpet
Design - Claesson Koivisto Rune



Finland

naturalindigo.fi