

# Introducing Sharp's MicroFiber Filter: Taking a Stand Against Microplastic Pollution





# It's great to have Clean Clothes!

But what if we're missing something that could have very important consequences?

About 60 per cent of material made into clothing is plastic, which includes polyester, acrylic and nylon textiles. These synthetic fabrics are lightweight, durable, affordable and flexible. But here's the catch: every time they're washed, they shed tiny plastic fibres called microfibres, a form of microplastics—tiny pieces up to five millimetres in size.

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microfiber plastics  
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fibers into the ocean.

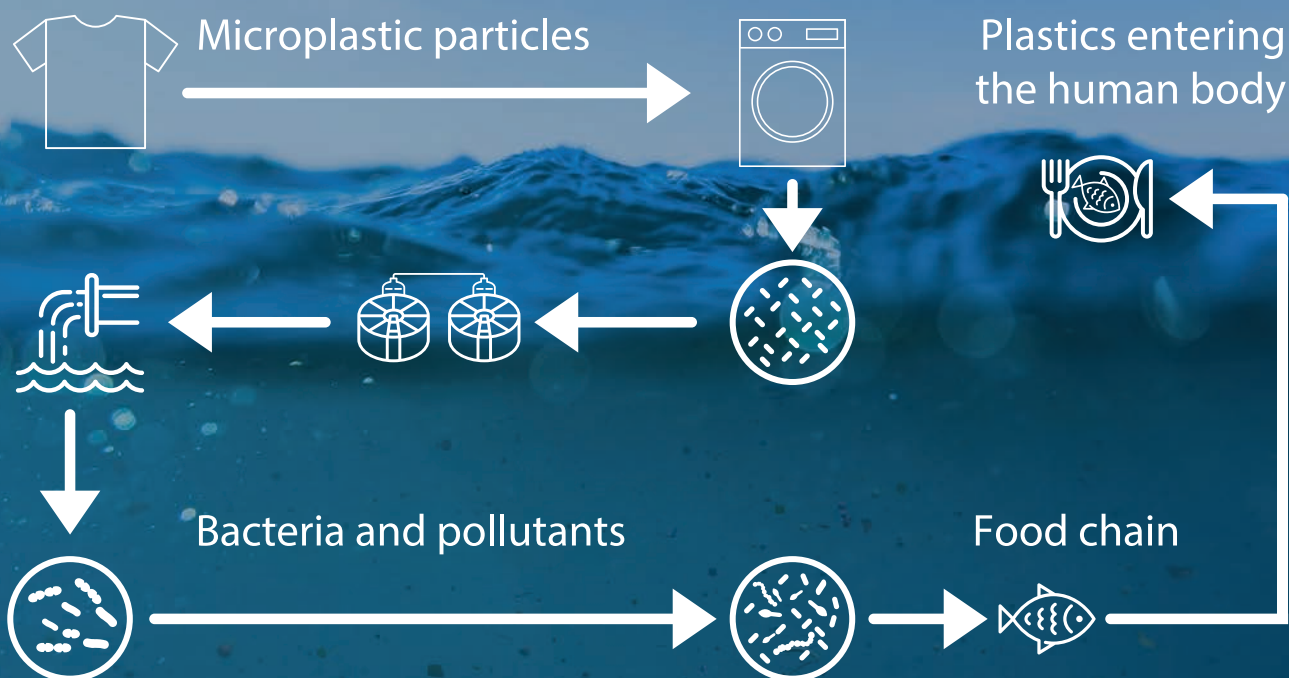
## Did you know that an average wash can release up to 700,000 microfiber plastics?

That's a staggering number, and it highlights the urgent need for a solution.

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Every year, the act of washing clothes alone leads to the release of approximately 500,000 tons of microplastic fibers into the ocean. As highlighted by the United Nations Environment Programme (UNEP), this issue can be likened to discarding three billion polyester shirts directly into the ocean on an annual basis.





# Microplastics: Tiny Threats with Massive Consequences

Microfiber pollution is a significant and growing environmental concern. When we wash synthetic clothing items such as polyester, nylon, or acrylic, tiny plastic fibers called microfibers are released into the water. These microfibers are so small that they can easily pass through wastewater treatment plants and end up in rivers, lakes, and oceans.

**Here are some eye-opening statistics that highlight the magnitude of this problem:**

## 1.

### Source of Microfibers:

The primary source of microfibers in the environment is the washing of synthetic textiles, including clothing, towels, bedding, and other fabric-based products. Each wash cycle can release thousands of microfibers.

## 2.

### Annual Microfiber Release:

It is estimated that washing synthetic garments releases approximately 700,000 microfibers per average-sized load of laundry (Source: Environmental Science & Technology).

# Consumption by Marine Life

## 3. **Microplastic Contamination:**

Microplastics, including microfibers, account for around 92% of all plastic pollution found in the world's water sources (Source: Orb Media).

## 4. **Marine Impact:**

Microfibers are a major contributor to marine plastic pollution. It is estimated that nearly one-third of all microplastics found in the oceans are derived from synthetic textiles (Source: International Union for Conservation of Nature).

## 5. **Consumption by Marine Life:**

Marine animals, from plankton to fish, ingest microfibers, mistaking them for food. This leads to bioaccumulation within the food chain and poses a significant threat to marine ecosystems (Source: Marine Pollution Bulletin).





# Human Health Concerns

6.

## **Global Reach:**

Microfibers have been detected in various water bodies worldwide, including rivers, lakes, and even remote Arctic regions. Their widespread presence highlights the urgent need for effective mitigation strategies (Source: Science Advances).

7.

## **Longevity:**

Microfibers are persistent pollutants that take hundreds of years to break down, remaining in the environment and posing risks to ecosystems for extended periods (Source: The Guardian).

8.

## **Human Health Concerns:**

Microplastics, including microfibers, can potentially enter the human food chain through consumption of seafood and even drinking water. The long-term health impacts of ingesting microfibers are still being studied (Source: Frontiers in Marine Science).

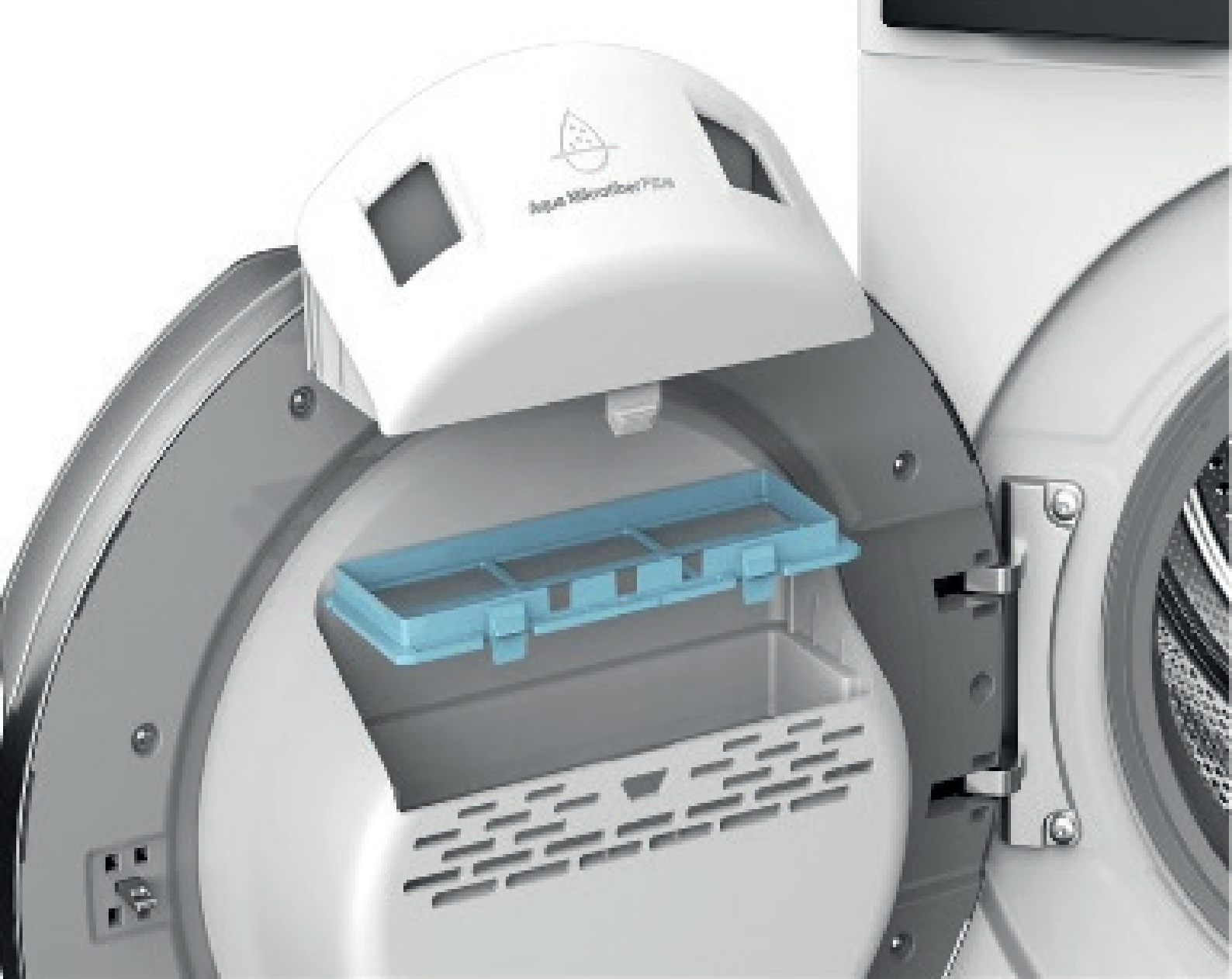




# Clean Clothes, Cleaner Planet:

Stay Ahead of the Tide  
with Sharp's Technology

Once upon a time, in a world plagued by plastic pollution, we, a group of innovative minds, set out on a mission to make a difference. We envisioned a future where every household could play a vital role in protecting our precious environment.



# Our solution?

A revolutionary microfiber filter technology mounted on the door of a washing machine. What made our solution truly exceptional was its seamless integration into everyday life. By mounting the filter directly on the door of the washing machine, no additional equipment or extra space was required.

Sharp's MicroFiber Filter technology tackles this issue head-on. By capturing and filtering out these microplastic particles during the washing process, we prevent them from entering our precious water resources. Traditional wastewater treatment plants are unable to effectively separate these tiny particles, leading to their continuous release into our ecosystems.





# **With our innovative system, you can actively contribute to the reduction of microplastic pollution.**

By using our MicroFiber Filter, you not only protect the environment but also safeguard your own health.



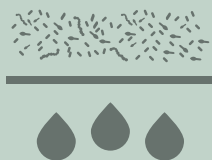


## Sharp's MicroFiber Filter Technology Filters Microplastics, Preventing Ecological Harm



### Advanced Technology

Our MicroFiber Filter utilizes state-of-the-art materials and design to ensure maximum efficiency in capturing microplastic particles. We have invested in cutting-edge research and development to create a solution that truly makes a difference.



### Superior Performance

Our filter is specifically designed for washing machines, ensuring seamless integration into your daily laundry routine. It effectively captures up to 90% of microplastic particles originating from the washing machine, significantly reducing their release into the environment.



### Easy Adaptation

By incorporating our MicroFiber Filter into your washing machine, you can contribute to solving a major environmental problem without any extra effort. It's a simple yet powerful solution that empowers you to take individual responsibility for protecting our planet.

# **Saving Time, Saving the Planet:** Experience the Ease of Cleaning with a Door-Mounted Microfiber Filter



By mounting the filter directly on the door of the washing machine, no additional equipment or extra space was required. It was a simple yet effective innovation that could easily be adopted by anyone.

## **Easily Remove, Clean, and Reattach the Filter in Seconds!**

Imagine the convenience of effortlessly protecting the environment without any hassle or inconvenience. The filter was designed to be easily accessible, making the cleaning process a breeze. Users could simply remove the filter from the door, clean off the trapped microfiber plastics, and reattach it in a matter of seconds.

## **Everyone Plays a Part: Individual Responsibility in Preventing Ecological Problems**

**Take action today  
and choose Sharp's  
MicroFiber Filter – a  
simple, effective, and  
responsible choice  
for a brighter future.**



**Join us**

**in making a real difference.**

Together, we can combat the microplastic crisis and create a healthier, cleaner world for future generations.

**SHARP**  
Be Original.

