
HAYDEN COX AND IWC SCHAFFHAUSEN PRESENT HAYDENSHPES' PIONEERING APPROACH TO UPCYCLING MANUFACTURING WASTE

Schaffhausen, 9th January 2020 – IWC Schaffhausen and brand ambassador Hayden Cox have released a new film showcasing the surfboard designer at work. Focusing on Cox's pioneering approach to upcycling, within his Haydenshapes Surfboards business, it marks the next stage of a shared journey between the Australian and IWC Schaffhausen towards greater sustainability.

Shot mostly on location at Haydenshapes' 'Remote' floating pop up studio on Sydney's Pittwater, which was set up in partnership with IWC Schaffhausen, the film demonstrates how the company is trying to reduce its impact on the environment. Cox is shown repurposing manufacturing waste, which is typically thrown away, into performance surfboard components and an innovative new cloth.

"We wanted to take the offcuts and waste we are normally left with and create something new," explained Cox. "Traditionally, we discard about 30-40 percent of our raw materials in the production process, which then ends up in landfill. Therefore, our wish was to come up with an entirely new idea to regenerate that waste into surfboard components we can actually use."

Taking leftover carbon fibre and glass fibre from surfboard lamination, Cox has developed an idea to upcycle them. After being cut up and aerated, the waste fibre material is then mixed together and reintroduced into weaving machines to create a brand-new fabric. Foam dust and bio-epoxy resin waste are also transformed into lightweight accessories like tail pads and fins.

"There are businesses that make incredible sustainable surfboards, but I like to think differently and do things in my own way," added the Australian. "I wanted to create a board that doesn't create waste - or if it does have some waste, then it is used elsewhere."

It was a trip Cox took to the IWC Schaffhausen factory that prompted his ground-breaking upcycling idea. While there, he saw the watchmakers using scrap materials, and he wondered if he could apply the same methodology to his business.

"As I was going around, I saw how all the metals and raw materials, which are offcuts from the production process, aren't wasted," he explained. "Instead, they are carefully gathered up, then melted back down and used for new watches. From that tour of the factory, the idea for our pioneering upcycling process in surfboard manufacture was born."

IWC Schaffhausen has long been a leading proponent of greater sustainability within the industry. As well as recently signing up to the Ellen MacArthur Foundation's New Plastics Economy Global Commitment to avoid plastic waste, renewable electricity powers the brand's new Manufacturing Centre as well as the Headquarters.

"We see sustainability as integral to our future and it's at the heart of everything we do," added IWC Schaffhausen CMO Franziska Gsell. "From powering the manufacturing process in a green way to developing new packaging for our finished watches, which uses 90% less plastic than previously, we are constantly striving to minimise the environmental impact of our business."

At the end of the film, Cox takes the prototype surfboard out on the water to test it in action. To find out how he gets on, watch the video here: <https://www.youtube.com/watch?v=dIhK6vcTH2A>

HAYDENSHPES

Haydenshapes Surfboards is a modern performance surfboard brand founded in 1997 in Sydney, Australia, by Hayden Cox at the age of 15. Inspired by design, technology, innovation and a simple/clean aesthetic, Haydenshapes is sold in over 70 countries worldwide with a brand base and offices in both the USA and Australia. With a large focus on innovative performance surfboards, Haydenshapes aims to construct and provide premium performance designs that are fun to surf and work to improve the ability of the everyday surfer. Haydenshapes' foundations revolve around modern design and innovation. The brand's monochromatic black and white aesthetic is identified by the use of its signature FutureFlex parabolic carbon fibre rail, an innovative surfboard technology developed and patented by Hayden Cox and launched to market in 2006.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium™. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

Images are available free of charge at press.iwc.com

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