



The Future Connected

For Immediate Release:

CreatedBy_ Completes Second Generation Connected Upcycled CrewCap from the 360° Circular Connected Apparel with Thread Haus, MINTangible, and Wonder Raw Apparel

Proof of the Power of Upcycling into a Second Life of 360-Circular Connected Goods in Sustainable Fashion, Traceability in Sourcing, Manufacturing, with Third-Party Validation, IP & Usage Rights, Programing all Encoded into [CreatedBy_Connect](#) and NFC Tags

Los Angeles, CA – November 25, 2024 – CreatedBy_ has successfully completed the first truly upcycled second generation of 360° circular connected apparel and connect the two to track their lifecycles – a milestone in sustainable fashion, tokenization, and circular economy.

Earlier this month, we received the first upcycled product from our 360° circular connected apparel case study - a unique crew cap crafted by [@ThreadHaus](#) – made from one of the six original T-shirts created by [Wonder Raw](#) with IP and usage rights provided by [@MINTangible](#).

From the first T-shirt, we created a second 360 circular lifecycle, seamlessly connected to its predecessor in new on-chain token for a unique upcycled product, the crew cap by Thread Haus. By linking the tokenized blockchain data of the original 360 circular connected product into a second onchain record, we've established an unbreakable connection between the two items and initiating a fresh lifecycle. A second cycle.

"This case study is the first of its kind to complete a second, truly 360°circular connected goods journey from one product to a new upcycled product," said Tom Wallace, CEO of CreatedBy_. "We've not only provided the initial 180° of traceable, sustainable certifications and third-party data of manufacturing and sourcing, but also completed the 360 circle and launched a second 360 circle by tracking the garments' lifecycles through to its next upcycled life."

"There's no excuse for creators or brands not to be creating 360° circular connected goods - the technology is here now, affordable, and scalable," continued Wallace.

Tracking the Journey: The study encompassed the complete 360 lifecycle of six 100% organic T-shirts designed and produced by Wonder Raw, certified by third-parties for using 100%

organic cotton and vegan inks. Using MINTangible each item was tokenized with these certifications, along with IP and usage rights, onto the blockchain. CreatedBy_ then encoded and encrypted this data onto NFC tags using their CreatedBy_ Connect iOS app, creating unique digital twins for each shirt.

Six individuals across the United States became owners of these innovative garments. Throughout their lifecycle, owners interacted with the shirts using the CreatedBy_ Connect ecosystem. In their lifecycles, two owners created tokenized memories of their experiences - one in Joshua Tree National Park, CA, and another in Las Vegas, NV – which were securely linked to their respective shirts.

In a testament to the circular economy concept, five of the six owners chose to participate in CreatedBy_'s upcycling program: They transferred their tokens back to CreatedBy_ and sent the physical shirts for upcycling. Three owners opted to maintain ownership of their new upcycled items, including one with a tokenized memory. Two others chose to donate their upcycled items to charity.

Thread Haus, based in Los Angeles, was been selected to upcycle two of the shirts for charitable donation, further extending the impact of this groundbreaking process. They created a bespoke crew cap from the original T-shirt product. This week, CreatedBy_ connected the data of the cap with its first lifecycle as a T-shirt, and now, this new product can be tracked throughout its second lifecycle.

Throughout each lifecycle, owners interacted with their designs and products, using the CreatedBy_ Connect ecosystem, creating tokenized memories and participating in the upcycling program, demonstrating the full potential of the CreatedBy_ technology in fostering transparency, authenticity, and ongoing consumer engagement in a truly circular fashion model.

This second upcycled 360 connected goods sets a new standard in sustainable fashion and circular economy practices, paving the way for a future where products have multiple lives, stories are preserved, and waste is minimized.

For more information about CreatedBy_ and the 360° Circular Connected Goods model, or to schedule a meeting contact: Kathleen@Createdby.io or (323) 630-4000; www.createdby.io.

###

About CreatedBy_: Enabling fashion, designers, film, and artists to simply create affordable and secure product authentication, engaging activations, storytelling, and circular sustainable relationships with consumers and fans throughout their connected product's lifecycle and beyond - made simply using a mobile phone. www.createdby.io

About MINTangible: MINTangible offers a powerful IP licensing and management platform designed for the digital age, enabling brands to protect, control, and monetize their IP at scale and with clarity and confidence. Learn more at <https://mintangible.io>

About Wonder Raw: We are synonymous with sustainability, responsibility, and authenticity. We want to transform the perspective of the textile sector with a commitment to preserve our environment with an on-demand production base. <https://wonder-raw.com/en/>

About Thread Haus Co.: We embrace five guiding principles that shape everything we do: Education, Community, Creativity, Innovation, Sustainability. These pillars represent our dedication to making a meaningful impact in the world while fostering creativity, innovation,