





About Sonovia

Founded in 2014, Sonovia is a pioneering technology company transforming the textile industry with sustainable innovations. We specialize in advanced dyeing and finishing solutions combining eco-friendly chemistry and sustainable production processes.

Sonovia's Timeline

2021

R&D launched for indigo denim dyeing using ultrasonic technology.

2023

Kering supports the technology and enters into a tech evaluation agreement.

2022

Eco-friendly solution combining a unique & stable indigo dye with an ultrasonic machine

2024

Tech installation at PureDenim renowned Italian denim producer for luxury brands. Start of global commercialization

The Problem

Traditional denim dyeing processes are environmentally harmful and inefficient.



01. High Water Consumption

Traditional denim dyeing processes use significant water, depleting resources and straining the environment in water-scarce areas.

02. Chemical Pollution

The use of toxic dyes and chemicals causes serious water pollution, contaminating ecosystems and harming local communities.

03. Energy Inefficiency

Traditional methods demand high energy for heating and processing, leading to significant carbon emissions and high operational costs.



The Solution

Sonovia's ultrasonic denim dyeing technology reduces CO2 emissions by 60%, water usage by 85%, and eliminates toxic waste, with high cost efficiency.

Disruptive.

Revolutionary technology using ultrasonic waves for dye infusion. No reduction & oxidation process with same quality standards.

Sustainable.

Eco-friendly process with significantly lower CO2 emissions, water savings, and no toxic waste management

Profitable.

Cost Efficiency: Lower energy and operational costs.
High Quality: Consistent, vibrant colors with fewer dye baths.



SONOVIA'S Nature-Dyed Revolution

We master the use of ultrasonic
cavitation jet-streams to
effectively infuse textiles with
desired chemistries



Lower
85%
Water



Lower
60%
Energy



Lower
60% in CO2



Elimination
100% Toxic
chemicals



Elimination
100%
Waste



Lower
92% Land
Use



Cost
Effective



Decreased
Complexity



Plug & Play
System

The Technology



Competitive Analysis

- 1 Scouring
- 2 Washing
- 3 Oxidation
- 4 Reduction
- 5 Neutralization
- 6 Sizing
- 7 Drying
- 8 Waste Management

The TRADITIONAL Process

Massive Use of Water
Use of Toxic Chemistry
Waste of Energy
High Emissions of CO2
High Production Waste

- 9 Single-step Sono-dyeing
- 7 Drying
- 6 Sizing
- 10 Fixation

Our D(Y)ENIM® Solution

Lean Line
Only 1 Dye Bath
No Pre-Dyeing
No REDOX Process No Hydrosulfite Use
Massive space and resources saving



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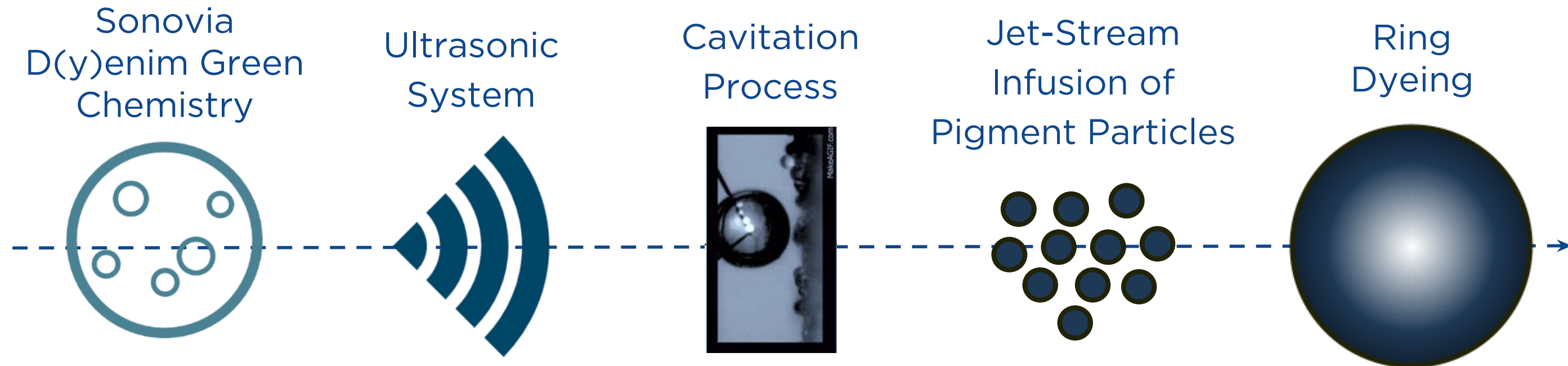
Up to 18 Baths



Only 1 Dyeing Bath

How it Works

Sonovia's technology leverage the Sono-chemistry, by using high-frequency sound waved that impulse indigo particles to embed the yarn.



Ultrasonic Infusion

The Market



Business Model

"RAZOR+RAZOR-BLADE"

ONE-TIME

Upgrade existing lines by reducing dye baths from 12 to 1 or 2, adding ultrasound equipment,

or

Implement a new, shorter line with any machinery provider.



RAZOR

RECURRING PROPRIETARY CHEMICALS



RAZOR-
BLADE

The Market

Market Opportunity

- Align with worldwide sustainability targets
- Provide solutions to upcoming regulations
- Help to enhance ESG Reports for brands
- Improve flexibility for small batches and nearshoring

Competitive Advantage

- Eco-friendly chemistry
- Cost efficient
- Low CAPEX
- Quick ROI
- International Patents



Target Segments

- Targeting High-end fashion brands
- Gucci, Balenciaga, and Yves Saint Laurent
- Approaching retailers and the mass market brands as a second step

Go-To-Market Strategy

- Trilateral partnership between Sonovia, the brand, and the mill
- Replicate previous success with Kering & PureDenim
- Build a corporation with suppliers of textile dyeing machines and chemistry

Market Opportunity



Denim Market
\$64 Billion
[2023]



Indigo Dyes
\$1.3 Billion
[2023]



Environmental Regulations in the Denim Industry

Europe:

EU Green Deal: Focus on reducing water use, waste, and promoting circular economy practices.

Digital Product Passport:
Tracks product origin, materials, and environmental impact.



Turkey:

Sustainability aligned with EU standards, emphasizing water savings and CO₂ reduction.



India

Policies promote zero-liquid discharge and advanced effluent treatment to protect water bodies.



Environmental Regulations in the Denim Industry

China:

Strengthened wastewater standards with a push for waterless dyeing technologies.



Vietnam & Bangladesh:

Focus on stricter effluent treatment and adoption of eco-friendly dyeing methods due to industry pressures.



Our Collaborators



An elite Italian denim fabric developer and manufacturer serving the global elite luxury brands. Asissts with dye quality evaluations.



The world's most renowned innovation platform for textile tech start-ups. Invested in Sonovia and greatly contributes in business development and connections to global leading brands.

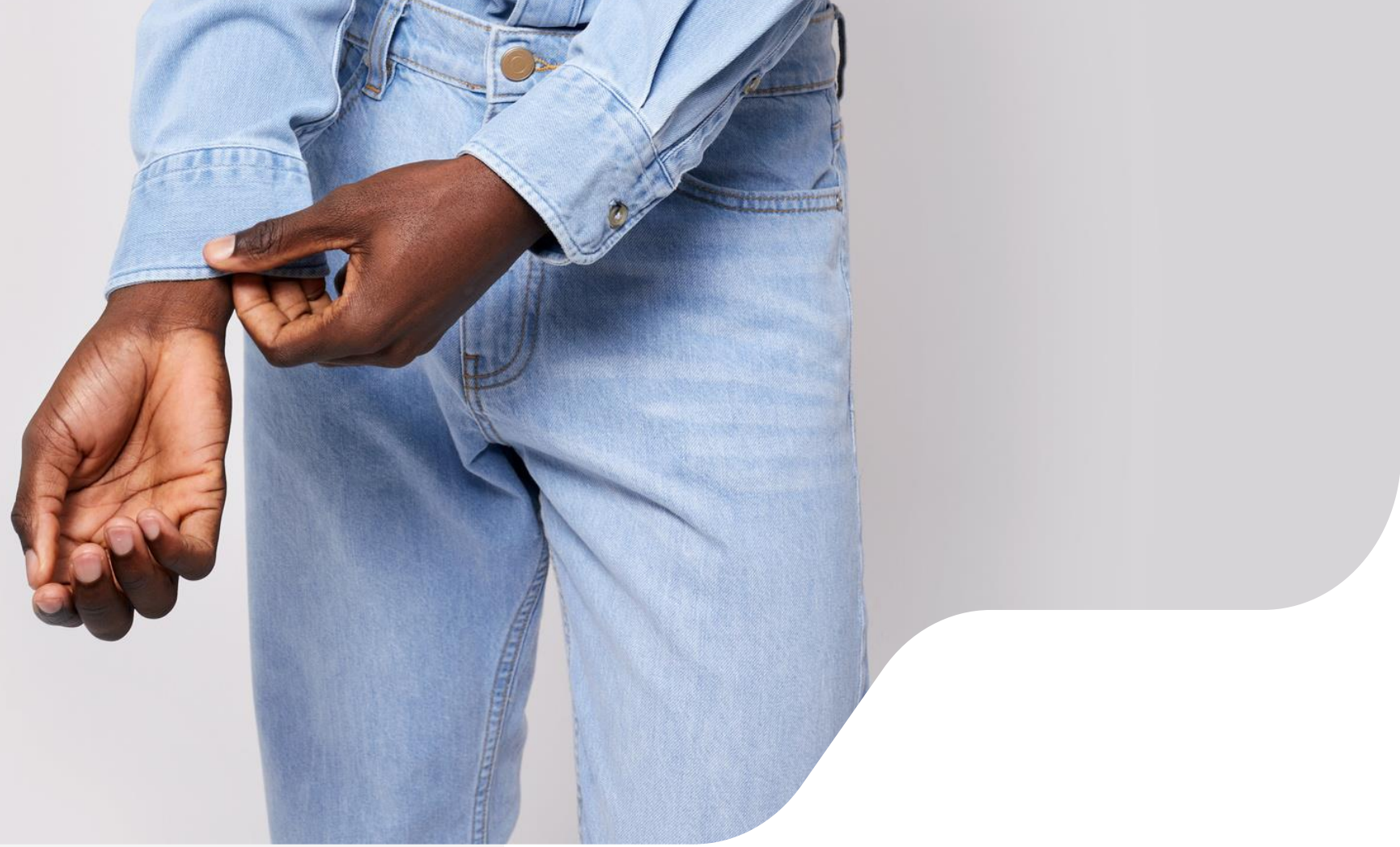


2nd largest luxury goods conglomerate in the world. Invested in piloting with the technology at semi-industrial and industrial scale.



One of the world's most renowned start-up accelerator.





Potential Business Associates

Concerned Parties



J.CREW



AMERICAN EAGLE
OUTFITTERS



RALPH LAUREN

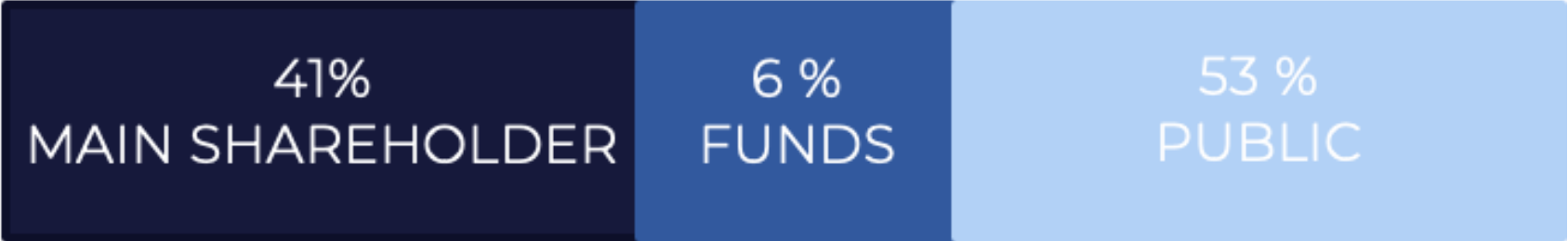


Financial History

COMPANY

PUBLIC,
TLV:SONO

CAP TABLE



CASH @ ⁴30.6.2024

US \$4.5M USD

TEAM

22 EMPLOYEES,
85% IN R&D

Thank You

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