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Tidal Vision

From the Ocean, for the Ocean.

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Tidal Vision is a company that believes sustainability should never be a compromise, so they invented solutions that are advantageous economically, environmentally, and socially.

By developing new ways to upcycle ocean byproducts, Tidal Vision aims to use their new technologies to add value to sustainable fisheries while reducing waste. Tidal Vision was founded in Alaska, where 2 billion pounds of fishery byproducts such as skins, bones, and shells are dumped into the ocean annually.

89% of those surveyed think that sustainability is critical, and about 50% of those expect sustainable products to come with compromises to either price or quality of products.

“For our technologies to make a difference, we knew we had to refine our upcycled products until they met or surpassed all alternatives on the market in quality,” Tidal Vision founder and CEO, Craig Kasberg.

Tidal Vision will launch their first product, which is naturally tanned and sustainably harvested Alaska salmon skin leather, on Kickstarter on May 27th. Their proprietary tanning formula has been perfected over 25 years, and now for the first time, combines the same durability with environmentally friendly ingredients in the process.

Following the aquatic leather launch, Tidal Vision will be making their first Chitoskin™ textiles and products available this fall. Chitoskin™ textiles for apparel and performance wear are naturally odorless because they contain chitosan. Chitosan is a material in crab and shrimp shells that not only naturally inhibits odor, but is also 100% biocompatible, unlike silver injected textiles. Tidal Vision’s team invented a new method of extracting chitosan. The Chitosan extraction method does not release harsh chemicals into aqueous systems, but also produces chitosan with a higher tensile strength than what is currently produced. Having a higher tensile strength opens up many possibilities for chitosan in the textile industry, and beyond .

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Summary: Tidal Vision is an innovative startup focused on using sustainable ocean byproducts and supporting sustainable fishing practices.