



EVERSEA[®]
TECHNOLOGY

maya

Innovation
for Best Cleaners



*From Valencia,
**to the heart of
the Nile***

With Eversea® Technology, what once polluted the sea becomes part of the solution. From the Nile to our factory in Ontinyent, this project brings together innovation, sustainability, and collaboration to give new life to the waste we leave behind.

At Grupo Maya, we receive the monofilament manufactured in Egypt, where Nile plastic is transformed into Seaqual Marine Plastic. This material is integrated into our Eversea® Fibres to create sustainable brooms made with Eversea Technology.

"From the Nile to the world" is not just a slogan; it is our real and tangible commitment to society and the environment.



Solutions

The process



Plastic is collected from beaches, rivers, and seas.



It is separated and cleaned.



It is transformed into pellets and flakes of recycled plastic.



We manufacture sustainable brooms.

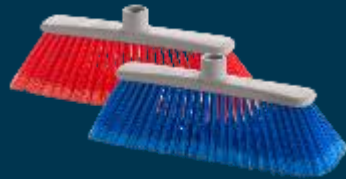
SEAQUAL INITIATIVE

TOGETHER FOR A CLEAN OCEAN

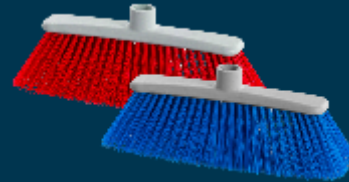
Brooms with EVERSEA[®] TECHNOLOGY



Colors Broom
Ref: 02008



Carlina Broom
Ref: 02066



Carlina Plus Broom
Ref: 02123



Toscana Broom
Ref: 02044



Lluna Broom
Ref: 02011



Atomic Broom
Ref: ATM02011 / ATM02070



Milenium Broom
Ref: 02076



Garda Broom
Ref: 02121



Eco Broom
Ref: 02095



Camelia Broom
Ref: 02064

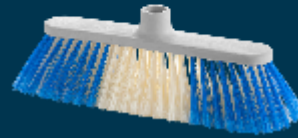
Brooms with EVERSEA[®] TECHNOLOGY



Smart Broom
Ref: 02073



Amapola Broom
Ref: 02061



Celinda Broom
Ref: 02065



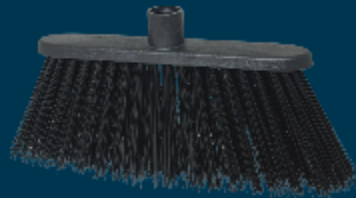
Celinda Black Broom
Ref: 02126



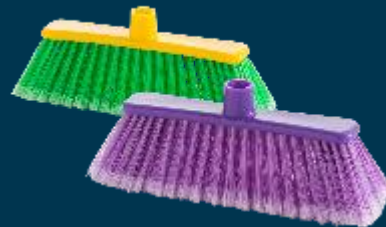
Pivot Broom
Ref: 02075



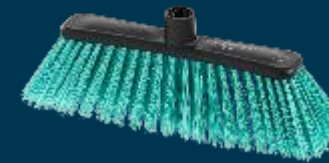
Firenze Broom
Ref: 02077



Exteriores Broom
Ref: 02015



Jazmín Broom
Ref: 02070



Eversea Broom
Ref: EVER001



Rina Lux Broom
Ref: 02039

One year in figures (sept 2024-sept 2025)

23,362 kg
of bottles rescued from the Nile

120,580 kg
of recycled PET

1,204,427
Brooms manufactured



TRIPLE IMPACT



ENVIRONMENTAL

We reduce Nile pollution by removing PET bottles, other recyclables, and solid waste.

CEMEX uses non-recyclable waste as alternative fuel.

We regenerate local biodiversity (Papyrus Project).



SOCIAL

Direct support for local fishermen.

Employment and upcycling workshops for fishermen's wives.

Kids of the Nile: Education programme for children.

Construction of a medical clinic and improvements to boats.



ECONOMIC

We create an additional source of income to reduce dependence on fishing.

Local job creation, especially for women.

Direct reinvestment: 15% of raw material value to VeryNile and 10% to Seaqual Foundation.

Try your simulation with the Eversea Sustainability Calculator

CALCULADORA SOSTENIBILIDAD EVERSEA TECHNOLOGY

Introduce el ID de la escoba (ver tabla ESCOBAS)	Introduce el número de escobas que consumes anualmente:	Total botellas en una escoba	Total botellas utilizadas según consumo total:	kg plástico reutilizados
9	1.000	10,8	10.795	190
14	750	10,8	8.097	143
	0	0,0	0	0
	0	0,0	0	0
	0	0,0	0	0
	0	0,0	0	0
TOTAL	1.750		18.892	333

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TABLA ESCOBAS

id	ALIAS	DESCRIPCIÓN
1	02073	Escoba Smart
2	02044	Escoba Toscana Rojo/Negro
3	02011	Escoba Lluna Fucsia/Gris
4	02011FS	Escoba Lluna Morado
5	ATM02011	Escoba Atomic Gris
6	02076	Escoba Milenium Azul / Gris
7	02076	Escoba Milenium Amarillo / AZUL
8	02095	Escoba Eco
9	02121	Escoba Garda Azul
10	02121	Escoba Garda Rojo
11	02121	Escoba Garda Amarillo
12	02121	Escoba Garda Verde
13	02061	Escoba Amapola Azul
14	02061	Escoba Amapola Rojo
15	02064	Escoba Camelia Azul
16	02064	Escoba Camelia Rojo
17	02064	Escoba Camelia Amarillo
18	02064	Escoba Camelia Verde



[Access the calculator](#)



Thank you

Gracias
Grazas
Gràcies
Eskerrik asko

