



The bluesign SYSTEM

bluesign has been changing the way apparel and textiles are produced for over two decades; ...insisting upon "clean", non-polluting chemicals, encouraging the switch to sources of renewable energy, supporting the greater use of recycled materials, ensuring safer conditions for workers, and reducing the consumption of precious, scarce resources.

In short, bluesign is committed to reducing the impact of our partners' textile production upon the planet and its people.

Our unique business model allows each successive member of the bluesign system to tap into the accumulated learning of all of our partners over the years.

The bluesign system recognises that collaboration and co-operation lead to greater success than competition and opposition.

One example is bluesign's vast library of certified chemicals, textiles, coatings, dyes, fasteners, and accessories each of which meets or exceeds our stringent environmental criteria...

Every one of our system partners can access this resource to adapt and modify their products to reduce their impact upon the planet swiftly and efficiently.

Another is the ground-breaking bluesign Academy, our in-house team of technical experts available to our partners and providing them with the best-in-class support, guidance, and assistance in delivering sustainable production solutions throughout the textile supply chain.

And the bluesign system partners are no longer alone their endeavours, the world is now waking up to the need for us all to take better care of our planet and its people, soon new legislation and regulatory controls will demand that everyone play their part.

The legacy impact of the global textile and apparel industry means that it is among the first to be called upon to change, and, first, The European Commission with their "Green Deal", and then other state and federal regulatory bodies, will be the driving force of that change.

A change that will mean making clothing differently, sharing information in new ways, and, keeping a record of how each and every textile item impacts our planet.

To bluesign's partners, this is not a change... this IS the "bluesign system".

European consumers, soon to be followed by others around the world, are to be given better, more accurate information about the apparel and textile products they wish to buy. From the proportion of recycled content, the greenhouse gas emitted in their production, a measure of the item's durability, its repairability score, and its end-of-life recyclability rating.

For decades, bluesign has been actively assessing its partners' supply chains, providing certification of the recycled materials in their products, their greenhouse gas emissions, their water consumption and more.

Key to bluesign's success is that it certifies the supply chain, not individual products - **we certify the complete process, not the single component** - making sure in the process that bluesign system partners have full control over the manner in which their products are produced.



Not only can bluesign certify that its partners environmental claims are accurate and true, but it will also - once the framework is defined - independently validate EU durability and repairability measures too.

And we help our partners to share their products' environmental impact information with buyers and owners via the bluesign label.

Our smart QR code – on hangtag or in garment – will validate an authentic bluesign consumer product, provide the consumer with information on how the product has been made and will soon provide item level impact data through a simple scan.

And when Digital Product Passports come on-line, the bluesign smart QR code can be directed to a platform of our partner's choosing, where bluesign's verified, accredited data will validate the environmental footprint of the apparel and textile product's journey through the production cycle.

bluesign's commitment to reducing our partners' impact upon our planet and its people is as powerful today as it was in 2000.

And our solutions have evolved to meet new challenges and new ways of working.

So, who better to guide you on your journey, towards a lower environmental impact than bluesign?