bluesign®

MEDIA KIT



Bluesign is a full-service sustainability solutions system for the fashion supply chain with a focus on responsible chemistry. Through on-site assessments, Input Stream Management, and chemical inventory verification, the bluesign® team uses a holistic approach with their system partners, including brands, manufacturers and chemical suppliers, to develop unique solutions to improve environmental performance, working conditions (OH&S), and resource consumption to create the highest level of safety for people (workers), planet and consumers.



Daniel Rufenacht
CEO of Bluesign Technologies

Daniel has over 25 years of experience in corporate sustainability, institutional marketing, and public relations, working both for the public and private sectors. With a background in business management and communications, he began his career with the Swiss government, identifying new market opportunities for sustainable trade from developing countries, and overseeing the development of the first sustainable label in Switzerland for the textile industry. He then worked for 8 years as Operational Director of CSR, Compliance and Integrity, Marketing and Communication for a famous textile company where he transformed a traditional clothing company into what is now a widely recognized sustainable brand that offers product traceability throughout the lifecycle. Before joining bluesign technologies ag he worked as Group Vice President, Corporate Communications and Sustainability at SGS for more than 10 years. As ceo of bluesign he has developed a new service portfolio and extending the bluesign partnership and services to new market segments and geographies.

BLUESIGN® IS A SYSTEM BUILT ON PARTNERSHIP

bluesign® holds their Partners' hands throughout the entire process. It is a support system that improves the impact of chemicals on an ongoing basis

BLUESIGN® IS THE GLOBAL GOLD-STANDARD IN CHEMICAL MANAGEMENT

But many checkpoints exist in the system to provide human, environmental and chemical assurances to SYSTEM PARTNERS. All "members" are bluesign® SYSTEM PARTNERS (chemical suppliers, textile manufacturers, and brands). In order to use ANY bluesign label all chemical suppliers, textile manufacturers and brands MUST be a bluesign® SYSTEM PARTNER

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BLUESIGN® IS NOT A CERTIFICATION-FIRST COMPANY

bluesign® is NOT a certification organization that certifies finished goods. Certification happens as a natural progression of implementing the bluesign system at textile manufacturers or chemical suppliers.

BLUESIGN® IS A GLOBAL MOVEMENT

bluesign® holds their Partners' hands throughout the entire process. It is a support system that improves the impact of chemicals on an ongoing basis

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TIERED SERVICES

SYSTEM PARTNERSHIP

The bluesign® SYSTEM PARTNERSHIP service package is designed for brands who truly understand the power of reducing environmental impact. With meaningful data and comprehensive goals, bluesign® SYSTEM PARTNERS have access to all the tools, analyses, and expert support to envision and attain meaningful impact reduction. SYSTEM PARTNERS may use bluesign® trademarks to communicate commitment to sustainability with suppliers, supply chain partners, and consumers.

IMPACT SERVICES

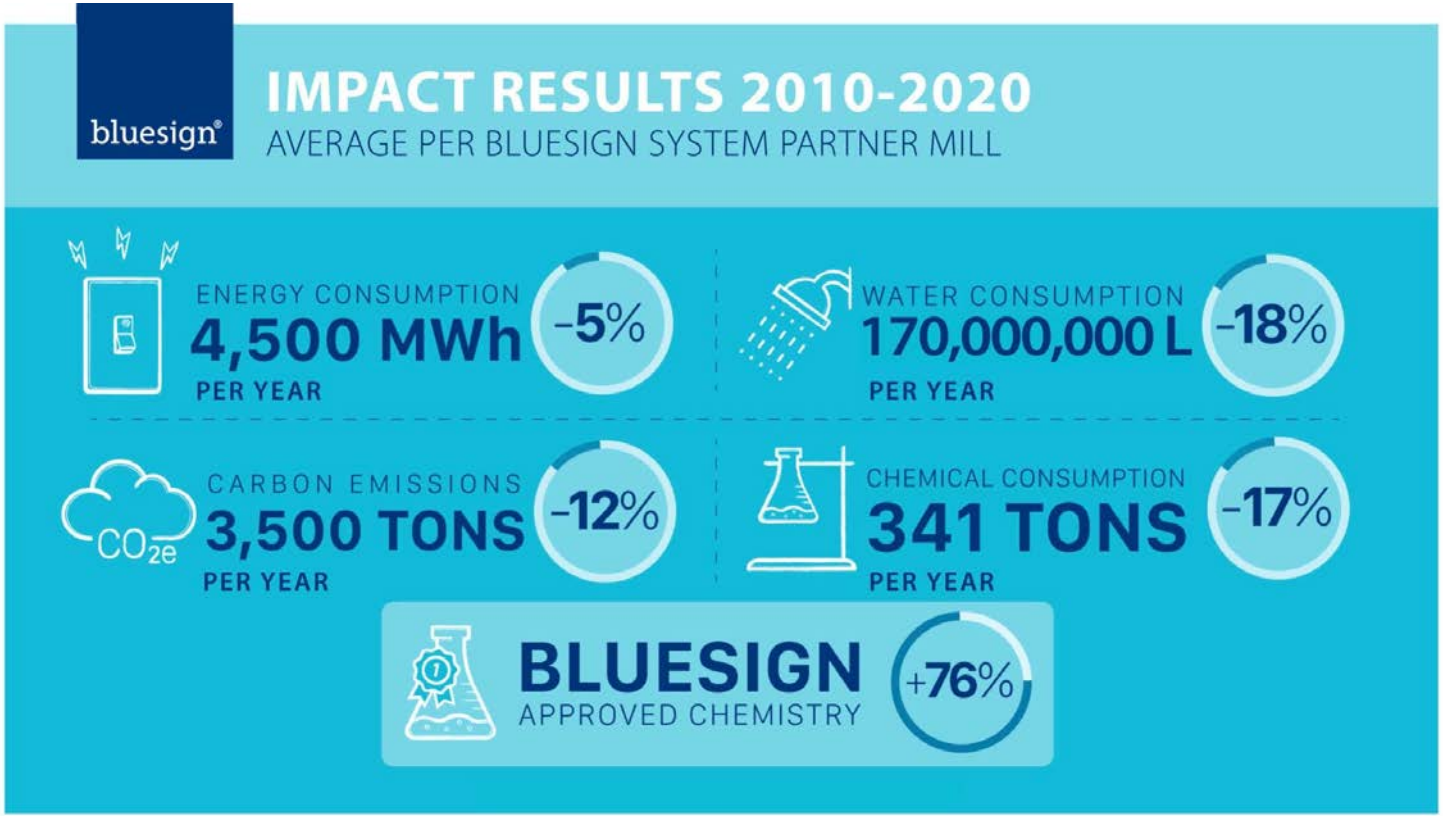
Taking environmental responsibility to a higher level requires additional tools and validation methods. The bluesign® IMPACT SERVICES package provides expanded capabilities that enable brands to actively monitor and manage their supply chain. bluesign® IMPACT data include the critical measures of water consumption, energy consumption, greenhouse gas emissions, chemical consumption, and waste. Importantly, access to these data enables accurate analysis for decision-making and reporting both internally and externally.

DATA SERVICES

The bluesign® DATA SERVICES package enables brands to actively monitor and manage the bluesign® IMPACT data from their Tier 2 suppliers and continuously assess the environmental impact of their supply chain. bluesign® IMPACT data includes the critical measures of water consumption, energy consumption, greenhouse gas emissions, chemical consumption, and waste.

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IMPACT REDUCTIONS



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bluesign® system

Managing inputs – responsible actions

The bluesign® system focuses on resources, people and the environment. With its holistic approach based on Input Stream Management, the bluesign® system reduces the impact on people and on the environment, ensures responsible use of resources and guarantees the highest level of consumer safety. The most stringent criteria and monitoring of on-site implementation encourage companies along the entire textile value chain to improve their sustainability performance.







Minimizing risks

What makes the **bluesign® system** so unique? By using the Input Stream Management approach, harmful substances are eliminated from the very beginning. Other standards certify finished products by end sample testing, notwithstanding the fact that the chemical products used and the production conditions are unknown. Within the **bluesign® system** all chemical input undergoes a risk assessment based on best available technique (BAT) and advice is given to the industry to minimize the risk to people and the environment. On-site implementation ensures the right use of the chemical products as well as the protection of people and the environment. As a result the risks for end consumers are minimized too. Therefore the **bluesign® system** is a working chemicals management system to minimize risks in a systemic way.

Sustainability performance

Beside minimizing the risks, the **bluesign® system** encourages the system partners to continuously improve safety during the use of chemicals, optimize processes regarding resource consumption and change the product design in terms of environmental impact. Therefore the **bluesign® system** is used to improve companies' sustainability performance.

Business advantage

In the future all companies are required to demonstrate their sustainability performance and provide proof of the minimal impact on people and the environment, as consumers are increasingly concerned about environmental damage. The shared use of the **bluesign® system** therefore ensures conformity and lowers costs at the same time. This is a real business advantage for chemical suppliers, textile and accessory manufacturers as well as brands, which makes the **bluesign® system** an effective solution for the industry.

bluesign® system

The benefits for system partners

The bluesign® system partnership offers the following benefits for chemical suppliers, textile and accessory manufacturers as well as brands.







Benefits for chemical suppliers

- Homologation and rating of chemical products with the bluesign® bluetool and dedicated support in product stewardship
- Transparency regarding compliance of the chemical products with common "Restricted Substance Lists" (RSLs) and with the SVHC candidate list from REACH
- The bluesign® system substance list (BSSL) as a comprehensive list of restricted substances that takes common RSLs into account.
- Wide acceptance of the **bluesign® approved** chemical products by business partners and brands
- Access to bluesign® bluefinder, an internet platform to promote **bluesign® approved** chemical products to manufacturers

Benefits for manufacturers

- Enabling the manufacturers to successfully manage complex environmental issues and regulations
- Implementation of Input Stream Management to minimize risks
- Compliance with most common "Restricted Substances Lists" (RSLs)
- Access to bluesign® bluefinder, a search engine for approved chemistry, and the bluesign® blueguide to promote your approved component
- Products can be labeled as **bluesign® approved**

Benefits for brands

- Sound sustainability performance in the supply chain which includes elimination of critical substances in the supply chain and from final products
- Chemicals management system concerning consumer safety issues, currently approx. 900 chemical substances covered by the constantly updated bluesign® system substances list (BSSL) to minimize consumer safety risks
- Implementation of Input Stream Management in the supply chain on mill level
- Access to the bluesign® blueguide, the global sourcing tool for fabrics and accessories which meet the highest criteria regarding protection of resources, people and the environment
- Added value by use of the **bluesign® product** label

bluesign® system

Become a system partner

Join the most stringent environment, health and safety system and improve your sustainability performance. The procedure for becoming a bluesign® system partner is as follows:

1	2	3	4	5	6
Provide company details	*Receive offer without obligation*	*Sign agreement*	*Assessment*	*Implementation including support*	*Certification / labeling*

Partnership is open for chemical suppliers, textile and accessory manufacturers as well as brands who want to give a strong commitment to sustainability.

Interested? Then fill out the partnership application on www.bluesign.com or contact us for more information or your individual quotation:

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