🌎 **Empowering Change: Women Leaders Driving a New Era of Sustainable Manufacturing in the Americas**

At the upcoming **AAFA Western Hemisphere Apparel & Footwear Compliance Conference** in Guatemala City, three influential women leaders from **Under Armour**, **Pettenati**, and **bluesign** will take the stage to demonstrate how **purpose-driven partnerships** are reshaping sustainable textile production across the Americas.

Under the guidance of **Barbara Oswald**, Chief Commercial Officer at bluesign, the panel titled:
"BUILDING BETTER TOGETHER: Partnering with Purpose to Drive Sustainability" will explore how collaboration, verified chemistry, and regional alignment are unlocking measurable environmental and business impact—setting new benchmarks for responsible manufacturing.

A Panel Led by Vision and Purpose

Panelists:

- **Vida Komer**, Footwear Material Operations & Sustainability, Under Armour, Inc.
- **Valeria Emondi**, Environmental Advisor, Pettenati Centro America S.A. de C.V.
- **Barbara Oswald**, Chief Commercial Officer, bluesign





This forward-thinking discussion highlights the joint sustainability journey between Under Armour and its long-time partner Pettenati—supported by the **bluesign System**. Their shared approach illustrates how transparent standards can turn complex compliance requirements into **strategic business advantages**, from PFAS elimination and robust wastewater controls to **faster, responsible speed-to-market** through nearshoring.

Key Themes That Will Shape the Conversation

- 🌱 **Multi-tier partnerships** that build trust, accelerate compliance, and drive innovation
- 💧 **Clean inputs** as the foundation of supply-chain integrity and regulatory preparedness
- 🌎 **Latin America's rise** as a responsible, high-performance nearshoring destination

- 👩‍💼 **Female leadership** shaping the future of sustainable textile and apparel production

“**True progress happens when brands, manufacturers, and system partners align around a shared goal—clean inputs, trusted outputs, and continuous improvement**,” says **Barbara Oswald**. “This collaboration shows how sustainability can evolve from policy to practice.”

The panel will take place on **Thursday, November 20, 2025**, in Guatemala City as part of AAFA’s annual Western Hemisphere Conference. Media access is limited, but early interviews or speaker requests can be arranged on request.