

# SUSTAINABILITY REPORT 2023 - 2024

***FASHIONPOWER®***

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REDEFINING. SUSTAINABILITY. CIRCULARITY

Dear reader,

Welcome to our Sustainability Reporting for 23/24.

It has been another exciting period that we are closing, and the world is still full of surprises. We seem to be thinking more and more in extremes. Whether it's politics, the situation in the Middle East, the new president of the United States or some people started shooting rockets resulting in significant delays. Amid all the uncertainty in the world, there's also room for more opportunities and the circular economy is taking root. There has been a global shift towards net-zero emissions and heightened pressures to accelerate the transition to a greener economy – with environmental justice, circularity in production, and sustainable consumption having emerged as key areas of focus in our society.

At FashionPower, we recognise our responsibility to act, and we understand that only through collaborative action can we drive meaningful change in the industry and beyond. We want to focus on supplying a sustainable alternative with a focus on a transparent and affordable solution that has a positive impact in the textile market. This is the starting point for everything we do. We have always kept our higher purpose in mind – to enable people to move and feel comfortable by bringing sustainable and functional active- and outdoor wear at an affordable price to market.

We are very proud of the work and results that our talented team, together with our valued business partners, have delivered to make further positive contributions to our society. We would like to thank each and every one of them for their hard work, enthusiasm and perseverance. Our people, and the wide range of skills and experiences they bring to work every day, are the engine of our success.

Our focus was on the development and choice of more circular and sustainable materials. This was a great support into introducing our patented dope dyed recycled coffee yarns. Which is a new asset in our portfolio and helps us to drive more impact with the combination of three sustainable techniques. The fact that we have been recognized with winning the chamber of commerce innovation award for the circular economy is driving us to focus on a more positive impact than ever.

During this period, we have made major steps towards our end-goal to operate fully sustainably by 2030. You will read about these achievements later in this report. We could not have achieved this alone; strong partnerships are key for success to achieve a sustainable future, together!

**SUSTAINABILITY IS OUR DNA**

CEO - MAXIM NELEMANS

An aerial photograph of a vast, dense forest covering a hillside. The trees are a mix of dark green and lighter green, suggesting different species or sunlight filtering through. The text is centered in the middle of the image, enclosed in a thin white rectangular frame.

# **THE SUSTAINABLE ALTERNATIVE**

SUSTAINABLE | AFFORDABLE | COMFORTABLE



## TABLE OF CONTENTS

Introduction	Page 5
Sustainability is our DNA	Page 6
About FashionPower	Page 7
Spreading the Word	Page 8
Fashion Power at a glance	Page 9
Our organization	Page 10
Our Ambition	Page 11
Key Achievements	Page 13
Our Value Chain	Page 17
Risk Analysis	Page 19
Product Development	Page 20
Our Sustainable Innovations	Page 27
Our Sustainability Roadmap	Page 28
Responsible Sourcing	Page 32
Social Compliance	Page 33
Responsibility of the smaller details	Page 34
Certificates & Audits	Page 35
Resume	Page 36



# SUSTAINABILITY IS OUR DNA

At FashionPower, we are aware of the detrimental effects of the textile industry on the planet and people, and we feel the need to act responsibly and sustainably. Our aim is to develop products with a low ecological footprint that are made in processes working towards reducing and phasing out any environmental effects in our supply chain, and that can be reused and recycled at the end of their life cycle. We want to avoid high-risk countries and regions regarding human rights, manage potential risks and focus on long-term partnerships. We aim to be in control of our supply chain from Tier 1 to Tier 3 so that we can identify and manage all risks concerned.

To guide our responsible business conduct, we will further develop our system of due diligence and monitoring for all risks that we are aware of. We constantly want to improve our performance, in the basic areas of planet, people, prosperity and long-term partnerships. Our policies and standards align

with international standards and are upheld by our own supplier code of conduct. We cooperate with our business partners in order to meet all these set requirements.

**We will adhere to the guidelines of:**

- UN Guiding Principles on Business and Human Rights (June 2011)
- UN Sustainable Development Goals (2015)
- ILO Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy (MNE declaration March 2017)
- OECD Due Diligence Guidance for Responsible Supply Chains in the Garment and Footwear Sector (2018)

**Regarding human rights and social risks, we will focus on:**

- No Child Labour or Forced Labour
- No (Sexual) Harassment or Sexual/Gender-based Violence in the Workplace
- Occupational Health and Safety

- Decent Working Hours and Fair Remuneration in accordance with ILO Standards
- Trade Unions and Collective Bargaining in accordance with ILO Standards

**Regarding the environment we will focus on:**

- Substitution and limitation of hazardous chemicals
- Reduction of greenhouse gas emissions
- Limitation of waste and water management
- Implementation of circular alternatives

## ABOUT FASHIONPOWER

In 1897, after a thorough training from Trappist monks, Jan Nelemans started his own tailoring workshop in Zundert, and this was the start of a long family tradition in clothing. The first store opened in 1949 and sold fashion for the whole family, from overcoats to socks and a large variety of outdoor clothing. Over the years, twenty stores would open, all with a focus on value for money.

FashionPower was founded by 4th generation Reg and Ronald Nelemans, who set their focus on the development of functional activewear and outdoor clothing with sustainable functionalities. With their vision in mind, 5th generation Maxim Nelemans now heads the company as CEO. At FashionPower, we feel a high responsibility to become sustainable pioneers in the sector, with focus on changing over 125 years of negative impact on the garment industry into a more positive one.

We see a future in which natural resources are used more efficiently, human rights are respected, and the increase of human wellbeing is pinnacle. We are working hard to realise this vision by reviewing all our products in the design phase to better adjust the materials and production process to our sustainability goals. We work directly with all suppliers in our value chain with the aim that everyone is wearing and working on our products with a smile.

We believe that we play an important role in the necessary transformation of the garment producing industry by choosing sustainable resources and production processes for our brand, such as the use of coffee yarn and dope dying processes. We ensure that we comply with REACH, Standard 100 by OEKO-TEX®, the Global Recycling Standard, AMFORI requirements, EU standards, and the UN, OECD and ILO guidelines and development goals to produce our items in the most sustainable manner.



## SPREADING THE WORD

At FashionPower, we believe the sustainable option should be the standard, and not a luxury. The view that sustainable fashion has to be more expensive, or compromises and trade-offs must be made in quality, style or performance is wrong. We want to change that narrative by proving that choosing sustainability doesn't mean making quality sacrifices or paying more, but making smarter long-term choices that are affordable, high-quality, and accessible to everyone.

We want to reshape the way people think about sustainability and dispel the myth that eco-friendly fashion is costly or limiting. Through innovation, responsible sourcing, and efficient production methods, we are demonstrating that sustainability can be:

**Affordable** – No hidden markups or premium pricing.

**High-Quality** – Durable, functional and stylish.

**Effortless** – A natural choice, not a difficult one.

For us, it is important that this information becomes common knowledge. As a way to spread awareness on the accessibility of sustainability, we have attended key industry events and fairs such as Circular Textile Days and PLMA Trade Shows.

These platforms and events allow us to showcase our approach to sustainable fashion, while educating both industry professionals and consumers on how sustainability and accessibility can go hand in hand. During these events, we can connect with like-minded businesses that have differing approaches to the same problem and, together, come up with ideas and solutions that demonstrate just how attainable sustainable alternatives really are.

Sustainability isn't just about the environment, but also about making **better choices available to everyone** on a larger scale. By spreading this message and continuing to engage in industry events, FashionPower hopes to inspire more people to embrace sustainable fashion not as a premium option, but as the new standard.



FASHIONPOWER AT A GLANCE

**3 OFFICES IN THE NETHERLANDS GERMANY AND CHINA**  
**SUSTAINABLE PRODUCTS AND CONCEPTS SOLD IN 27 COUNTRIES**  
DIRECT IMPACT OVER ALL OUR 24 CUT, MAKE & TRIM (CMT) FACTORIES IN TIER 1  
**A TOTAL OF 4.897.891 UNIQUE PRODUCTS MADE**  
IN PEAK SEASON, OVER 2.000 PEOPLE ARE WORKING ON OUR PRODUCTS  
ALL SUPPLIERS ARE AMFORI BCSI AUDITED AND OEKO-TEX CERTIFIED

## OUR ORGANIZATION

**SUSTAINABILITY IS IN THE DNA OF FASHIONPOWER.  
WHEN DEALING WITH BUSINESS CHALLENGES, SUSTAINABILITY IS  
ALWAYS THE STARTING POINT FOR FINDING THE RIGHT SOLUTION.**

### **Product development**

We start with the idea that the products we design are fully recyclable. We use the dope dying technique for adding colours, achieving maximum functionality for all products without using any chemicals and reducing water usage. We search for the optimal balance between maximum sustainability and value for money.

### **Sales & Marketing**

Together with our business partners we are always looking for optimum product solutions based on sustainable, comfortable and affordable sportswear, outdoorwear and workwear for everybody. At FashionPower, we think in terms of total solutions for success; this includes clear packaging, various solutions for shop floor presentation as well as communication tools to reach and attract the end-consumer.

### **Operations**

Our business is based on long-lasting and solid partnerships in China. We operate fully transparently at all levels of the production process, from yarn to fabric to final garment. Our business partners share our responsibility and help us produce products with a limited impact on the planet. We are proud of our offices with professionals who ensure that our products are made according to our technical and quality specs as well as that all workers throughout the supply chain work in clean and safe environments and get paid a living wage. Especially for this reason, we have an experienced CSR coordinator who works closely with our business partners to take good care of all the people involved. Finally, in the years to come we will work hard to find the most sustainable options to bring the goods from the factory to our customer warehouses.

### **Recruitment**

Our policy is not only to recruit the best person for each job, but also to ensure that we select employees based on them having the same passion to take good care of people and the planet. Sustainability is the only way forward, so we need people with the same inspiration who can help us fulfil this mission.

### **Facility & systems**

Finally, in the coming years, we will implement sustainable solutions for our buildings and vehicle fleet and will be looking to achieve further reductions in shipping parcels back and forth by fully optimising our systems and implementing a digital transformation programme which is currently in development.

# OUR AMBITION

We are an innovative, creative and entrepreneurial Dutch company producing sustainable sports, outdoor, and workwear garments. Our goal is to become a fully sustainable company by 2030, but we do realise that we still have a long road ahead of us before we reach that point.

In this report we will demonstrate the steps we are actively taking to improve our supply chain, together with our business partners, and display our commitment to pioneering change in the garment industry – and proving that this does not need to come at a cost.

A drastic change is needed now more than ever – we need a healthier planet where people can move comfortably and be happy. We want to prioritise ethical, responsible and sustainable decisions, because we care for the people and our planet – this is why we want to make sustainable sportswear, outdoor wear, and workwear available for everybody at an accessible price point.

In our goal to achieve full sustainability by 2030, we want to reach as many consumers as possible, to enable them to move and feel comfortable, without making any compromises. The manufacturing process of these products is done in a sustainable way, saving water, energy and limiting adverse impacts compared to the conventional production process.

We have always conducted our business based on the principle of People, Planet, Profit and Partnerships. We stand by and follow the UN Sustainable Development Goals – while we recognise the importance of all the SDGs, FashionPower has decided to focus on these five specific goals that we believe are within our reach in our business operations and value chain.



## PEOPLE

We are committed to ensuring that everyone who takes part in our supply chain, can take part with a smile. This means we want people to work in a safe environment in which they are treated with respect and feel valued.



## PLANET

We are aware of the drastic impacts of the textile industry and it being the second biggest polluting sector in the world. We want to create an impact that is positive for the total environment, in which our choices from design to delivery have this bigger impact.



## PROFIT

We believe in creating a win-win situation for everyone, this means that we want to conduct our business in a way that benefits all the partners in the value chain. Whether you deliver the materials or are the final consumer, we should all be able to benefit from the sustainable efforts: a better world for all of us.



## PARTNERSHIP

We are aware of the challenges ahead, huge investments are needed, and we can't do this alone. Our partnerships within the value chain are a vital part of our success in our environmental and social progress. Together with suppliers, service providers, institutions, customers and consumers we can make it happen.





**KEY ACHIEVEMENTS**

**100% OF OUR SUPPLIERS ARE BSCI AUDITED FOR SOCIAL COMPLIANCE**  
**MORE THAN 352 TONS OF CO<sup>2</sup> REDUCED BY USING THE DOPE DYEING TECHNIQUE**  
**AROUND 73 TONS OF DYE STUFF PHASED OUT BY USING DOPE DYE**  
**MORE THAN 102 TONS OF CHEMICALS PHASED OUT FOR FUNCTIONALITY**  
**MORE THAN 527 TONS OF CO<sup>2</sup> REDUCED BY USING RECYCLED POLYESTER**  
**MORE THAN 85% OF OUR PRODUCTS USE COFFEE GROUNDS IN THE FABRIC TO ADD FUNCTIONALITY**  
**OVER 27.5 MILLION LITRES OF WATER SAVED THROUGH DOPE DYING**  
**ALMOST 4.8 MILLION UNIQUE GARMENTS MADE WITH RECYCLED OR UPCYCLED MATERIALS**  
**OVER 147 TONS OF USED COFFEE GROUNDS DIVERTED FROM WASTE STREAMS AND USED FOR OUR YARNS**  
**AROUND 22.5 TONS OF SORONA<sup>®</sup> PADDING USED INSTEAD OF GOOSE OR DUCK DOWN FEATHERS**



## Winner of the Dutch Chamber of Commerce Innovation Top 100 Award in the Circular Economy Category

**In 2024, FashionPower was awarded the Winner of the Dutch Chamber of Commerce (KvK) Innovation Award in the category of Circular Economy.**

This prize is a prestigious recognition that celebrates companies in the Netherlands for their significant contributions to innovation across sectors. The Circular Economy category specifically honours businesses demonstrating leadership in sustainable practices, reducing waste, and promoting the reuse and recycling of resources to create a more sustainable and environmentally-friendly economy.

Sustainability is the driving force of FashionPower – we want to offer a sustainable, yet accessible,

alternative in sports, outdoor and work clothing, and this is implemented throughout all our brands: Redmax, EeCoff and Jack in a Bag.

We pride ourselves in being pioneers in textile circularity – winning this award demonstrates the recognition of our hard work and efforts in doing so after being voted #1 out of 350 participating businesses.

FashionPower has won this prestigious award through the internal development of a 100% circular clothing fabric that was created by using and combining: used coffee residue, the dope dyeing technique and recycled polyester. Due to the use of recycled polyester, these

garments can be turned into clothing once again at the end of their life cycle, unlike many other fibres. This specific combination, for which a patent has been applied for by FashionPower, produces a clothing fabric that provides significant savings for the environment and increased wearable comfort for the end-user.

## AWARD NOMINATIONS



In 2024 FashionPower was also nominated for **the esteemed KONING WILLEM 1 Award for sustainable entrepreneurship**. This nomination was a tremendous honour for us and a testament to the innovative and sustainable practices we have implemented and preach in our business operations. This recognition reinforces our commitment to sustainability and encourages us to continue striving for excellence in every aspect of our operations. The Koning Willem 1 Award is widely regarded as the Oscars of the Dutch business community, and we are grateful to be considered among such esteemed companies.



With six competitions, more than 1,000 applicants and 3,000 guests at the awards gala, **the German Sustainability Award** is the most comprehensive of its kind in Europe. FashionPower was nominated for this award again in 2024, after becoming a finalist in 2022. This award is based on the goals of the 2030 Agenda and, thus, on key areas of transformation such as climate, biodiversity, resources, supply chain and society. The GSA is awarded on German Sustainability Day, which has evolved into the leading international convention on sustainability since 2008. The event, with more than 150 speakers, connects relevant stakeholders, allowing them to exchange and benefit from each other's experiences. Throughout the year, all GSA activities are comprehensively aligned with the principles of sustainability.



## OUR VALUE CHAIN

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# SUSTAINABLE SUPPLY CHAIN MANAGEMENT

At FashionPower we have a rich history of over 125 years of textiles experience, this made us aware of the opportunities and the challenges within our industry. We make it our responsibility to be a pioneer of change in the textile industry as there are still many social and environmental challenges that still need to be addressed.

As a garment manufacturer for products sold across Europe, we want to ensure a positive impact is made to increase sustainability in our supply chain, while influencing others to do the same. That is why we pride ourselves in our responsible and sustainable supply chain management.

There has been many changes in order for us to gain more control downstream of the value chain. We now work directly with all our suppliers (yarn, fabric, accessory and packaging) through Tiers 1 to 3 of the supply chain – this was not the case a few years ago. We are now in the process of narrowing down our nominated suppliers based on their specialities, as at FashionPower we only want the best.

We have always been in a pioneering position with our sustainable propositions, which we could not have achieved without the support of our valued partners. Sustainability has always been a key priority for FashionPower, but this was not always the case for everyone

else – this is now changing. Today, consumers and business partners request more than just a quality product made in a sustainable way and protecting the human rights of workers in its supply chain – they now also demand proof and traceability of this.

This new control we have over suppliers downstream allows us to trace the product journey from start to finish. We are currently in the process of mapping out our entire supply chain with Tex-Tracer so that customers are also able to trace each step of the journey of the garment from its origins up until its final destination. This gives customers comfort that we do what we say we do, because it can be verified each step of the way.

### Yarns & Fibers

3 nominated partners working with us over 11 years on average

### Fabrics & Accessories

6 nominated partners working with us over 16 years on average

### Cutting, Making & Trimming

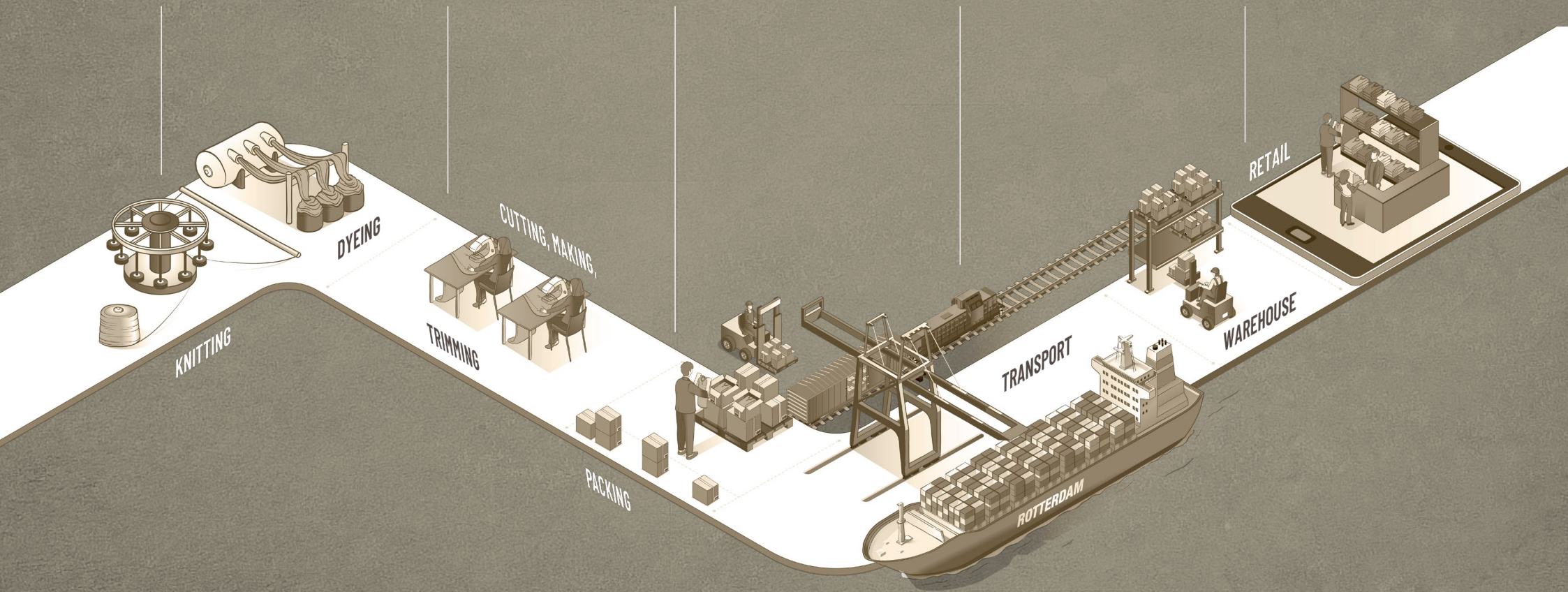
24 nominated partners working with us over 18 years in average. Our oldest partnership dates back to our company founding

### Transportation & Storage

Oldest partnership dates back to our company founding

### Customers

Oldest partnership dates back to our company founding



# RISK ANALYSIS

FashionPower conducts a risk assessment in order to determine the most fitting country and region to start developing a production line for our business. This integral risk analysis is carried out in accordance our Feel Responsible, Act Sustainable motto, and is developed to identify, prevent, reduce and monitor the CSR risks in our supply chain.

This risk analysis is the cornerstone to our CSR strategy, in which we map out our value chain, perform risk assessments, prioritise flagged risks, and continuously monitor and communicate policies to our value chain partners.

Our results are benchmarked by recent third-party reports and international standards, such as the AMFORI (BCSI and BEPI) guidelines. We focus on continuous oversight and improvement – we acknowledge that not everything nor everybody is perfect, and that there is always room to do better.

Since then, we have made a complete switch from cotton to recycled polyester fabrics, with the aim of becoming a circular company and using less water in the production process. We are aware that polyester is not perfect, but you will read about why we think it's the best in the following slides.

## **The risk assessment addresses the current situation regarding:**

- Child & Forced Labour;
- Discrimination & Gender Inequality;
- Working hours & Overtime;
- Health & Safety at Work;
- Freedom of Association & Negotiation;
- Fair Wage & Remuneration;
- Climate & Energy;
- Dangerous Chemicals;
- Water Use & Pollution;
- Air Pollution;
- Environment & Waste;
- Corruption & Bribery;
- Conflicts & Security;

FashionPower has come a long way since producing all types of garments in many different fabrics. Over the years, our risk analyses have directed us to limit our collections to activewear, outdoor wear and workwear, and prioritise the use of recycled polyester over any other material.

We originally produced our garments in India, Pakistan and Bangladesh, but no forced or child labour could be guaranteed, and decent working conditions could not be promised. We have since moved our entire value chain to China. A risk analysis was performed in each region, and we now have our production chain located in Eastern China – one of the leading regions in sustainable manufacturing and renewable energy.

Ensure that we continuously detect any potential risks arising in our supply chain, and we adapt to do what we think is best for us, our customers, and society and the environment as whole – sustainability is our DNA

## PRODUCT DEVELOPMENT

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# SUSTAINABILITY IS EMBEDDED IN EVERY STEP OF OUR VALUE CHAIN.

WE BELIEVE THIS IS THE ONLY WAY TO MAKE IMPACTFUL AND MEANINGFUL CHANGE IN THE LONG-TERM.

By focusing on our direct supply chain, we can make the greatest difference for both the environment and the communities we serve. Our hands-on influence over our business partners gives both of us the opportunity to innovate and collaborate, and a clearer view of the challenges and roadblocks we need to overcome in the bigger picture.

We have been deepening our understanding of our environmental and social impact, but we are aware that this requires continuous oversight and improvement. Our motto, “Feel Responsible, Act Sustainable” demonstrates our attitude towards sustainability – we want to be held accountable and responsible for our sustainability efforts throughout our entire supply chain.

The textile supply chain involves numerous steps, each with its own social and environmental risks. To address these, we have taken decisive action to limit, reduce, and ultimately eliminate these risks.

Through significant investments of time, resources, and capital, we’ve built long-term partnerships with key players across our value chain. Together, we’ve developed strategies to promote sustainable resources, ethical labour practices, and responsible processes, ensuring that our growth is both shared and sustainable.

As a family business, we take immense pride in the long-lasting relationships we’ve cultivated over the years. We view all our

partners as part of our extended family, and many of our collaborations, with both customers and suppliers, have lasted for over 20 years since our founding.

In the following pages, we will dive deeper into our social and environmental initiatives and highlight the impacts we have made, underscoring the progress we continue to achieve.

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## OUR PRODUCTION PROCESS // COFFEE YARN & DOPE DYE

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COFFEE GROUNDS  
ARE CARBONISED >>



COFFEE CHARCOAL AND  
POLYESTER PELLETS ARE MIXED  
BY NANO TECHNOLOGY >>



HEATED AND SHAPED INTO  
POLYESTER FIBERS WITH COFFEE  
CHARCOAL AND COLOURED  
PIGMENTS >>



SPUN TO BECOME COFFEE  
CHARCOAL POLYESTER YARNS >>



KNITTED AND WOVEN  
INTO FABRICS >>



MADE INTO FUNCTIONAL  
CORPORATE WEAR

## OUR RECYCLING PROCESS



COLLECTING ALL PRODUCTS AND  
SORT OUT 100% POLYESTER  
CLOTHING (WITH A RFID CHIP)

>>

RECYCLING PROCESS, MELTING  
OF THE CLOTHING,  
DECOLOURIZATION AND THEN  
REFORMING INTO PELLETS

>>

POLYESTER PELLETS >>

ADDING COFFEE CHARCOAL & DOPE DYE COLOURS >>

SPINNING YARN >>

KNITTED & WEAVING FABRIC >>

NEW ARTICLE >>



## SUSTAINABLE PREFERENCE

At FashionPower, we incorporate the use of charcoal activated coffee grounds into our yarn. We do this for a few reasons, but mainly because it is a sustainable substitute for chemical additives when adding functionalities to our garments.

Our items made with this coffee-treated yarn have greater UV protection and odour control due to the extra breathability of the fabric, as well as dry-cool and quick-dry properties. Traditionally, these functionalities can be added by adding extra chemicals to the fibres – another chemical for another functionality.

We also aim to minimise the water usage in the entirety of our production chain. By using these wasted coffee grounds in our fabrics to add functionalities, we save a huge amount of water that would otherwise be required when using chemicals to add functionalities. With our approach, we phase out chemical usage

and substantially reduce water consumption and waste, as well as help to reduce waste streams.

In 2024, with over 3.2 million products made, over 85% were made containing coffee, or coffee-treated, yarns. This allowed us to drastically reduce the amount of chemicals used in our production process by over 36 tons, due to the use of coffee grounds alone.

A total of 147 tons of used coffee grounds were saved from waste streams and used on our garments instead, giving them breathability, odour control, UV protection and dry-cooling properties.

## DOPE DYE

The traditional dyeing process is the one of the most polluting parts of the manufacturing procedure of garments. Generally, fibres and yarns are dyed by being placed into huge water baths which are filled with a combination of water, colouring dye molecules and chemicals.

FashionPower uses a different technique to add colour to garments – dope dying, in which colour is added through carbonised pellets to the raw material before the fibre is even spun into yarn. This way, the amount of water, chemicals and energy used is greatly reduced, without limiting the quality of our products.

In 2024, we made over 3.2 million individual products, and approximately 21.5% of these items were made using the dope dye technique – that is a 44% increase compared to 2023.

This method uses 90% less water compared to dyeing cotton products, and 50-60% less water than traditional colouring methods. This means, through dope dyeing alone, FashionPower has saved over 27.5 million litres of water since 2022.

Dope dying also generates 60% less CO<sub>2</sub> emissions, reducing our carbon footprint by over 350 tons and saving 67,500 kWh of energy in total.

And yet it doesn't stop there, dope dying also uses 60% less chemicals; this way, we have reduced our chemical output by 66 tons and phased out the use 73 tons of dye stuff.





## RECYCLED POLYESTER

The textile sector and its manufacturing processes are the second biggest polluter against global warming; here at FashionPower, we feel the need to do our part in minimising these effects. Our aim is to produce goods that can be re-used and re-recycled at the end of their use, extending their life cycles and avoid contributing to the overall textile waste landfills. We want to become a circular company in which our materials are used over time and time again, without the need for extraction of new raw materials.

One of the ways in which FashionPower promotes a circular economy is by using recycled and up-cycled yarns made from post-consumer PET-bottles and polyester-based yarn and fabric waste.

This way, we can contribute to the reduction of existing plastic waste by reusing single-use plastic bottles, and in turn, decrease our

carbon emissions. By using recycled polyester, we have reduced our CO2 emissions by around 527.5 tons.

FashionPower also favours the use of single-quality garments – this means using only a singular type of material to create the product, allowing it to be recycled into another fabric a lot easier than it would be for mixed-quality garments (eg. a mix of cotton and polyester).

We avoid using cotton (even biological or organic), and prefer to use recycled polyester, because cotton requires a lot more water and land space to produce a smaller amount. For example, to produce 1kg of cotton, which can make around 5 average T-shirts, it requires 10,000 litres of water (around 8.5 years of drinking water for an adult), 1 litre of pure chemicals and more land space than is required for food production.



## SORONA®

At FashionPower we use Sorona® as isolation for our padded jackets, instead of down feathers. Sorona® is a partially plant-based polymer made by DuPont, bringing high performance and sustainable padding to our customers. We want to offer a high-quality padded jacket, but in our view, the process of obtaining duck and goose down causes great pain for the animals involved – and animals are just as important to us as humans. Furthermore, we believe that the use of common polyester padding does not provide sufficient insulation, so we don't want to use this either.

Sorona® helps us solve this problem - this duck and goose down-free padding alternative uses 37% renewable plant-based ingredients and mixes it with 63% of high-quality polymers that offers a similar isolation to the painful, natural solutions. This way we can offer high quality, light-weight, yet breathable, padded jackets to our customers, without harming our little friends in the process.

What's more is that Sorona® can be used in many other ways, and FashionPower plans on taking advantage of this. Our goal is to introduce Sorona® as a replacement for elastane and spandex material in 2025 because it is more durable and longer-lasting. This material provides the same stretch and elasticity as spandex and does not break down when exposed to heat, UV rays, and everyday wear and tear. This allows the product to have a longer use-life, as well as making the recycling process easier when mixed with other polyester qualities.

Sorona uses 30% less energy and reduces CO2 emissions by 63% when compared to traditional padding fabrics. We used around 22.5 tons of Sorona® in total, instead of goose or duck down feathers. This also means that we reused 8300kg of sugarcane waste in the process.

## SUSTAINABLE INNOVATIONS

The previous slides have explained in detail the steps and procedures that FashionPower takes to reduce our impact on the planet. We currently employ these methods on their own and in combination with one another depending on our needs and those of our customers.

As part of our commitment to sustainability and innovation, we have combined these methods, allowing for a significant amount of environmental savings, long lasting quality for a longer use-life and enhanced circularity – we introduce this combination as our **EECOFF Technology**, for which we have applied for a patent (#NL2038748).

We believe there is no better solution than using all three methods simultaneously for a product – this is our **dope dyed recycled coffee yarn**.

A large amount of chemicals can be reduced, and many litres of water will be saved by using the dope dyeing technique instead of employing traditional method.

Even more chemicals can be saved by reusing otherwise wasted used coffee grounds into our yarn to add functionalities such as UV protection, dry-cool and odour control.

Finally, we prefer the use of recycled polyester over any other material, including virgin polyester due to its circularity properties as well as the reduction of existing plastic waste caused by the market (upcycling).

We truly believe that this combination of dope dyed recycled coffee yarn can significantly reduce the impact on the environment compared to current production practices.

This patent will be applicable across the EU and is directly inline with the existent and relevant Extended Producer Responsibility laws and legislation across the EU (known as UPV in the Netherlands), regarding circulatory and recycling.

Our patent-pending technique represents a step forward in sustainable fashion, demonstrating that responsible production and high-performing textiles can go hand in hand, and no compromises need to be made. As we continue to refine and expand this innovation, we aim to set new industry standards for sustainable manufacturing at an affordable price, helping shape a more sustainable future for fashion.



**EECOFF**<sup>®</sup>  
TECHNOLOGY

REDEFINING CIRCULARITY

# OUR ROADMAP FOR SUSTAINABILITY

## MATERIALS:



## IST

Dope dyed yarns are 21,42% of our annual volume.

Coffee yarns are 57,61% of our annual volume and coffee treatments are 34,44% of our annual volume.

Recycled yarns are 4,53% of our annual volume.

Sorona® fibres used for Jack In The Bag padding constitute 2,22% of our annual volume.

We conducted life-cycle analysis (LCA) reports on our best-sellers.

Our plastic packaging was not made with any recycled materials.

## SOLL 2025

Dope dyed yarns are 40% of our annual volume.

Coffee yarns are 65% of our annual volume and coffee treatments are 35% of our annual volume.

Recycled yarns are 35% of our annual volume.

Sorona® fibres used for Jack In The Bag padding constitute 8% of our annual volume.

20% of product volume has a life-cycle analysis report (LCA report)

Approximately 20% of our packaging is made with recycled materials.

## SOLL 2030

Dope dyed yarns are 60% of our annual volume.

Coffee yarns are 75% of our annual volume and coffee treatments are 25% of our annual volume.

Recycled yarns are 50% of our annual volume.

Sorona® fibres used for Jack In The Bag padding constitute 10% of our annual volume.

100% of product volume has a life-cycle analysis report (LCA report)

Approximately 100% of packaging is made with recycled materials.

# OUR ROADMAP FOR SUSTAINABILITY

## WATER & CHEMICALS:



IST

Water saved through dope dye was 27.5 million litres.

73,3 tons of dye stuffs phased out through dope dye.

147 tons of chemicals reduced through the use of used coffee grounds for functionality.

22.5 tons of Sorona® processed, which resulted in 8.3 tons of sugar waste streams being used with zero pain for geese or ducks in our process.

SOLL 2025

Water saved through dope dye will be more than 35 million litres.

More than 100 tons of dye stuffs will be phased out through dope dye.

200 tons of chemicals will be reduced through the use of used coffee grounds for functionality.

More than 40 tons of Sorona® will be processed, resulting in 15 tons of sugar waste streams being used.

SOLL 2030

Water saved through dope dye will be more than 50 million litres.

More than 145 tons of dye stuffs will be phased out through dope dye.

300 tons of chemicals will be reduced through the use of used coffee grounds for functionality.

More than 60 tons of Sorona® will be processed, which will result in 25 tons of sugar waste streams being used.

# OUR ROADMAP FOR SUSTAINABILITY

## CORPORATE RESPONSIBILITY:



IST

### Tier 1:

100% of volume audited by FashionPower Audit.

100% of factories audited by amfori: 5% scored Level B and 95% scored Level C

100% of factories audited by FashionPower

87.5% of production done in A-rated factories and 12.5% produced in B-rated factories.

### Tier 2 & 3:

100% of our nominated facilities comply with Standard 100 by OEKO-TEX®.

90% of packing suppliers have FSC Recycled.

100% of orders have a traceable product journey through Tex-Tracer.

0% of products have an identifiable QR code.

SOLL 2025

### Tier 1:

100% of volume audited by FashionPower Audit.

100% of factories audited by amfori: 20% score Level B and 80% score Level C

100% of factories audited by FashionPower

95% of production done in A-rated factories and 5% produced in B-rated factories.

### Tier 2 & 3:

100% of our nominated facilities comply with Standard 100 by OEKO-TEX®.

100% of packing suppliers have FSC Recycled.

100% of orders have a traceable product journey through Tex-Tracer.

10% of products have an identifiable QR code.

SOLL 2030

### Tier 1:

100% of volume audited by FashionPower Audit.

All factories audited by amfori: 30% score Level B and 70% score Level C

100% of factories audited by FashionPower

All production done in A factories.

### Tier 2 & 3:

100% of our nominated facilities comply with Standard 100 by OEKO-TEX®.

100% of packing suppliers have FSC Recycled.

100% of orders have a traceable product journey through Tex-Tracer.

50% of products have an identifiable QR code.

# OUR ROADMAP FOR SUSTAINABILITY

## FACILITIES & MOBILITY:



IST

100% of vehicles in our fleet are hybrid or electric.

85% of our shipments were sent via container ship, 12% by air, and 3% organised by a third party.

We are developing the platform where orders can be publicly tracked from origin to final destination.

All of our facilities are using recycled treated wastewater into their manufacturing.

Implementation of 3D sample development to reduce parcel movements in our chain.

SOLL 2025

100% of vehicles in our fleet will be hybrid or electric.

At least 20% of our shipments will be transported train and 80% by container ship.

25% of orders can be publicly tracked from origin to final destination.

All of our facilities are using recycled treated wastewater into their manufacturing.

SOLL 2030

100% of vehicles in our fleet will be hybrid or electric.

At least 50% of our transport will be by train, maximum 50% by container ship.

All orders can be publicly tracked from origin to final destination.

All of our facilities are using recycled treated wastewater into their manufacturing.



## SUSTAINABLE AND RESPONSIBLE SOURCING

We want to be a reliable and credible partner for all stakeholders involved, from our customers across Europe, their consumers and everyone else involved in the process of manufacturing the goods on the other side of the world. We want people to feel comfortable with our products – here, we are also referring to the social and environmental responsibilities we have, not just comfort in the garments themselves.

FashionPower is a medium-sized enterprise, but we find that our decisions and actions have a global impact socially, economically and ecologically. Irrelevant of our size, we are aware that we have a global presence and impact, so we have invested a lot in social and environmental compliance, which you will see from the following slides.

As our priorities have changed throughout the years, so has our way of working. Originally sourcing in India, Pakistan and Bangladesh, our fundamental values protecting human rights and the environment could not be promised to be met. This meant moving away from the Indian Subcontinent and into China, more specifically, the Eastern Region.

This region has the most regulations and strictest laws in regard to worker's rights, as well as one of the leading cities in sustainable manufacturing practices and renewable energy.

### **Our sustainable sourcing comes from our partnerships:**

- FashionPower works with 9 direct partners for CMT, which entails 24 factories in our supply chain. The oldest partnerships were already established before the start of FashionPower, about 27 years to date.
- Each factory is audited and approved according to our own standards before we start working with them. The audit will result in a qualification; A means we can start without any problem, B means we need a corrective action plan to reach our expected level, but the problems are minor, and C requires major improvements before we agree to work with them.
- Each factory is then audited according to AMFORI standards – both socially and environmentally.
- We work directly with 17 Tier 2 and Tier 3 suppliers.

## SOCIAL COMPLIANCE IN OUR BUSINESS

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### OUR ENTIRE VALUE CHAIN IS LOCATED IN THE EASTERN REGION OF CHINA.

While the economic attractiveness of lower wages and production costs in other countries like Pakistan, Bangladesh, Myanmar and Ethiopia, we believe that we can make a change with our long-lasting business relations in China.

We understand that certain systemic issues require an informed and collaborative approach towards our partners. Some issues cannot be resolved immediately and require step-by-step planning to permanently improve in the long-run. While we are aware that we are not the cause of these problems, and that they are very complex and beyond the level of just one company or brand to resolve, we believe our efforts to support our business partners in this improvement is crucial.

In order to facilitate our improvement efforts and communication with our business partners, we have a CSR coordinator based in our China office to further establish and regulate

our social and environmental processes. Our CSR officer conducts audits with each of our suppliers and factories on an annual basis. The standard is that they score at least a level B (out of A, B or C) to be able to produce for our products. In 2023, 6 out of 7 of our nominated suppliers obtained an A level rating, and in 2024, 7 out of 8, with the remaining factory scoring a B level rating both years.

In order to further ensure compliance with our high social and environmental standards, we conduct a secondary annual audit through a third-party organisation with their own internal standards. These standards are continuously updated to stay up-to-date with the latest developments.

As a third-party benchmark, we use amfori – the leading company in promoting sustainable trade by fostering ethical, environmental, and social responsibility practices across supply chains with their own Supplier Code of Conduct.

They audit factories through the BSCI initiative and support the lobby with European Governments and other organisations to increase wages and improve working conditions globally. Through the BSCI audit, we can assess our supplier's adherence to social and ethical standards in areas including labour rights, health and safety, non-discrimination and environmental protection.

Amfori representatives carry out audits in all our business partner factories every year. These audits allow us to create, alongside our CSR representative in China, tailor-made Corrective Action Plans to improve upon any findings. They also regularly organise training and workshops to help factories reduce and eliminate any critical risks and improve general practices.

100% of our factories are audited annually to ensure a high compliance rate – by both amfori standards and our own standards by our CSR officer. The average rating of these audits has been increasing year after year.

## RESPONSIBILITY FOR THE SMALLER DETAILS

A lot more goes into the finalised garment than just fabric, such as the product packaging elements, hangtags and labels – these small details we also have to think about, especially because these parts are likely to be thrown away a long time before the life cycle of the garment ends. Packaging can refer to a few things, but mainly we mean the ways in which we can get our products to stand out in-store or online.

All our paper packaging is **FSC Recycled certified** – FSC, the Forest Stewardship Council, is an independent certification helping to guarantee the future of our forests. Much of the global economy relies on wood and forest products, so by using FSC certified packaging we make sure that the usage of those resources is used in a controlled and responsible manner, allowing trade to continue without disrupting the natural environment. In 2023 we made the switch from using FSC Mixed Paper, which is a mix of virgin and recycled materials, to FSC Recycled, which contains 100% recycled materials. So, since March 2023, **100% of our paper packaging has used this FSC Recycled standard.**

Another matter of importance is polybags – these are the plastic bags that the garments are wrapped in for transportation and some in-store display. A lot of progress has already been made, from the majority of items being sent in individual polybags to now using master polybags filling entire crates for many orders, drastically reducing the number of bags we use. We are trying to phase out the use of these polybags and to move away from plastic packaging completely.

We believe that we have responsibility from the fibre, yarn, fabric and accessories until the cutting, making, trimming and the packing process – we take accountability for everything we do and use.

## CERTIFICATES & AUDITS



### OEKOTEX

STANDARD OEKOTEX 100 label provides a standard to confirm that no harmful substances are used in our products. We follow the stricter ZDHC guidelines.



### GLOBAL RECYCLED STANDARD ( GRS )

Provides a guarantee that used material(s) within the garment are of recycled origin.



### AMFORI

Business Social Compliance Initiative. Primary task is to improve the social performance of the supply chain.

Code of Conduct with 13 major points, this ranges from fair remuneration to no child labour, along with a step-by-step approach that enables companies to monitor, engage, get empowered and receive support to put sustainable trade at the heart of their business.



The  
Microfibre  
Consortium

### REACH

REACH's aim is to protect the human health and environment through better and earlier identification of the intrinsic properties of chemical substances. The REACH Regulation places responsibility on the industry to manage the risks from chemicals and to provide safety information on the substances.

### THE MICROFIBER CONSORTIUM

Researches the environmental effect of microfibers. They also test our products and provide information on how to improve our materials.

### ECOVADIS

EcoVadis is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains.

### TEX.TRACER

Enables brands and retailers to collect and verify product and supply chain data directly from the primary source, being the supplier. The data is verified using time- and geolocation stamps, peer-to-peer reviews, and blockchain technology to ensure accuracy and trustworthiness.

### BAWEAR

bAwear's LCA's calculation methodology utilizes the ReCiPe 2016 Midpoint (H) method, emphasizing 4 key impact categories for accurate reporting and avoiding greenwashing, Global warming, Fossil energy, Water use and Land use. Powered by SimaPro software, the tool relies on validated data sources, including a generic textile module developed in collaboration with PRé Sustainability, ensuring reliable environmental impact assessments and insights.

ecovadis

tex.tracer

**bAwear**  
SCORE

RESUME

# PATH TO BE AS SUSTAINABLE AS POSSIBLE BY 2030

At FashionPower we are aware that there is no magic recipe for achieving sustainability and a more circular economy. It is a continuous process of creativity, innovation, development, entrepreneurship and understanding that we can't do alone. Therefore, finding the right partnerships is key, because if you can't add, then you can't multiply.

We believe that a true disruption of the industry is possible, and sustainable and circular production is a necessity. It's all about making the right choices in the process and considering that 90% of our sustainable impact is defined in the design phase, and a crucial part of the process is working with partners that have the same goals as us and aim for sustainability.

We understand that the industry cannot be changed overnight, that is why we're taking it a step at a time. Coming from conventional materials and processes, FashionPower has made quite the journey; we can proudly say that we increased our use of dope dyed volume by 44% in 2024 and that over 90% of our products contained coffee charcoal to add functionality.

We believe in partnerships, people, planet and profit which all should take in account the respect for the people we work with and the planet we live on. At FashionPower, we believe sustainability should not be limited to the few – it should be accessible to, and affordable for, everyone. The use of coffee charcoal in our yarn instead of chemicals and the reduction of water usage allows us to support a lower price point, making our products inclusive for Everybody.

This means we want to be engaged at every step of our supply chain, and work together from fibre, to yarn, fabric and final garment. We aim to inspire our employees, partners and other stakeholder in the process, to become part of the movement and to help us to grow in our sustainable ambition and share the message to Everybody.

A woman with long dark hair is lying on her back, looking up. She is wearing a dark green tank top and black leggings. A semi-transparent forest scene is overlaid on her body, particularly visible on her legs and torso. The background is a soft, out-of-focus landscape with trees and a light sky.

**FASHIONPOWER®**

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