History of AFIRM

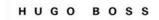


Marcus Kuerner adidas-Group





































Who is AFIRM?

- Established in July 2004
- Original Member Companies:
 - adidas
 - C&A
 - Gap
 - Levi
 - Nike
 - Marks and Spencer
 - PUMA



































Current Members

- adidas-Group
- Carhartt
- Collective Brands
- ESPRIT
- Gap, Inc.
- Gymboree
- H&M
- Hugo Boss

- Levi Strauss & Co.
- New Balance
- Nike
- Pentland
- PUMA
- s.Oliver
- VF Corporation
- Warnaco





































AFIRM Mission

 To reduce the use and impact of harmful substances in the apparel and footwear supply chain.





































AFIRM Vision

AFIRM is a recognized global center of excellence, providing resources for sustainable, self-governing RSL implementation across the apparel and footwear supply chain. The supply chain has knowledge about RSL and chemical safety, assuring that consumers and workers are safer from the impact of harmful substances and the environment is cleaner. This improves customer confidence and the public's perception of apparel and footwear companies.

























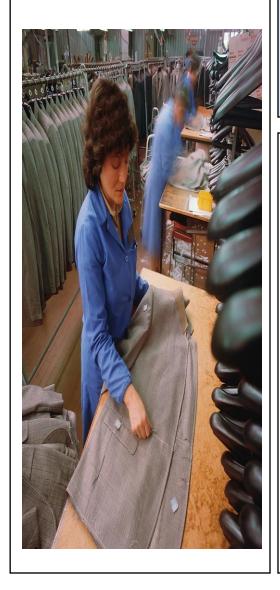












AFIRM Purpose

To provide a forum to advance the global management of restricted substances in apparel and footwear, communicate information about RSL to the supply chain, discuss concerns, and exchange ideas for improving RSL management, to ultimately elevate consumer satisfaction.





































Public Access Website

- http://afirm-group.com
- Now available on the AFIRM public access website:
 - AFIRM Supplier Toolkit
 - RSL Guidance List
 - FAQ's





































Seminars to Date

- 31 March 2010 Hong Kong
- 6 November 2008 Delhi
- 23 October 2007 Shanghai
- 31 March 2006 Hong Kong

































