History of AFIRM

Marcus Kuerner
Senior Product Safety Manager
adidas-Group
Who is AFIRM?

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

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

- 15 November 2012 - HCMC
- 31 March 2010 – Hong Kong
- 6 November 2008 – Delhi
- 23 October 2007 – Shanghai
- 31 March 2006 – Hong Kong
The AFIRM RSL Guidance List

The AFIRM Guidance List - Content, Structure and Meaning

Status November 2014 - Version 3.0
The AFIRM RSL Guidance List

History

- Development time: nearly 6 years
- Concepts reviewed: 6
- Final Approach: Most condensed, easiest accessible, usable in real bulk production locations

To get best benefit out of it, the simultaneous study of the AFIRM Supplier Tool Kit is highly recommended


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The AFIRM RSL Guidance List

The Meaning & What it is

One Harmonized Set of Information along the Supply Chain

Policy Statement

The AFIRM RSL Guidance creates a compilation of commonly defined pairs of "lowest limit" plus corresponding "most suitable test method" established by and prevalent in AFIRM member companies. Individual brand RSLs may differ in specific parameters. This Guidance should leverage AFIRM's mission:

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

by providing one single set of information for a maximum and in-depth implementation within the supply chain.

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The Meaning & What it is

One Harmonized Set of Information along the Supply Chain

- the enhancement of the awareness and management levels in regard of critical chemicals in the supply chain far beyond our regular A01 outreach, to add security and benefits to all communities and the entire industry
- to reduce administrative burden and economic resources spend for testing without decreasing security in regard of material and product compliance
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Limitations & What it is not

Concerns: Anti-competition and Anti-trust Laws

Legal Statement

The Apparel and Footwear International RSL Management (AFIRM) Group has created the following Restricted Substances Guidance to assist and guide supply chain participants seeking to increase product quality and safety, or reduce their environmental impact, by limiting the use of certain substances (AFIRM RSL Guidance). The AFIRM RSL Guidance constitutes information from AFIRM only and does not represent any of the individual AFIRM member organizations.

The AFIRM RSL Guidance is a review of all AFIRM brand RSLs in place on March 1, 2012, which includes:
1. The most stringent RSL in place.
2. The corresponding test method.

Some examples of uses for the AFIRM RSL Guidance, depending on the objectives of the user, include:
1. Providing a tool for vendors to establish chemical management knowledge and processes.
2. Building traceability of chemicals with AFIRM member chemical restrictions.
3. Providing a common base for testing products, which may be accepted by multiple AFIRM brands. AFIRM member companies determine and communicate to their vendors their testing requirements and acceptance of test reports.

Note: This AFIRM RSL Guidance is not intended and does not establish any industry standard of care. The AFIRM RSL Guidance may not always provide the most appropriate approach for any individual company's chemical management program. Many brands have implementation guidelines, and suppliers must follow those guidelines, where required.

The AFIRM RSL Guidance does not constitute legal advice and is not a substitute for legal advice. There is no warranty, express or implied, as to the completeness or utility of the information contained in the AFIRM RSL Guidance, including, without limitation, that the information is correct and error-free. AFIRM disclaims liability or any kind whatsoever resulting from any use of or reliance on the AFIRM RSL Guidance.

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Chances and Opportunities

Possible Multi-Brand Usage of Test Reports

Some examples of uses for the AFIRM RSL Guidance, depending on the objectives of the user, include:

1. Providing a tool for vendors to establish chemical management knowledge and processes.
2. Building base compliance with AFIRM member chemical restrictions.
3. Providing a common base for testing products, which may be accepted by multiple AFIRM brands. AFIRM member companies determine and communicate to their vendors their testing requirements and acceptance of test reports.

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Structure and Features

Colour Coding indicating Relevance

**Colour Coding**
- Historically widely used / **High Occurrence level** and/or regulated by Law
- Historic known usages / **Mid Occurrence Level**
- Unlikely to be found, (and/or) not intentionally used / **Low Occurrence Level**

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Structure and Features

- Substance/Material (+ CAS Nr. if available)
- Lowest Limit
- Suitable Method Sample Preparation
- Suitable Method Measuring

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Structure and Features – Translations

Actual translated into 9 languages covering all main sourcing countries
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Meaning in the Future – The Pilot

- 62 Reports
- 8 main material codes
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Where to get it

In general, the regular visit of the AFIRM website http://www.afirm-group.com is recommended for being a valuable source of additional information, FAQ’s etc.

The AFIRM RSL Guidance is available for free download at


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Meaning in the Future?

Stay informed by your Customer Brand(s)!

Thank you for your kind Interest