

Examples of RSL Failures

*** SYSTEM FAILURE ***

WHY DO WE WORRY?

DO NOT REPRODUCE WITHOUT PERMISSION

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WHEN THINGS GO WRONG

....and they will

FACT: Every company in our industry has or will have an RSL related failure.

FACT: Failures will disrupt business.

FACT: Failures will damage your brand image.

FACT: Failures will be expensive.

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EVERYONE WATCHES

Chemical issues are a focus of:

- Governments
- Legislation (REACH)
- NGOs
- Consumers

We are all concerned.

We are all targets.

We are all responsible.



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Reasons for Concern?

3 Chemical Issues:

- >\$10 M (USD)
- Negative press
- Lost sales
- Loss of public trust
- Not in keeping with our commitment to the worker, consumer, and environmental protection (yours and ours)

Brand damage



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JERSEY - TBT



TBT

Issue:

- TBT (traces) found in a Borussia Dortmund jersey
- A substance totally unknown to Nike/apparel industry

Solution:

- Scramble for chem and tox info
- Prompted RSL development
- No recall

Cost:

- ~\$4.8M (USD)
- Bad public perception

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CADMIUM - Ball



Cadmium

Issue:

- Cadmium found during routine testing
- Source = clear outer pvc layer

Solution:

- Replaced with technically and environmentally superior TPU
- No cost increase.

Cost:

- Costs ~ €900,000
- Could have been MUCH worse!

BABY JORDAN - Lead



Lead

Issue:

- Paint peeling from a toddler's shoe contained lead

Solution:

- Voluntary recall ~110,000 pairs

Cost:

- \$4.4 million USD
- > \$2.3 million in supply chain logistics and management

TBT in Rainwear



Children jackets as poisonous as harbour waste sludge

Hormone disruptors in Children-Rainwear

German newspaper "Hamburg Morgen Post"
23 October 2001

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APEO in Overalls



Vinteroverallerna från H&M, Kapp-Ahl och Lindex hade högst halter av miljögifter nonylfenoletoxylater.

Overallerna som innehåller mest miljögift

Alla overaller innehöll miljögiftet nonylfenol, men medan de bästa bara hade en försumbar mängd, hittades mångdubbelt mer i H&Ms, Kapp-Ahls och Lindex overaller. Hur går det ihop med företagens egna miljöpolicys?

The overalls that contain most environmentally hazardous chemicals

Swedish newspapers
November 2007

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