



# PURPOSE OF THE SESSION

**Jeffrey Birtwistle**

**Product Compliance Management**

**C&A EUROPE**



# WHAT CAN YOU EXPECT TO GAIN TODAY

**A**pparel

**F**ootwear

**I**nternational

**R**SL

**M**anagement

Additional understanding about AFIRM's mission

- Who we are
- What we do
- Our main concerns
  - Understanding
  - Partnership
  - Social Responsibility

adidas®



MARKS & SPENCER



NORDSTROM

The Phylmar Group, Inc.



# WHAT CAN YOU EXPECT TO GAIN TODAY



- RSL's what & why
- Chemicals are everywhere
  - Consumer concern
- Where is the final destination
  - Product safety

adidas®



MARKS &  
SPENCER



NORDSTROM

The Phylmar Group, Inc.

Environmental  
Health  
& Safety  
Management



Timberland 

# WHAT CAN YOU EXPECT TO GAIN TODAY

adidas®

## Chemical categories and classification

- By law
- Stockholm convention
- Consumer classification
  - Oeko-tex
  - Toxproof
  - S.G. label
  - Eco-label “Flower”
  - ETAD
- External classification schemes
- R.E.A.C.H.

adidas®



H&M



MARKS & SPENCER



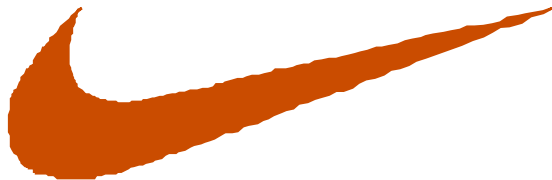
NORDSTROM

The Phylmar Group, Inc. Environmental Health & Safety Management



Timberland 

# EXAMPLES OF FAILURE



- **The issues**
- **The cost**
  - **Financial**
  - **Negative publicity**
  - **Image management**
- **Solutions**

adidas®



MARKS &  
SPENCER



NORDSTROM

The Phylmar Group, Inc. Environmental  
Health & Safety  
Management



Timberland 

# SOURCES OF FAILURE

MARKS &  
SPENCER

- Where do restricted chemicals come from
- Main failure areas in supply chain
- Transparency of information
  - Secondary chemicals in production

adidas®



GAP

H&M

Joy's

MARKS &  
SPENCER



NORDSTROM

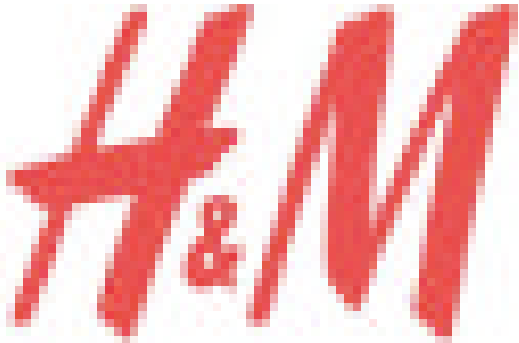
The Phylmar Group, Inc.

Environmental  
Health & Safety  
Management

PUMA®

Timberland

# TIPS FOR COMPLIANCE



- True source of failures
  - Product control
- Seeking / sharing knowledge
  - Control of processes
  - Keeping records is good management
- Why failure has to be avoided

adidas®



GAP



MARKS &  
SPENCER



NORDSTROM

The Phylmar Group, Inc. Environmental Health & Safety Management



Timberland 

# TESTING PROCEDURES



- **General procedure**
- **What needs to be tested**
- **Customer preference**
- **Importance of testing**

adidas®



GAP

H&M

Joy's

MARKS &  
SPENCER



NORDSTROM

The Phylmar Group, Inc.

Environmental  
Health & Safety  
Management



Timberland 



**Do you know  
what you are wearing?**

**Time to find out!!**

## SOME CONCERNS

- From cotton plantation to finished garment, 14000 potential dyes /chemicals
- Group sells several billion pieces of apparel/footwear every year
- A large percentage of chemicals have direct skin contact
- A large percentage may pollute air, land and surface water
- Risk exposure is significant

adidas®



GAP

H&M

Joy's

MARKS &  
SPENCER



NORDSTROM

The Phylmar Group, Inc.

Environmental  
Health & Safety  
Management

PUMA®

Timberland