Marcus Kuerner, Global Director I adidas AG





























RSL value/the business case: What's at stake

- Support speed to market programs and global marketability
- Cover respective product reporting laws e.g. in the US and Canada, and mandatory consumer information duties in the EU (REACH §33)
- Enables product certifications as the EU CE type approval, and supports the official "Declaration of Conformity".
- Serves for standard declarations for Key Accounts, Retail and public bids
- Supports communication with external entities as state authorities and critical stakeholders

























RSL value/the business case: What's the strategy

- Collaboration
- Communication
- **Training**
- **Enabling Self-Governance**

























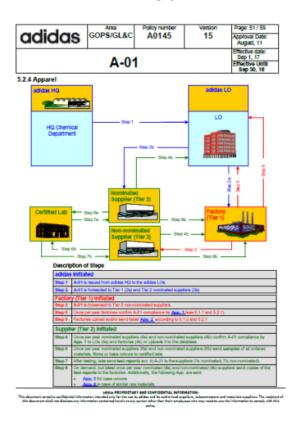




RSL value/the business case: What's the strategy in case of

a failure

- Collaboration
- Communication
- **Root-cause Analyses**
- **Executing Self-Governance**































RSL value/the business case: What's the pain-point

- Cost ?????
- "Speed"

Important: STOP No product creation process should ever be completed , nor any production/ order confirmed (by "Buy-ready", "BOM Frozen" or any other agreed formal process) without the described steps having be applied, a comprehensive reading and understanding of the full A-01 and all its SOP's, and existing evidence of full compliance by a complete set of test reports





























RSL value/the business case: What's the feedback

- "too expensive due to the testing costs => will raise FOB"
- "costs additional time, will cause delay in shipments, will ruin my kpi"
- "too much administration work, hard handling of the reports
- "neither control nor influence to prior sources in the supply chain"



























RSL value/the business case: Failure Mitigation

- Pro-active information from the supplier
- Very good co-operation => status
- Fast provided remediation/action plan
- Shipment stop, but fast re-work
- Joint efforts and cost-sharing



























RSL value/the business case: Failure Mitigation

- Random Check
- Immediate notice to T1 and printer
- Re-test at local lab confirmed level of findings
- Finished products where selectively shipped with interim release/action plan/risk assessment
- Improved prints regular released by lab test report soon after



















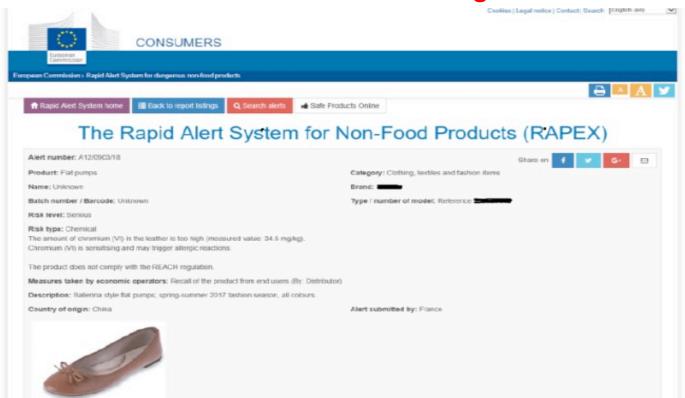








RSL value/the business case: Failure Mitigation































RSL value/the business case: Where to find more

Stay tuned with the supplier toolkit

https://www.afirm-group.com/toolkit/

























RSL value/the business case: Where to find more

Thank you for your interest and collaboration – Questions at any time





















