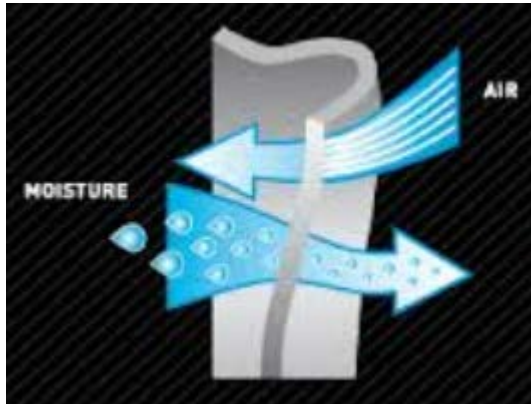


■ KEY POINTS

- Understanding consumer perception
- Impact of a new technology
- Responsible marketing of technology
- Adequate testing and validation to proof a technology

- **FTC quote** “Any claims you make about your textile products have to be true and cannot be misleading. As the seller, you must have substantiation for each and every claim — express and implied — that you make.”
- False Marketing Claims are considered deceptive advertising

- *Cooling Technology*



- *Quick Dry Technology*

- *Breathable/ Moisture Management Technology*

- *Anti-microbial Technology*

- Claims must be true
- Claims must be ideally objective and verifiable
- Claims are regulated in US by FTC and are enforceable
- Communicate requirements and expectation to suppliers

- Thermoregulating Home Textiles- PCM Technique
- Aroma Therapy/ Encapsulated Fragrance
- Odor Control
- Lint- Repellent, Hair-Repellent, Static- Free

2017 WALMART U.S. MANUFACTURING INNOVATION FUND GRANT WINNERS

- **Washington State University** to establish an environmentally friendly process to recycle cotton waste by fiber regeneration using a wet spinning technique
- **North Carolina State University** to create a universal and sustainable commercial textile dyeing method that doesn't use salt or alkali; doesn't produce effluent; and produces more than 95 percent savings of both energy and water
- **Clemson University** for development of sustainable polyester fibers that achieve a high level of water and oil repellency



2017 WALMART U.S. MANUFACTURING INNOVATION FUND GRANT WINNERS

- **Oregon State University** to develop a sustainable, cost-effective dyeing and printing of smart fabrics process
- **Texas Tech University** to support research on various aspects of textile manufacturing, dyeing efficiency and specialty finishes
- **University of Massachusetts Lowell** to develop magnetic dyeing technology to address the technical and environmental issues of current dyeing techniques

- World's leading inspection, verification, testing and certification company
 - Powered by over 130 years experience
 - Trusted by global brands, retailers and manufacturers
- Experts at
 - Providing competitive advantage
 - Driving sustainability
 - Delivering trust
- SGS Code of Integrity
 - Ensuring the highest standards of integrity are applied to all our business activities worldwide, in accordance with international best practice



Concept /Design

Development

Production

Distribution

Store



TESTING

Compliance with local /international requirements



CERTIFICATION

Your passport to market



INSPECTION

A quality check at any time of product life cycle



CONSULTANCY & TRAINING

Customized solutions



AUDIT

The assessment of your suppliers anywhere



SUSTAINABILITY

In organization, product, packaging and supply chain

SUPPLY CHAIN MANAGEMENT: SGS assists you throughout the whole supply chain

Inspection

- Government Mandated PSI
- IPC, DUPRO, FRI, Claim Inspection Service



Audits and Technical Consultancy

- Supply Chain Assessments & Solutions
- Factory Quality Assessment



Testing Services

- Chemicals / Restricted Substances
- Physical
- Performance
- Functional
- Product / Component Certification



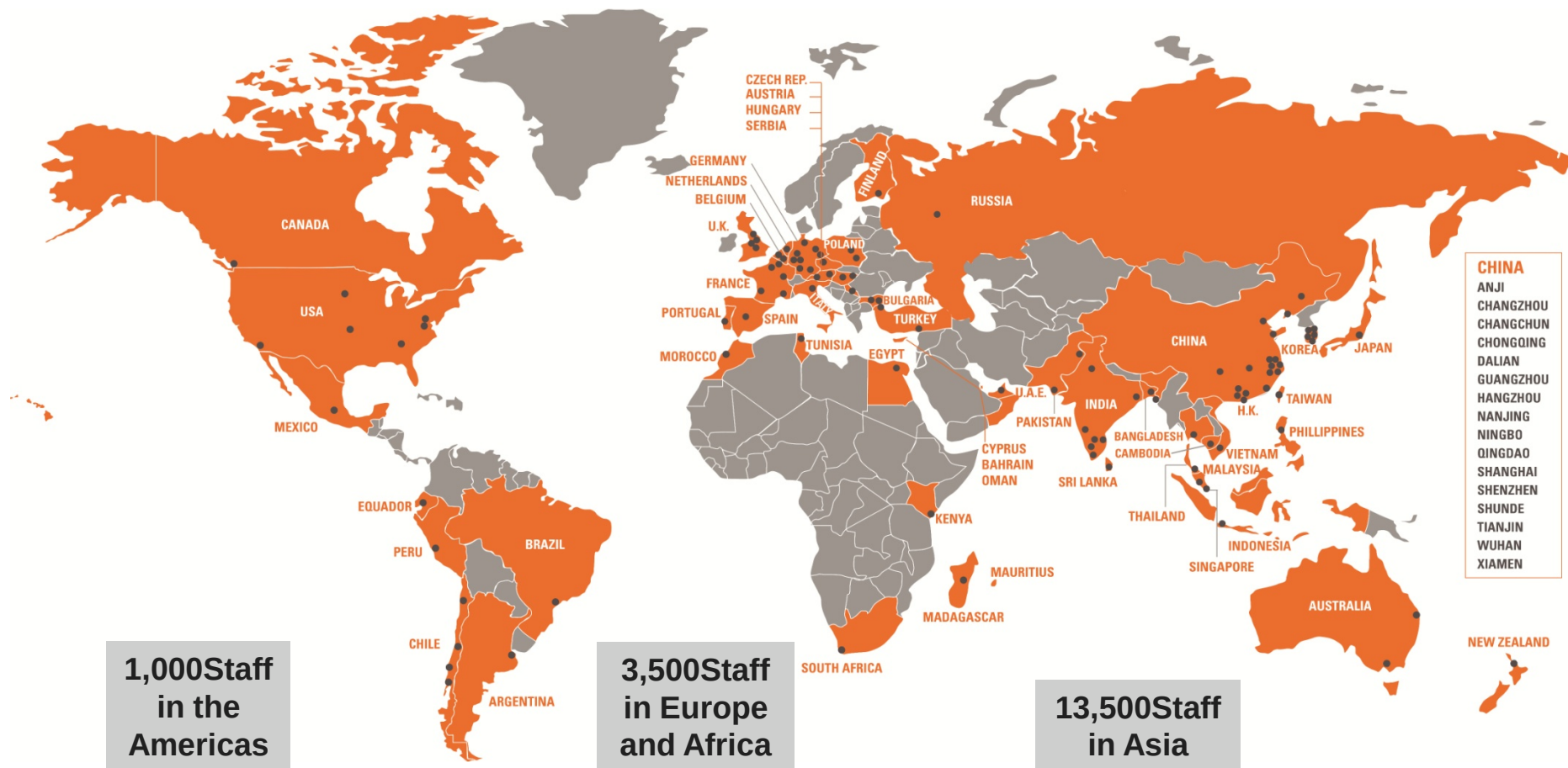
Sustainability Services

- Energy Saving Measures
- Carbon Footprint
- Eco-design (Product & packaging)
- bluesign



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About **150** laboratories and over **18,000** employees



THANK YOU

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WHEN YOU NEED TO BE SURE

