



Advances in Supply Chain Transparency

Hohenstein Institute America | OEKO-TEX® Association
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ANERCA
INTERNATIONAL INC.



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CONFIDENCE IN TEXTILES

OEKO-TEX® CONSUMER RESEARCH STUDY

Conducted by 

Fielded June and July 2017
20 to 25-minute online survey

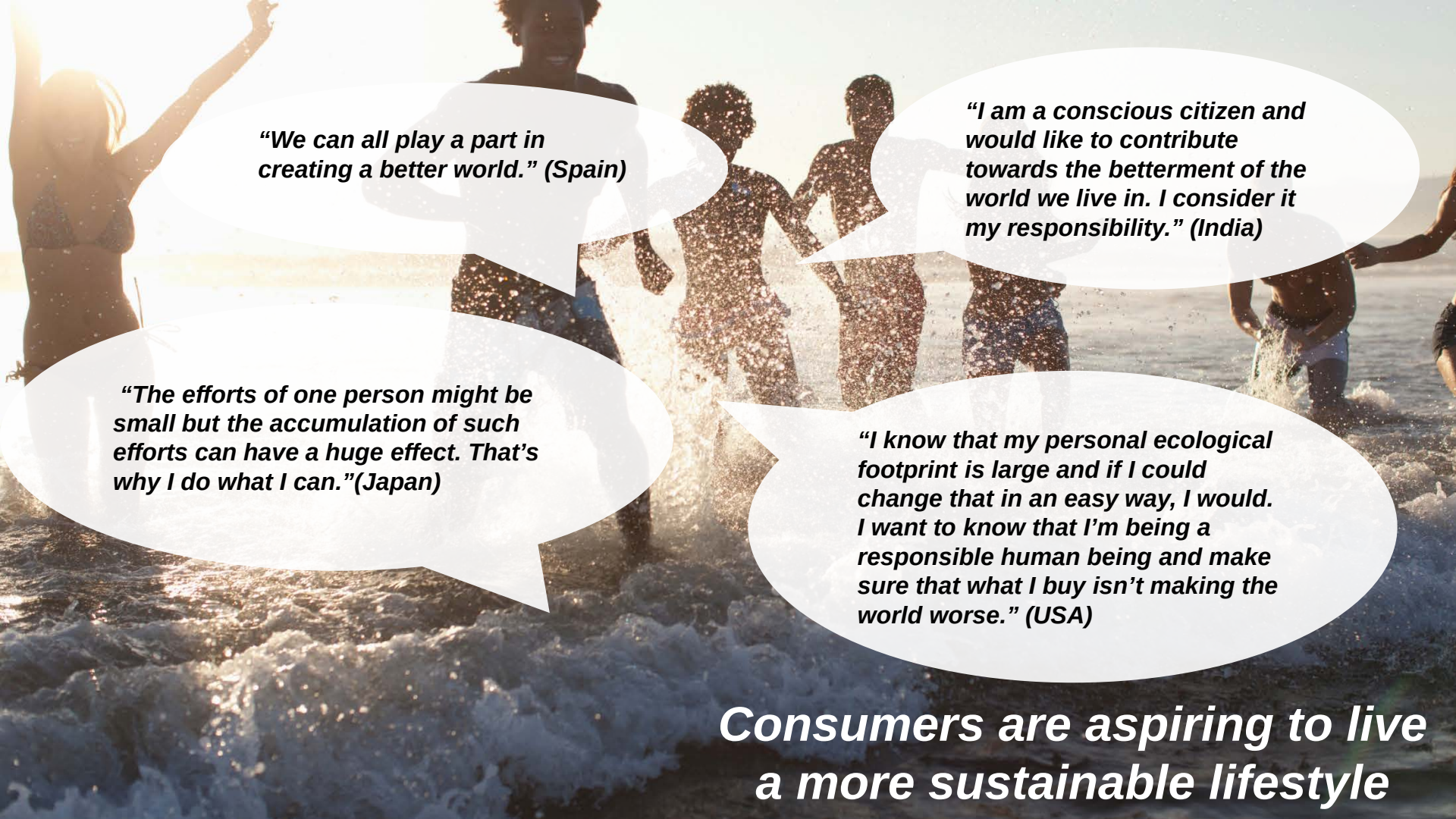
11,200+ consumers, ages 18+, who were:

- Shoppers who purchase new clothing or home textiles at least three times per year
- Good representation of Millennials / Generation X / Baby Boomers and parents

Global Sample:

- Australia, Brazil, Canada, China, Germany, India, Japan, Spain, Switzerland, USA
- Weighted to Census data
- Used local languages



A group of people are playing in the ocean waves at sunset. The scene is filled with splashing water and the warm, golden light of the setting sun. The people are mostly seen from the back, their silhouettes contrasting against the bright sky and water.

"We can all play a part in creating a better world." (Spain)

"I am a conscious citizen and would like to contribute towards the betterment of the world we live in. I consider it my responsibility." (India)

"The efforts of one person might be small but the accumulation of such efforts can have a huge effect. That's why I do what I can." (Japan)

"I know that my personal ecological footprint is large and if I could change that in an easy way, I would. I want to know that I'm being a responsible human being and make sure that what I buy isn't making the world worse." (USA)

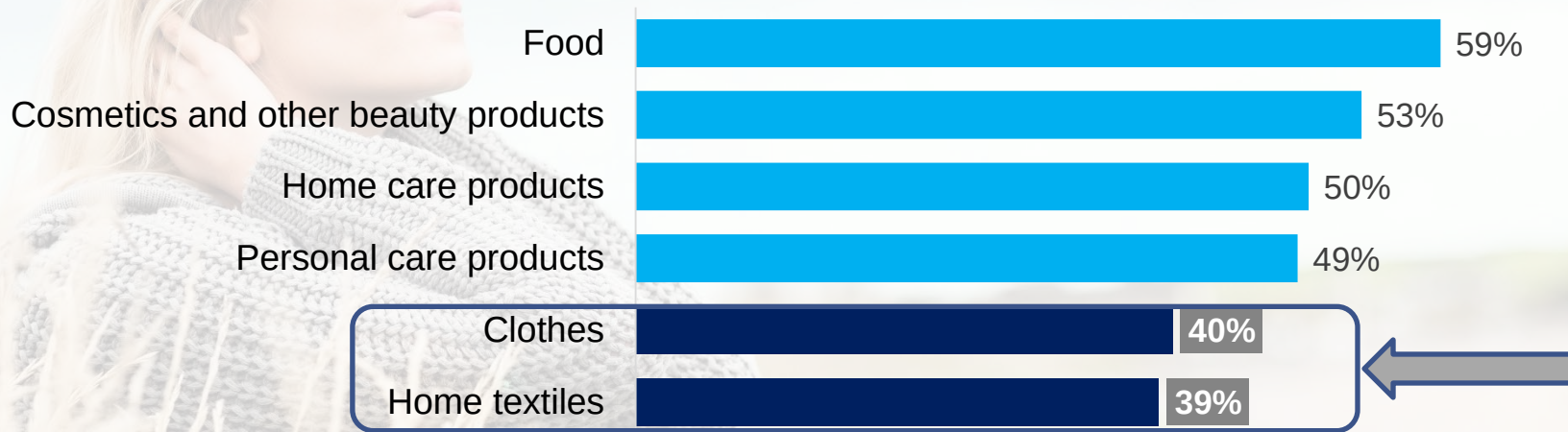
Consumers are aspiring to live a more sustainable lifestyle

OEKO-TEX® CONSUMER RESEARCH STUDY RESULTS

HARMFUL SUBSTANCES

Four in 10 people worldwide are concerned about harmful substances in clothing or home textiles

Concerns About Harmful Substances by Category



OEKO-TEX® CONSUMER RESEARCH STUDY RESULTS

PERCEPTION VS. IMPORTANCE

Opportunity for consumer products that are safe from harmful substances and responsibly produced



OEKO-TEX® CONSUMER RESEARCH STUDY RESULTS

ECO-FRIENDLY- AWARENESS AND PURCHASED

Consumers think favorably of eco-friendly products considering them to be higher quality, soft, innovative, unique, and durable

eco-friendly clothing

AWARE
80%

PURCHASE
36%

eco-friendly home textiles

AWARE
78%

PURCHASE
32%

clothing or home textiles for
babies or young children
made with organic or other
sustainable fibers

AWARE
89%

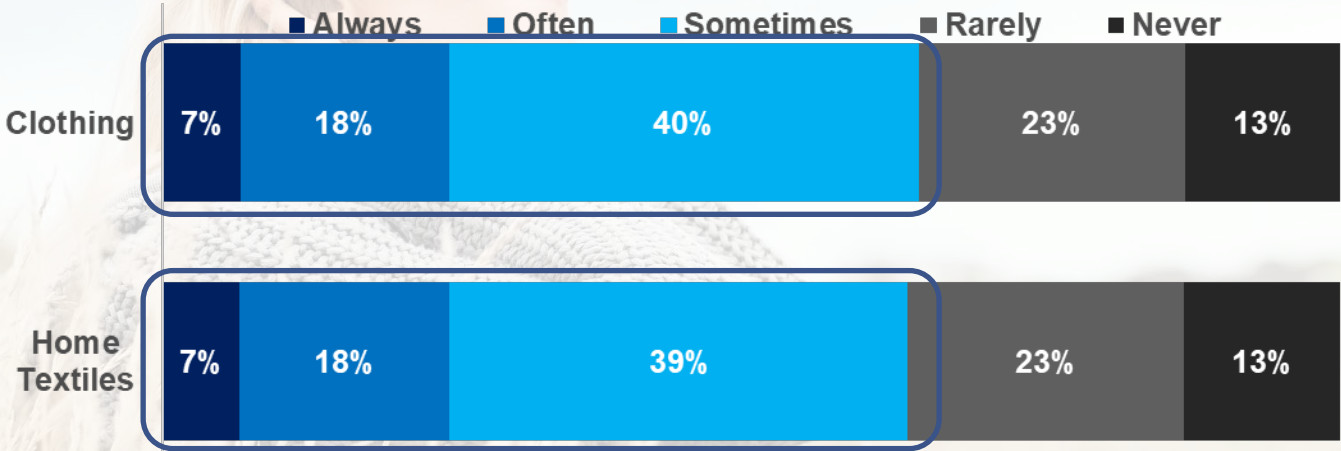
PURCHASE
54%

OEKO-TEX® CONSUMER RESEARCH STUDY RESULTS

CHECKING SUSTAINABILITY CLAIMS OF PURCHASED ECO-FRIENDLY PRODUCTS

Consumers today are often skeptical of claims like “eco-friendly” or “sustainable”

Checking Eco/Sustainability Claims



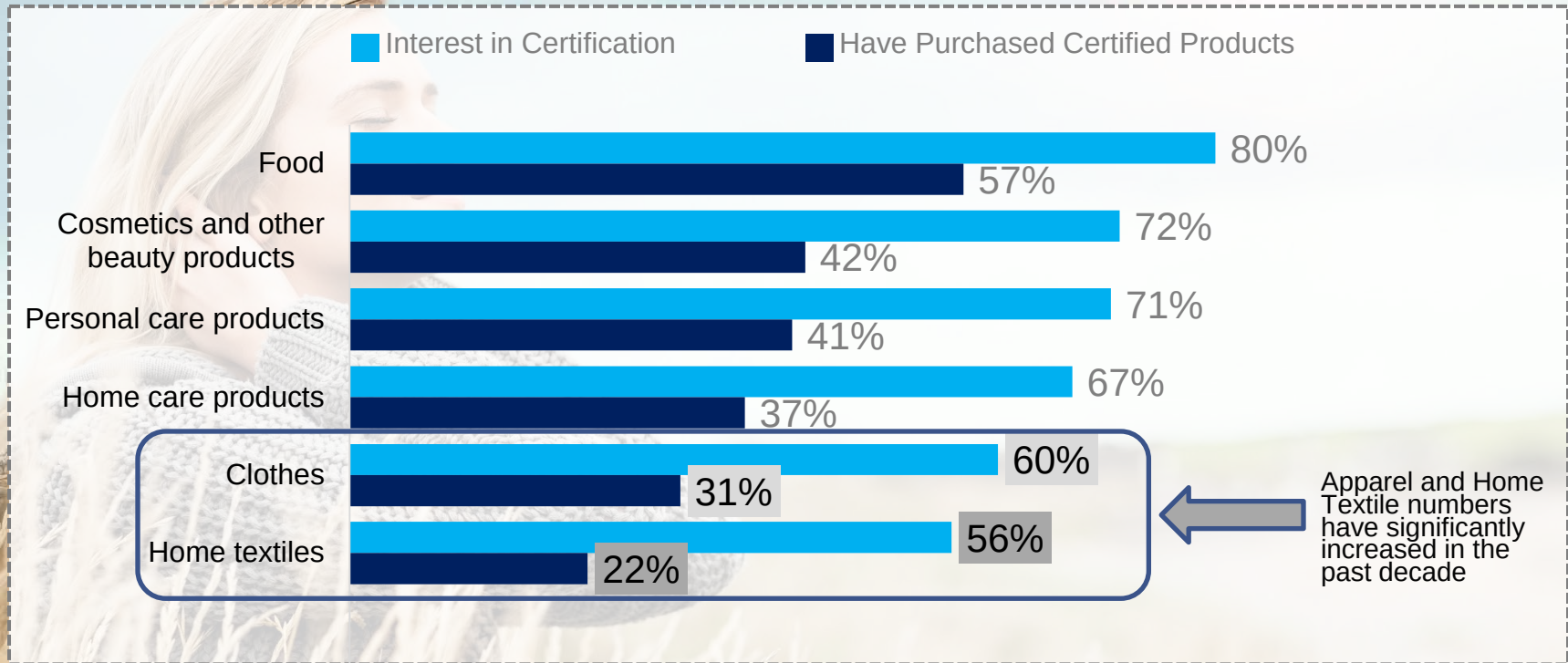
64%

EASY Validation to the consumer can be important

Two-thirds check these claims at least some of the time

OEKO-TEX® CONSUMER RESEARCH STUDY RESULTS

CERTIFICATION - INTEREST VS. PURCHASED



OEKO-TEX® CONSUMER RESEARCH CONCLUSION

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- A background image showing three women in a clothing store. On the left, a woman with dark hair is holding a white garment. In the center, a woman with blonde hair is smiling. On the right, a woman with brown hair is looking towards the center. They are all smiling and appear to be engaged in a pleasant conversation.
- Consumers aspire to live more sustainable lives
 - Concerned about harmful substances
 - Check sustainability claims
 - Interested in textile certifications
 - Believe it is important for textile products to be safe from harmful substances and responsibly produced



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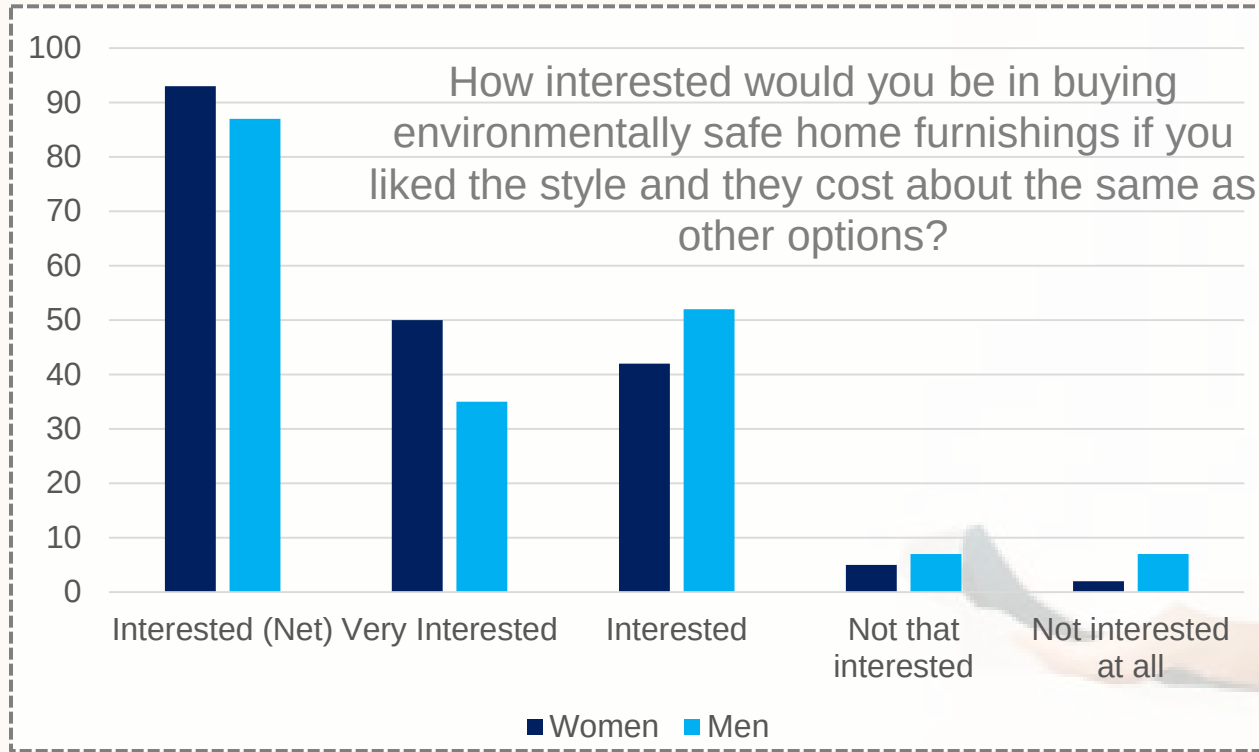
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2017 Green Home Furnishings Consumer Research

- Purpose of the study
- Survey Sample
- Methodology
- Data and Findings
- Conclusions
- Recommendations

GREEN HOME FURNISHINGS CONSUMER RESEARCH RESULTS



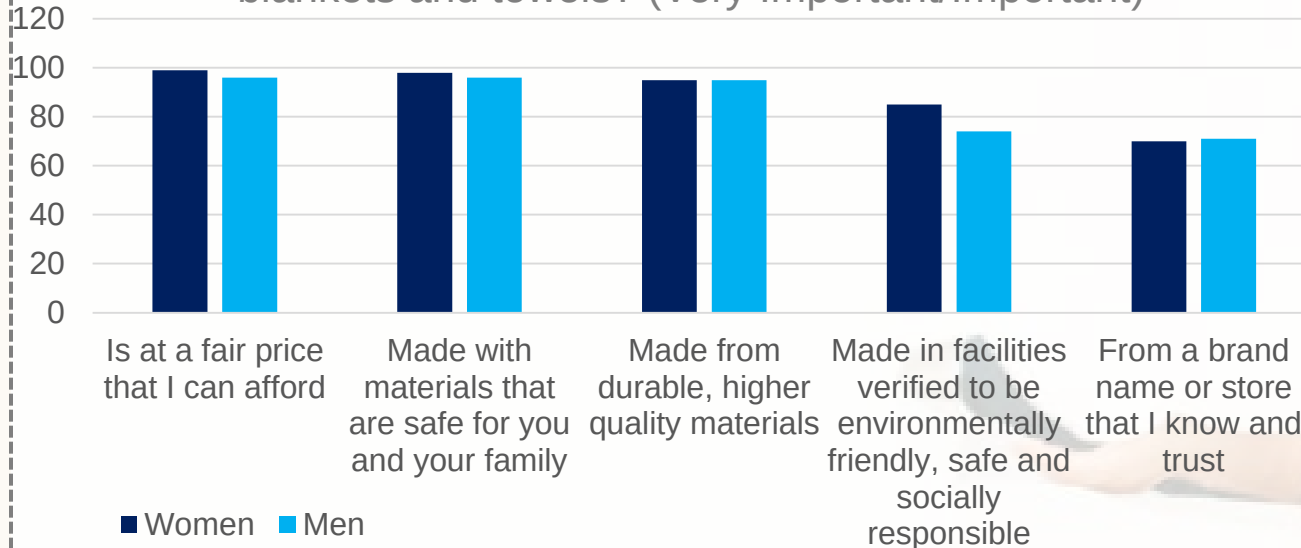
CONCLUSION

Women are significantly more likely than men to be interested in environmentally safe home furnishings if style and cost were not a factor

Over 90% Net would be interested in buying environmentally safe home furnishings if they liked the style and they cost about the same as other options

GREEN HOME FURNISHINGS CONSUMER RESEARCH RESULTS

How important is the following in regard to your next purchase of home textile products such as sheets, blankets and towels? (Very Important/Important)



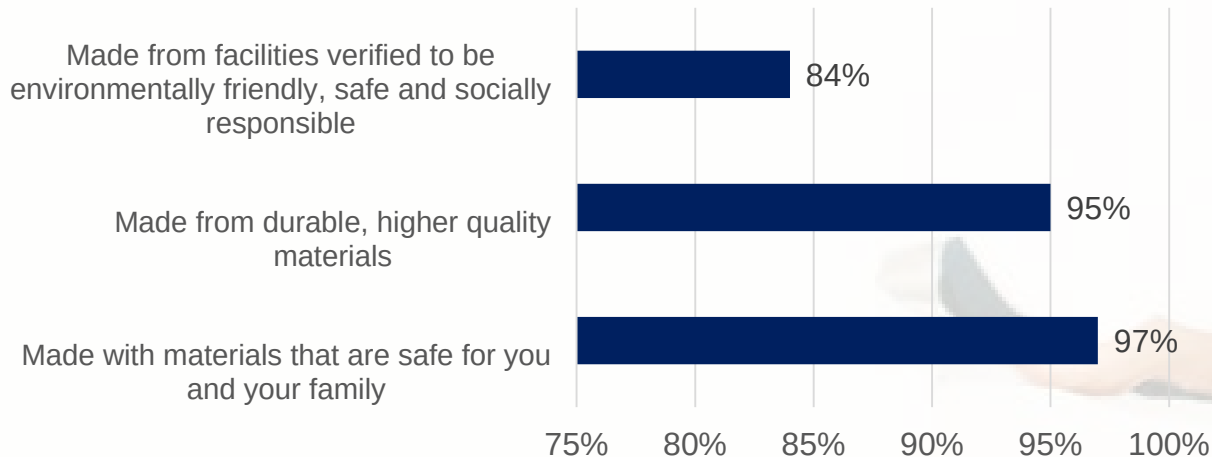
CONCLUSION

Fair, affordable pricing and responsible manufacturing materials are more important to women when considering home textile product purchases

Environmentally safe home furnishings are important if you can stay price competitive

GREEN HOME FURNISHINGS CONSUMER RESEARCH RESULTS

How interested are you to purchase home textile products such as sheets, blankets and towels that are labeled with a 3rd party certificate that states the following...?
(Very Interested/Interested)



CONCLUSION

Interest in responsible textile manufacturing facilities peaks among women (women 88%/ men 77%)

Safe products are a priority, followed by durable and high quality

Consumers are highly interested in sustainable production practices

GREEN HOME FURNISHINGS CONSUMER RESEARCH RESULTS

If you purchased a home textile product such as sheets, blankets or towels in the right style and right price from a brand or store that had the following attribute, how likely would you be to purchase products from that brand or store again? (Very Likely)



CONCLUSION

Safe products made in facilities with sustainable practices is more important than organic

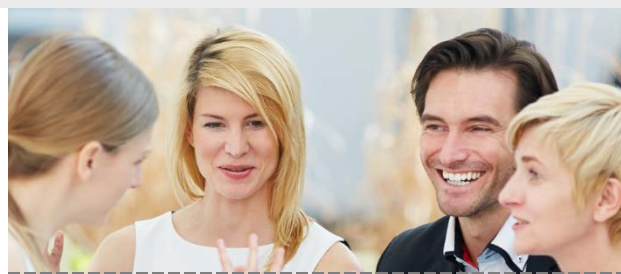
Women are more likely to be repeat customers for textile products that exhibit all listed traits – organic products that are safe for their family and made responsibly.

2017 Green Home Furnishings Consumer Research Recommendations for Brands and Retailers in Home Textiles

- Stay price competitive
- Communicate the backstory of environmentally friendly materials and product safety
- Use third party certifications and consumer facing labels to communicate safety and sustainability; engaging women in the purchasing process
- Educate consumers about your production methods, they want to know!



CHALLENGE DEFINED



Communicate

- Environmentally friendly backstories
- Ensure product safety
- Use environmental marketing terms
- Use third party certifications to communicate safety and sustainability
- Engage women in the purchasing process



Verify

- Verify claims with consumer facing labels
- Engage consumers at point of purchase
- Use third party certifications



Educate

- Educate consumers about responsible production methods and product safety, they want to know!

STANDARD 100 by OEKO-TEX®

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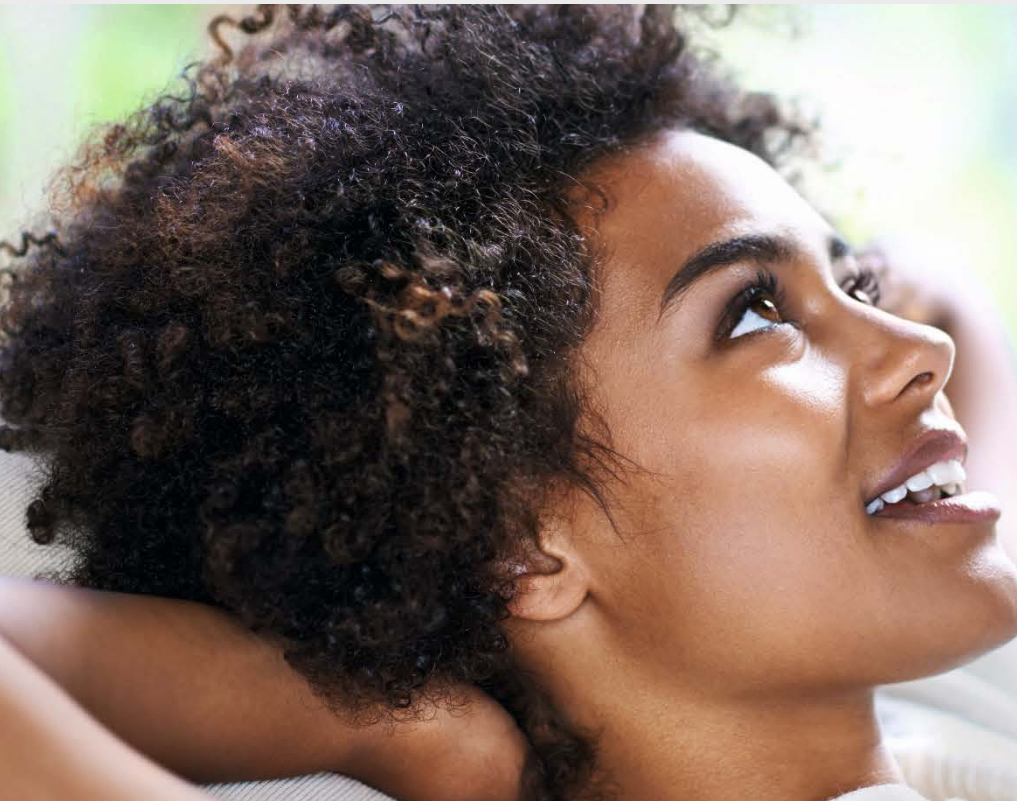


Tested for harmful substances.
www.oeko-tex.com/standard100





MADE IN GREEN by OEKO-TEX®




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Tested for harmful substances and produced sustainably in accordance with OEKO-TEX® guidelines. www.madeingreen.com

-  Made with materials tested for harmful substances.
-  Made in environmentally friendly facilities.
-  Made in safe and socially responsible workplaces.

This purchase is a smart choice. It has been verified as free from harmful levels of more than 300 substances and was produced in factories committed to sustainable environmental and social practices.




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SUPPLY CHAIN MANAGEMENT WITH MySTeP by OEKO-TEX®

- 
- Develop B2B and B2C value chain mapping
 - Manage existing OEKO-TEX® certificates
 - Manage the sustainability evaluation of your suppliers

B2B SUPPLY CHAIN TRANSPARENCY

Develop Supplier Relationships

- Permission Levels
 - View OEKO-TEX® Certificates
 - View Modular Scoring from STeP by OEKO-TEX®
 - View STeP by OEKO-TEX® Audit Reports

Supplier Management

- Manage OEKO-TEX® Certifications of Suppliers
- View Direct and Indirect Supplier Lists
- Export Lists to Excel
- Send Emails

Sustainability tracking via STeP by OEKO-TEX®

- Risk Assessments
- Performance Assessments
- KPI scoring of Sustainability Goals



B2C SUPPLY CHAIN TRANSPARENCY



There is a push and pull dynamic in the space between consumers looking to make sustainable choices and brands and retailers looking for the tools for supply chain transparency and the communication

Certifications and consumer labels such as those offered by the OEKO-TEX Association meet those needs and drive safer, more sustainable practices, and purchasing decisions.



Thank you!

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