

Sustainability with Traceability in Home Textiles



TRASH TO TREASURE



The U.S. Chamber of Commerce Foundation has published *Trash to Treasure: Changing Waste Streams to Profit Streams*, and they listed several interesting stats from the report:

Did You Know ...

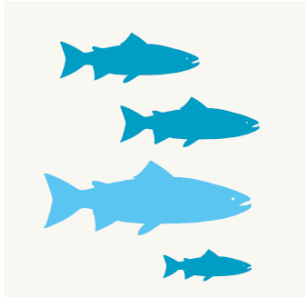
- **342 million metric tons of waste to landfills and incinerators in 2014 in US.**
- **If reduced paper waste by 1%, it would save companies nearly \$1 billion.**
- **Company waste is 37% paper, 21% food/other organic materials, 17% plastic, 11% construction materials, and 8% metals.**

17 Global Goals, 169 Targets by 2030 for Sustainable Development



The Global Goals, or Sustainable Development Goals (SDGs)

It's Happening in Many Industries



- Credible Standards and Certifications are key to SDGs
- Sustainable Salmon Farming by 2020
- Zero Deforestation by 2020 – beef, palm oil, pulp, paper, soy

Millennials Are Most Responsive/ Sensitive To Sustainability Actions



- The 92 million millennials in the united states spend a total of \$600 billion each year
- Millennials are estimated to have a combined global spending power of 2.45 trillion in 2015
- MILLENNIALS MAKE UP ABOUT ONE-FOURTH OF THE US POPULATION ([Nielsen](#)).
- 85% of Americans ages 18-29 are smartphone owners
- 90% of millennials ages 18-29 are on social media
- 40% of millennials relate to online influencers more than they do their friends

The Lenzing group bats for sustainable technology, invests EUR 100 million in the domain



The Lenzing group has invested a whopping EUR 100 million in sustainable manufacturing technologies and production facilities until 2022

Timberland Products Are Made From Recycled PET



Thread X Timberland
Delivering good with every fiber

What Does this Mean for Home Textiles?



MANUFACTURERS, TRADERS, BRANDS AND RETAILERS SHOULD:

- Map the sustainability impacts of their operations and supply chains.
- Engage with and use credible standard systems to increase the use of sustainability practices.
- Make public commitments to credibly certified and (where possible) segregated commodities for 100 per cent of their volume requirements.
- Use credible standards to report on progress toward their sustainability targets and the SDGs.



it all starts **HERE**

Sustainability with Traceability



Tag



- Tag ID
- Spraying conditions
- Secure storage

Test



Desktop

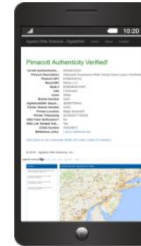


Portable



- SigNature T test gin cotton
- Supply chain sample submission
- Self-service reports and analysis

Track



Tell the Story...

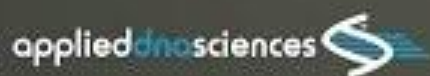


- Mobile access
- Geolocation
- Timestamp
- Video links
- Consumer messaging

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