

Weavabel

Quarterly



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Sustainability insights for the fashion industry

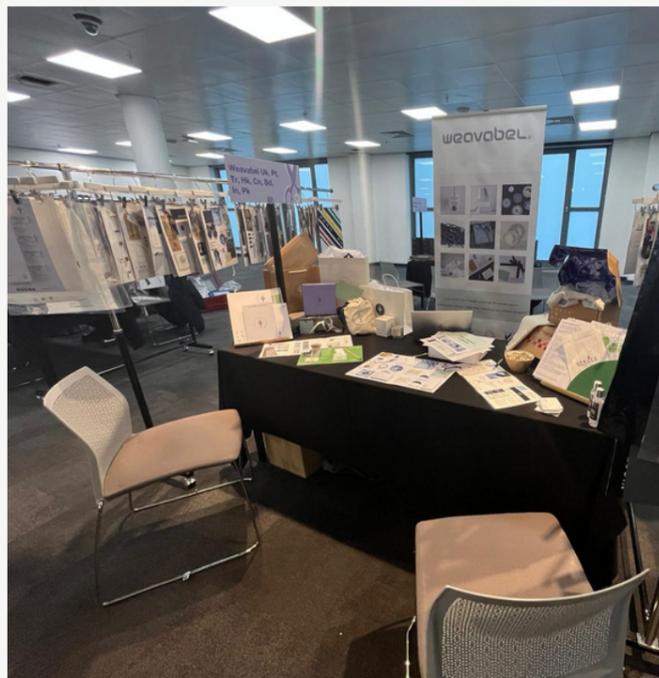
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SUSTAINABILITY



+ THE NEWS

Will the progress made in 2022 continue in 2023?

2022 Roundup:

- Greenwashing crackdowns: Consumers are more aware of false green claims than ever. It is the collective responsibility of all companies to deliver realistic ESG goals and report honestly.
- Material alternatives: Last year saw significant growth in the number of start-up companies creating alternative materials. Existing companies like Mylo Unleather and Mycoworks collaborated with Ganni and General Motors respectively, showing the shift in fashion's future towards materials that are kinder to the planet.
- Textile Recycling: Companies such as Renewcell advanced their recycling abilities last year, opening a new processing plant to increase production. Supplying large fashion brands such as Inditex Group and Ganni, the future of waste textiles will continue to become more circular.

Moves by Brands:

Mango:



- Sustainable denim by Mango: Spanish retailer has launched a women's 100% cotton denim collection that focuses on reducing waste in the design, with around 20% of the cotton used is recycled.



Ralph Lauren:

- Luxury brand Ralph Lauren has launched a Cashmere recycling program, allowing users to donate cashmere items from any brand to be recycled at a facility in Italy.

Weavabel at London Textile Fair:

It was great to exhibit again at the London Textile Fair, for the first time in a while. The show was a hive of activity, with our fresh 'Earth In Mind' look gaining much attention. Several potential and existing clients visited, giving Weavabel a bright start to the new year.

Thanks for everybody's support!

Labelling Goods: "Made in Türkiye" or "Made in Turkey"?



Since 2020, the Turkish government has been pushing the international community to refer to its country as 'Türkiye' rather than the official translations accepted and understood in those countries. How should you label your products to reflect this?

In 2022, the United Nations' decision to accept the Turkish version has galvanised opinion & given rise to calls to other nations that they should accept the Turkish name, but this hasn't automatically followed.

The rules on garment labelling in most countries require that any necessary 'Made in' labelling, along with compulsory fibre and warning information must be in the official language(s) of each country. The US was the first to take a position on this. US customs declared they will NOT accept the Turkish version on product labelling. Goods for the US market must be labelled, 'Made in Turkey'.

For the time being, most other countries have not changed their rules so their local languages should be used as required.

For the UK market, the UK has not yet made a definitive rule. Still, currently, the Department of International Trade has stated it is acceptable to use either of the country-of-origin labelling options for goods sold on the UK market.

Note:

The UK interim rules only affect goods placed on the UK market. If you are re-exporting goods you will need to check the local rules of the countries you are selling to.



Ensure that your packaging destined for the Italian market has the following:

B2B -The packaging material's ID code under Decision 129/97/EC (alphanumeric code to identify the composition of the packaging)

B2C -The packaging material's ID code under Decision 129/97/EC & the relevant waste disposal information. (As above, including instructions for proper disposal. Any written instructions for disposal must be in Italian.)

Graphics or short text are recommended to help consumers separate and dispose of waste correctly.

The legislation provides the freedom to use graphics without dictating the style of image, symbol, shape, or colours to be used. The only specification is that 'the packaging be appropriately labelled in such a way as to achieving the required goal'. The French Triman logo and sorting block information, together with the Italian requirement for the material type and alphanumeric code could be used.

Italian Mandatory Environmental Labelling of Packaging for B2B & B2C

If colour is used for Italian labelling:

In Italy, bin colours are different to the French system and are as follows:

- Blue: Paper
- Brown: Food waste
- Yellow: Plastic
- Turquoise: Metals
- Green: Glass
- Grey: Unsorted waste

Implementation date - 1 January 2023 - Stock manufactured before 30 June 2022 can continue to be placed on the Italian market without the mandatory signage until the end of stock.

Digital Labelling:

The November 2022 Ministerial Decree means it is now possible to:

- Completely replace physical labelling with digital e.g. an App, QR code, EAN code, or by having the information on a website. Proper instructions must be provided to the end consumer on how to find the mandatory information through the chosen digital channel.
- Provide some of the mandatory information via digital. For example, print the identification coding of the material directly on the packaging, and refer to digital channels for information on separate collection.
- Have the mandatory information directly on the packaging, and use digital channels for further additional and voluntary information about the environmental characteristics of the packaging.

For more details: Conai

Earth In Mind: A Collection.

Our brand new Earth in Mind collection is our most eco-friendly and diverse product range to date.

In this collection, Weavabel looks to the future, blending new innovative eco materials and finishes with upcoming colour and style trends.

This new collection is ideal for brands that want to take their sustainable branding one step further.

Contact us for samples:
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This is an environmental policy that makes producers responsible for the entire life cycle of any new waste-generating products that they place on the French market.

It includes packaging, clothing, household textiles, and footwear products - with some exclusions, see the list on the credits page.

Any company selling waste-generating products to the French home consumer now has a legal responsibility to label goods with the correct Triman signage and sorting information and contribute to their products' onward waste management.

There are two options to do this:

-To implement your own individual waste collection and processing system –i.e. you arrange to collect the goods after they are no longer being used and take responsibility for them to ensure that they do not end up in a landfill,

Or

-To become a member of an approved Producer Responsibility Organisation (PRO) to which companies transfer their obligations, pay fees based on sales declarations, display the eco-fee on sales materials and quote their registration number on invoices.

It is expected that most companies will prefer to join a PRO rather than set up their own networks, which would be far more complicated.

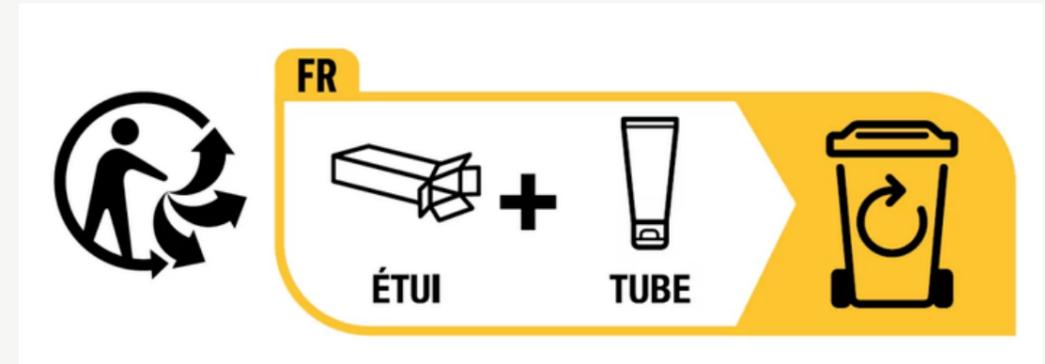
PRO options for packaging: Citeo, Adélphe and Léko. For clothing, fashion, home textiles or footwear products the PRO is Re_Fashion.

Deadlines:

Packaging - For existing stock manufactured or imported to France before 9 November 2022, Triman marking is required by 15 June 2023.

Clothing, home textiles and footwear products - Signage is mandatory for new stock from 01 February 2023. For existing stock manufactured or imported to France before 1 February 2023, Triman marking is required by 1 August 2023.

Environmental Labelling for Fashion & Textiles in the French Market



French Decree no. 2022-748; What is it?

The requirement to provide information to consumers on the environmental characteristics of new products applies to all relevant producers, importers and dealers of products intended for consumers, including those selling through online distribution channels, e.g., websites.

The information must be provided from the 1st January 2023 – 1st January 2025.

The relevant date of commencement is based on company turnover and the number of products placed on the French market each year.

Exceptions to the Rule:

Article R.541-223 applies to ALL companies regardless of turnover and the number of products placed on the French market. The Article also forbids claims such as "biodegradable", "environmentally friendly" or other similar claims, on any product or packaging that is new and intended for consumers.

A non-exhaustive list of "equivalent claims" will be published in the French environmental claims guide.



Environmental Labelling for the French Market continued

Requirements:

For fashion, textiles, footwear products and packaging, the consumer must be provided with the following data:

- The geographical traceability of the 3 last production steps: e.g., weaving/knitting, dyeing/printing, and making up (applies only to new textile clothing (Excluding leather, footwear, and household textiles)
- If a product is compostable, (applies to packaging and printed paper)
- The amount of recycled material incorporated in the product (applies to new paper, packaging, textiles, clothing, footwear and excluding leather).
- The recyclability of the product (applies to new packaging, and paper)
- The presence of hazardous substances (applies to hazardous substances in any category that falls under EPR, see the list in newsletter credits)
- The presence of plastic microfibers when the proportion by mass of synthetic fibres is greater than 50% (applies to new textile clothing, footwear, and household textiles)

To simplify and standardise the information, several environmental labelling statements for a variety of product types have been provided by the legislation. These statements must be written in French.

Consumers must also be informed of any bonuses gained or penalties paid by the producer according to environmental performance criteria.

Fines of up to €15,000 will be levied for not meeting these obligations. Fines may be increased if there is evidence of misleading commercial practices based on environmental claims.

Insights from the Team

2022 was an exceptional year for Weavabel, achieving over 20 percent growth in sales, whilst also seeing many of our clients flourish with us. This success was only possible through a strong team spirit across our 9 global locations, striving to exceed customer expectations at every level.

Last year Weavabel advanced considerably in our commitment to a more sustainable future, including:

- Gained ISO 9001 & 14001 certifications
- Introduced carbon offsetting through One Carbon World
- Signed up to install solar panels at our office headquarters as part of our goal to be net zero by 2030
- GINETEX subscription through UKFT
- Became a SEDEX Member
- Hired 5 new team members: Including new roles for IT, product development, customer service, sales, + finance.
- Global Solution improved: our Weavabel Portugal warehouse has become fully operational, and already showing significant benefits.

With the introduction of the plastic tax in April, it is more important than ever for brands to partner with a trusted nominated supplier with credentials such as Weavabel. We have made the branding process more straightforward for clients by providing the reporting needed through a single source.

For 2023, we have a strong emphasis on product development and are looking forward to showcasing our new ranges at Premiere Vision and London Textile Fair exhibitions in July and September.

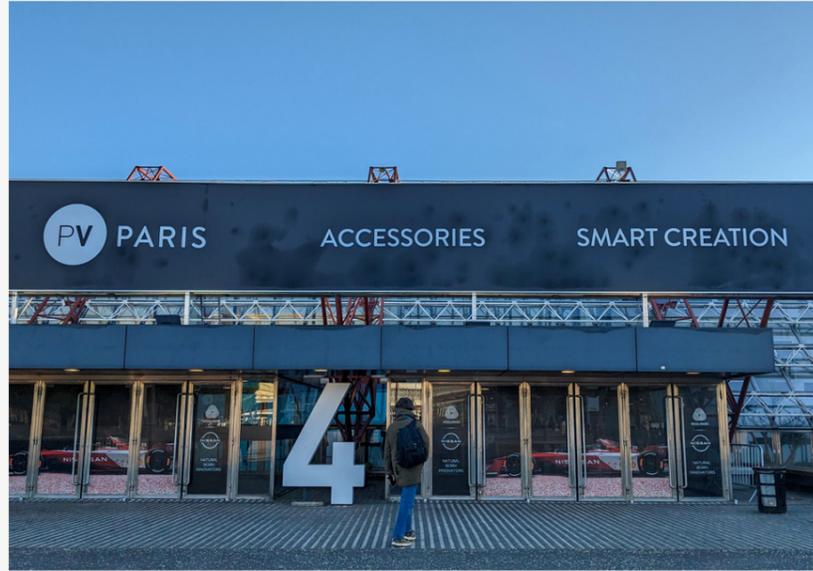
We are optimistic as to the possibilities for 2023 and look forward to keeping you updated with progress through our quarterly newsletters.

Thank you!
 Josh Christie, Managing Director



PREMIERE VISION: OUR VISIT

Members of the Weavabel team flew out to Paris this February to both visit and exhibit at the Premiere Vision show.



Colour & Creativity

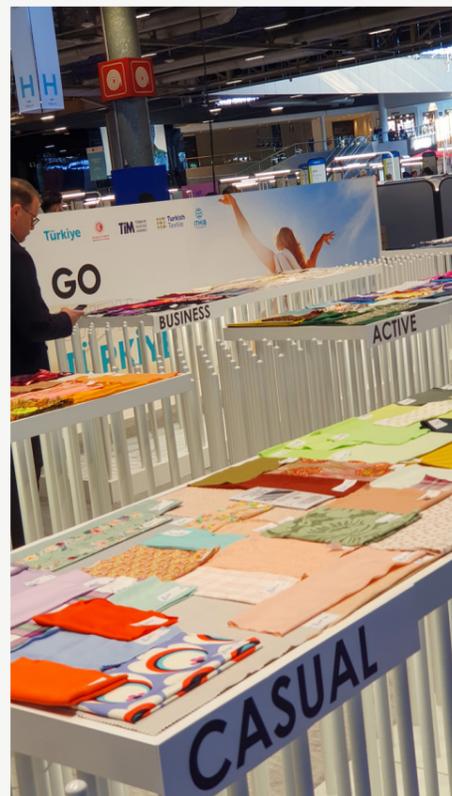
Vibrancy and variety were both clearly evident in the forum areas of PV, signalling the seasonal rise of hope through colour for upcoming fashion months.



Developments in Material Sourcing

Several countries around the world were well represented as leaders in fashion material sourcing, in all areas of the exhibition. Fashion's reliance on traditional leather is beginning to shift, seen easily in the smart creation area of Hall 4. Sustainable alternatives to leather such as mycelium, pinatex, olive and more showed how the garment industry is progressing.

From finding fresh product innovation inspiration and making customer connections, it was three full days of networking, gaining insight and enjoying French delicacies!



This year, Weavabel displayed its new brand - Earth in Mind. From packaging to the smallest trims, this influenced the modernised look of the stand, whilst displaying our focus on sustainability.

Crossing Paths

Weavabel made a lot of good initial contact with brands that are new to the company, and also strengthened relationships with existing brands through meetings and introductions at the show.



Weavabel's product range board rail continued to be a success amongst visitors, allowing them to browse and gain inspiration. Contact us to receive your own.





Surrealistic Maximalism vs. Naturalistic Minimalism: Packaging Trends in 2023

Will you choose calm classics or bold brilliance to represent the future?

Genevieve Beaumont



As the world shifts out of the grip of the pandemic, customer behaviour also changes. The desire to escape the previous two years is clearly reflected in style trends throughout every element of branding, including packaging design.

Rising living costs don't mean that innovation, design, and sustainability must be compromised.

Whether your branding conveys tranquil beauty or playful vibrancy, versions of either style will popularize more throughout 2023.

"52% of consumers are likely to purchase again from a retailer if their delivery arrives in premium packaging."

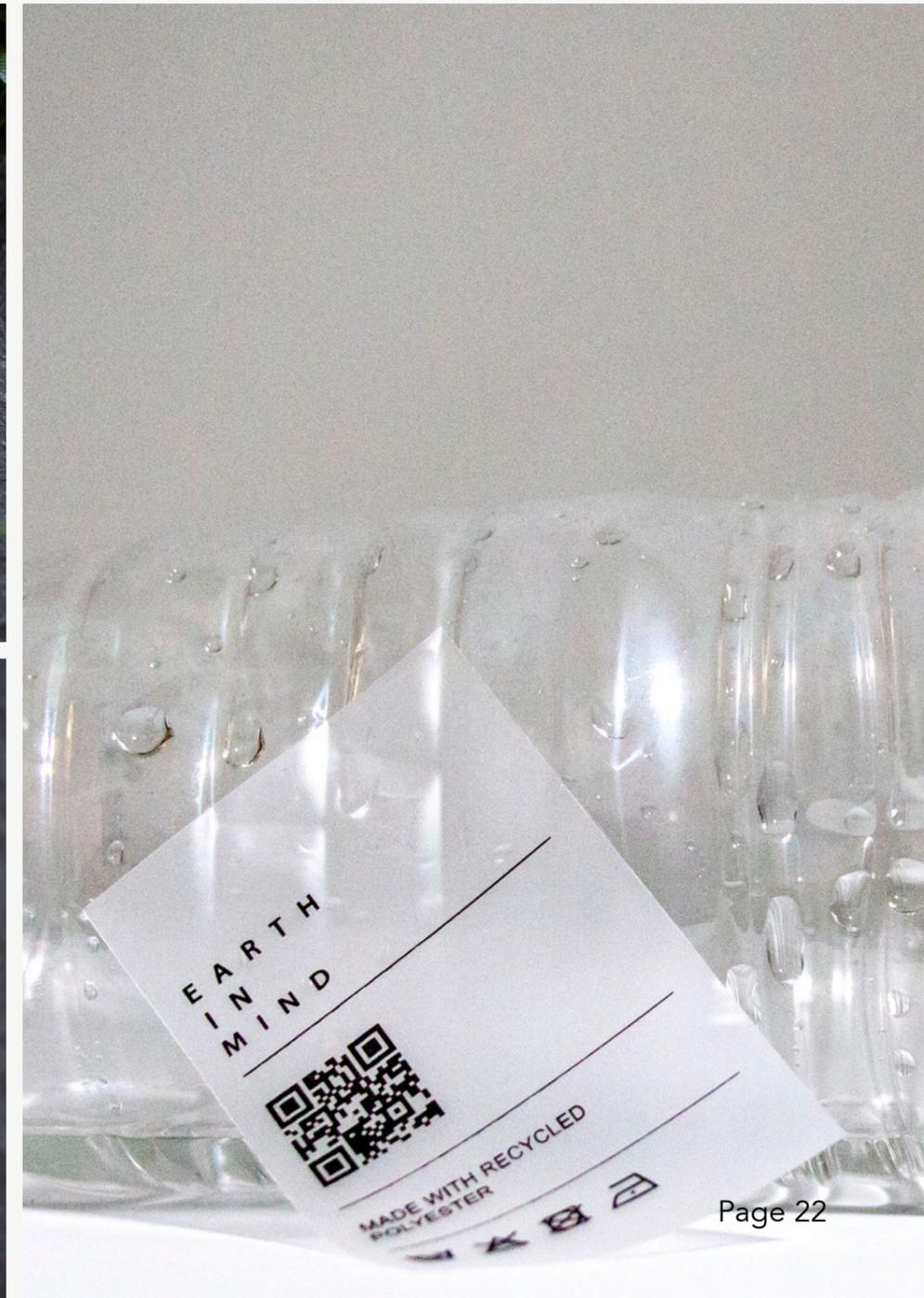
The look of luxury will continue to refine, with the appreciation of small details in the finish of products being highly valued. In an oversaturated marketing space, luxury brands often stand apart by imbuing a sense of calm through minimal design that uses branding to accentuate the beauty of the product within.

"27% of consumers won't purchase from a retailer if their packaging isn't sustainable."

Whatever style of design you choose for your branded packaging, sustainability is imperative. The consumer's demand for more responsible material choices from brands is growing, and packaging is no exception.

Weavabel's collection of Earth in Mind packaging merges luxury and sustainability that shows off products at their best. Neither dynamic colour nor polished finishes are compromised in the effort to be more sustainable.





EARTH IN MIND | CARE LABELS

Our improved range of unique care label options includes bio-based and recycled materials from post-consumer waste, such as recycled polyester and recycled nylon.

The simple switch to an eco-friendly material can increase the eco-conscious nature of your garments, improving the legitimacy of your brand in the world of sustainability.

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Credits:

Sustainability update resources used

Mango Recyclable Denim

Macfarlane 2023 Packaging Trends

Macfarlane Packaging Unboxing Survey 2022

Creative Boom: Luxury Packaging Design Trends

French Statements: Decree No. 2022-748 on consumer information on the environmental qualities and characteristics of waste-generating products

Article L541-10-1 - Code de l'environnement - L'Égifrance

A useful FAQ is on their website Services area: Eco-furniture (eco-mobilier.fr)

More information on Triman regulations

Refashion: extra information

Adelphe extra information

Leko: extra information

Triman Citeo

Changes to Triman

Digital Labelling for Italian Packaging



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