

# BRANDWORX SUSTAINABILITY POLICY



## OUR VISION

To provide socially conscious, eco-friendly products for a range of industries through economically sustainable business strategies. To fulfil our vision, we expect our partners, suppliers and others to operate sustainably and conduct themselves with the utmost fairness, honesty and responsibility in all aspects of their business.



## OUR PRINCIPALS

We value our customers and aim to empower them by pursuing a progressive ethical agenda that delivers sustainable change whilst meeting their product and service needs. We are committed to growing a sustainably responsible business. Brandworx throughout its lifecycle has developed and implemented business strategies focused upon the following overriding principles: Passion, Integrity, Transparency and Continuous Development.

## IMPORTANT ISSUES

Brandworx has a proactive strategic focus regarding current and future internal and external challenges and opportunities. We have prioritised the following issues in the creation and fulfilment of our business activities whilst still considering their economic feasibility: Environmental impact, health and safety, and human rights.



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## OUR COMMITMENT & SCOPE

Brandworx understands its environmental and ethical impact on a global scale throughout its supply chain. Due to Brandworx strategic arms-length approach towards international business dealings, we entrust our suppliers to ensure fulfilment of Brandworx Operational standards for both the supplier itself and subsequent overseas manufacturing plants. The creation of Brandworx Operational Standards (which is required to be signed by all suppliers) is designed to voluntarily exceed legal requirements thus improving the treatment of all impacted parties, decrease Brandworx environmental footprint through the supply chain, and hopefully change industry regulations for the better. By collaborating with all relevant stakeholders (e.g. suppliers, customers); Brandworx is committed to designing operational procedures around its primary principles of reducing environmental impact, ensuring health and safety of all impacted parties and surpassing human rights obligations.



## OBJECTIVES

Brandworx promptly recognises the importance of continuous innovation when it comes to the management, disposal and reduction of the textile and packaging waste that burdens the clothing industry. As part of our ongoing commitment to environmental sustainability, Brandworx has introduced a discount-based incentive to reward customers for choosing environmentally friendly packaging options.

At Brandworx, we believe that ethical choices should be rewarded! Why make customers pay more for sustainable options that we want to encourage? That's why from the 1st June 2021, Brandworx proudly introduced the MINIMISE initiative. This highly progressive policy rewards customers with a discount on their order for selecting to have their plastic packaging reduced or eliminated.



## OBJECTIVES

We believe that environmentally friendly choices should be encouraged and want to continue taking every step we can to a more sustainable future.

After 35 years in the garment industry, Brandworx is aware and horrified at the amount of plastic waste our industry has generated. Our mission now is to find the most sustainable packaging solutions that consider the complete lifecycle impact of a product from raw material sourcing right through to end-of-life disposal. That's why we have also removed all plastic packaging from our Brandworx workwear range. That's right, our entire Brandworx workwear range is now imported completely plastic free! In addition, we deliver all orders in repurposed and recyclable cardboard boxes.

In 2021, Brandworx officially partnered with one of Australia's only textile recycling companies, Upparel. As the winner of the 2020 Sustainability Champion of the Year award, Upparel represents enormous progression in the Australian recycling sector. Through a combination of upcycling, recycling and repurposing, Upparel is constantly developing new ways to keep textiles out of landfill. For every 10kg of textile products that Brandworx sends to Upparel:

- 40kg of Greenhouses gases are prevented.
- 6kg will be reused.
- 2kg will be upcycled.
- 2kg will be recycled.

When combined with the enormous amounts of textile waste generated by the clothing industry every year, this partnership represents a huge achievement for the Australian recycling industry

On a local level, Brandworx has employed several strategies to inform and educate our staff on the different approaches and benefits to recycling. In early 2019, all staff at Brandworx were presented with a reusable glass coffee cup.

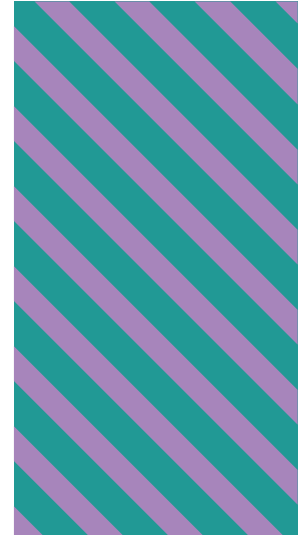
With over 120 disposable coffee cups previously used by staff each week, this alone has saved over 6240 disposable cups per year entering landfill. In addition, Brandworx actively conducts quarterly sustainability meetings where staff are able to provide suggestions as to how Brandworx can improve its commitment to sustainability.

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## OBJECTIVES

Just recently, Brandworx has drastically limited its purchasing of disposable masks and has placed a higher focus on purchasing and selling reusable, cotton options. This has extended to Brandworx range of promotional items. A dedicated catalogue was created to bring awareness to the effects of single use items and push customers towards purchasing more sustainable options such as steel straws, reusable cups and compostable tableware.



## TARGETS

- 20% reduction of packaging by our supplier and subsequent distribution to our end user by the year 2022.
- 15% of all products sold by Brandworx (both retail and accounts) to have environmentally friendly certification by the 2025.
- 100% of Brandworx' suppliers signing off and implementing Brandworx Operational Standards by the year 2024.
- Brandworx employee sustainability yearly competition start 2019.
- Documentation of Brandworx employees' ideas on improving social and environmental policies both internally and throughout the organisational supply chain, open to employees in all divisions.
- 10% reduction of inbound and outbound logistic freight trips by the year 2022.
- Brandworx will endeavour to consolidate orders going to our customers or coming from our suppliers. By doing so, we can help reduce pollution and the damage this is causing to our environment.

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## REPORTING

Brandworx is committed to creating external reports analysing our progress towards our sustainability goals stipulated above, visible on Brandworx webpage.

Management reviews on fulfilment of organisational goals are conducted quarterly with alterations made where necessary if internal or external factors substantially impact Brandworx ability to achieve the desired result.

**KERRIE RICHARDSON**  
MANAGING DIRECTOR

