

-- THE ENVIRONMENTAL AND ETHICAL POLICY OF PURE KIDS --

The environmental policy clarifies the environmental aspects of Pure Kids general environmental goals.

Thus, the environmental policy sets the environmental priorities of Pure Kids for the period 2011 and onwards. The environmental policy of Pure Kids will be evaluated and updated accordingly.

In this context, the environment is assumed to be the external environment - meaning the impact on water and soil as well as the atmosphere.

General provisions

Pure Kids wants to be in top-5 of the most environmentally conscious player on the Danish market for Kids wear and accessories. Pure Kids want to act responsibly in environmental matters and to steer the development of society in a more sustainable direction. Environmental considerations should be integrated into all parts of the business.

Pure Kids considers the environment and environmental improvements a continual process aimed at ensuring increasingly higher environmental standards within the organization and in society as a whole. Pure Kids will strive to make the environment an integral part of the platform for its decision-making process.

Prevention is the keyword in systematic environmental work: To eliminate environmental problems or minimize environmental impact. Using “cleaner technologies”, meaning environmentally-friendly technical solutions and changed behaviour can do this.

Environmental priorities

Pure Kids are aware that the most serious environmental issues transcend borders, but that local action also affects environmental standards.

In terms of global environmental issues, Pure Kids considers global warming - the greenhouse effect - to be the biggest single threat to society, closely followed by the gradual depletion of the ozone layer.

The most serious regional problem is the threat to our groundwater and coastal areas, as well as acidification.

Finally, the most serious local environmental problems are related to waste disposal and sporadic discharges from industrial production plants, as well as smog from heavy vehicles.

Pure Kids will strive to reduce energy consumption in shops, distribution and other areas. The aim is to reduce CO₂ emissions. In view of the desire to reduce acidification, Pure Kids intend to minimize the amount of chlorous substances in waste products, for which reason the work initiated to replace PVC and other chlorous products will be carried on.

Generally, Pure Kids will try to minimize the volume of waste by preventing its occurrence, for instance by reducing packaging and ensuring recycling that curtails the flow of waste.

Product range

Pure Kids want to offer their customers a choice of products that reduce environmental impact throughout their life cycle, from production to distribution to consumption and disposal. This means that we have an obligation to seek out and supply products that reduce environmental impact and to make an active effort to help identify such products. To do this, we need an active and open dialogue with customers, public authorities, organizations and suppliers.

Pure Kids will work actively to ensure that the eco-labelling schemes will not increase the cost of products having a low environmental impact. Pure Kids hold to the principle that the polluter should pay and that the price of the product should reflect the environmental cost to society.

If new, objective knowledge reveals that the range offered by Pure Kids includes products that have a particularly heavy impact on the environment, and this is verified by the environmental authorities, initiatives will be taken aimed at minimizing the environmental impact of such products.

Generally, Pure Kids will strive to minimize the use of substances and materials that affect the environment negatively.

An additional aim is for the environmental aspects of the production of all goods and products to be incorporated into Pure Kids evaluation of the products and the supplier.

Pure Kids wants all suppliers to follow current European legislation regarding restricted chemicals (REACH).

It is of great importance that all suppliers stay updated at all times regarding the SVHC list (REACH).

Pure Kids will make random testing to ensure that garments are without dangerous chemicals.

Ethical issues

Pure Kids attaches importance to fundamental values such as honesty, open-ness, social accountability and consideration for the well being of others. Pure Kids dissociates itself from any kind of production involving hazardous, degrading or slave-like working conditions, and wants to cooperate only with businesses that supply products manufactured in compliance with the local legislation from time to time in force regarding the protection of health and safety for employees and other employee rights. If Pure Kids establishes that the Supplier delivers products manufactured under working conditions that are either contrary to local legislation or must be deemed hazardous, degrading or slave-like, the Supplier in question must anticipate that dealings with Pure Kids will be suspended.

In addition, Pure Kids subscribes to ILO's conventions on employee rights. By entering into a dialogue with its suppliers, Pure Kids will particularly strive to ensure that manufacturers whose local legislation affords workers a lower standard of protection than the said ILO conventions, comply with, as minimum standards, conventions concerning the abolition of forced or compulsory labour (Nos. 29 and 105), discrimination (Nos. 100 and 111), minimum age for admission to employment (No. 138) and freedom of association and protection of the right to organize and collective bargaining (Nos. 87 and 98). If Pure Kids comes to the conclusion that a relevant and open dialogue concerning such issues cannot be established or fails to make progress, the Supplier must anticipate that dealings with Pure Kids will be suspended.