



A BETTER CHOICE.

Jeans are without doubt the coolest garment on earth.
They are also, probably, one of the most polluting things we own.

Some brands try harder but still compete with cheap & dirty.
Consumers want to make a 'better choice' but are confused by complexity.

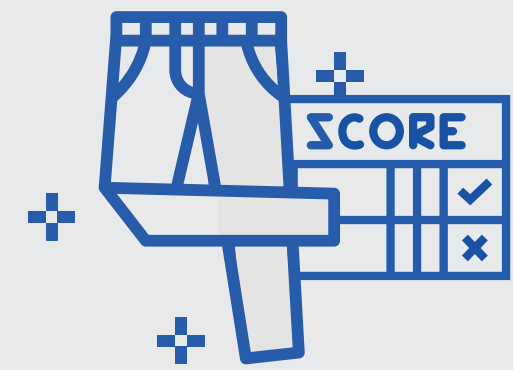
BrighterBlue awakes, inspires and empowers with
5 dimensions to translate complex impact into a simple score from 1 to 10:

Materials - Dyes - Laundry - Transparency - Fair Work & Wages.

Extra merit for the brands that try harder;
A 'Brighter Blue' clarity for us all.

Your Brighter Blue purchase is a step towards a cleaner industry!

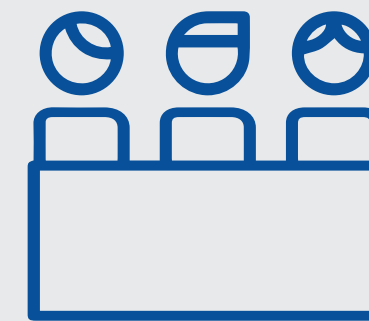
How it works.



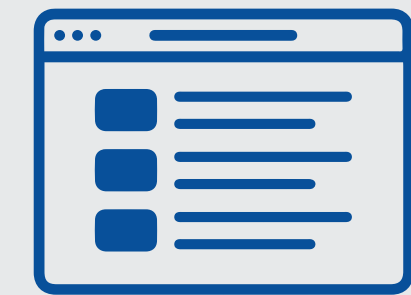
Jeans are rated by Jean School students as part of sustainability course



Ratings checked by Jean School teachers for assessment

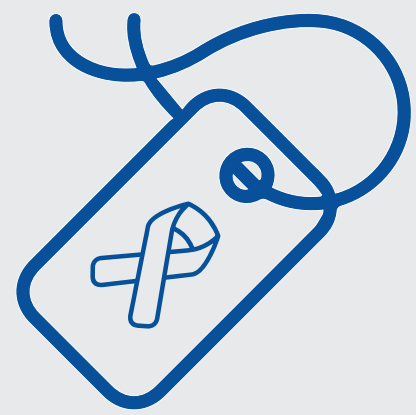


Expert panel will oversee rating and twice a year randomly check jeans



After first check ratings will be published in an online database

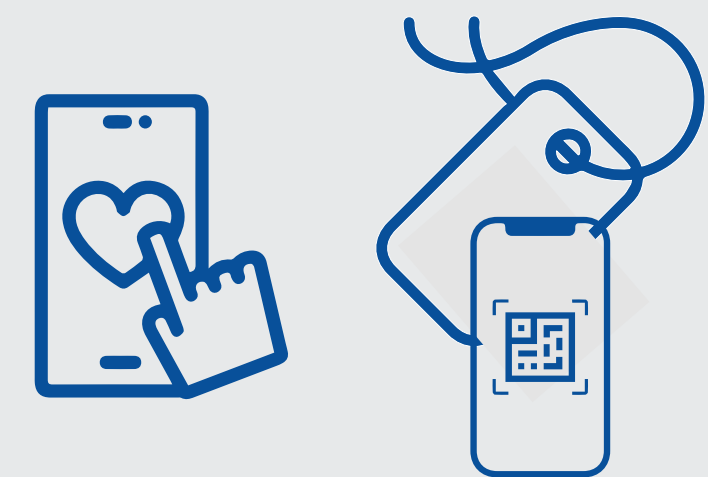
How it works.



Brands of rewarded jeans will be supplied with the BrighterBlue hangtags

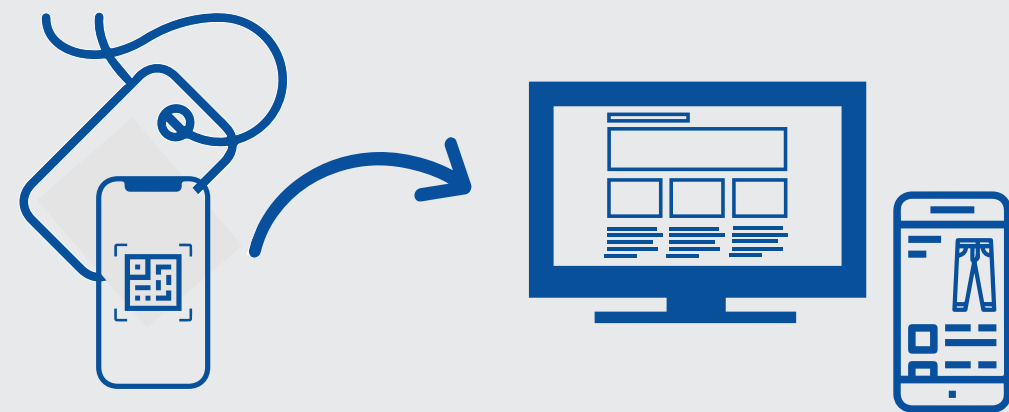


A retailer guide will promote rewarded jeans to retailers and advice them how to buy better jeans



Consumers see advertisement on social media and click the link or see the hangtag in store and scan QR

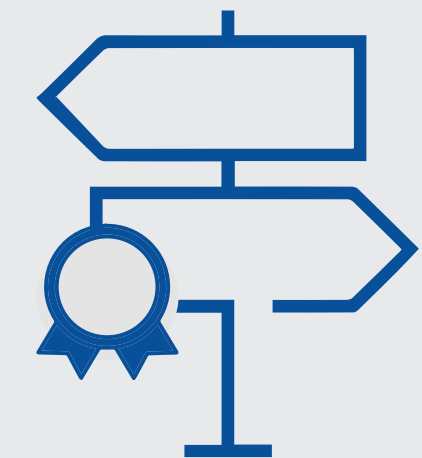
How it works.



By clicking the link or scanning the code the consumer will be linked to an online platform or app



The platform or app will provide the rated database, more in-depth information about the rating & production techniques and offer more tools to facilitate better choices.








Consumers are now fully equipped to start making a better choice today and in the future.

Rating methodology.

Brighter Blue uses a benchmark rating methodology to assess a products impact based on five key choices, including: used materials, dyes, laundry processes, transparency and fair working conditions. In the benchmark rating, production methods are divided over three levels:

- : no information present or current unsustainable technologies
- : better & cleaner technologies
- : best sustainable techniques available

Five questions that define the rating:

-  What material is it made of?
-  How is it dyed?
-  How is it washed?
-  How transparent is it?
-  How fair are the working conditions?

Rating methodology.

To rate a jeans, production details are compared to the techniques defined in the different benchmark levels of the five indicators.

Scoring works as follows:

- : 0 points
- : 1 point
- : 2 points

The total amount of points collected by the five questions, defines the rating. Jeans that score **7 or 8 points** receive a **gold rating**, Jeans that score **9 or even 10 points** are awarded a **platinum rating**.

This rating is communicated tangibly in the form of a hangtag and digitally through an online database. In this database all product information including the rating will be accessible to consumers.

To assess the jeans, we only look at information and data that is publicly disclosed by brands and retailers.

When brands score zero on an individual indicator, it doesn't necessarily mean anything bad. It just means they're not disclosing their efforts publicly. Let this be a game changer for brands to become more transparent.

Benchmark.



Materials.

Materials with a smaller water and chemical footprint.

Materials with the smallest water and chemical footprint.



Conventional Cotton
Elastane

No full declaration of materials (not 100%)



BCI Cotton
CmiA Cotton
REEL Cotton
In conversion Cotton
Recycled Polyester



PCR Cotton.
Organic Cotton.
Organic Fairtrade Cotton.
Fairtrade Cotton.
Linen, Hemp, Tencel



Benchmark.



Dyeing.

Dyes with a smaller water and chemical footprint.

Dyes with almost no water and smallest chemical footprint.



Natural Indigo

No information



Pre-reduced
indigo

C2C Gold



Indigo free dyes
Natriumhydroxide
free dyes
Indigo foam dyes

C2C Platinum

Benchmark.



Wash.

*Washes with a smaller water
and chemical footprint.*

*Washes with almost no water
and smallest chemical footprint.*



PP Spray
Chlorine bleach

No information



Stone wash
Natural
(peroxide) bleach

C2C Gold



Raw - no wash
Laser
Ozone
Abrasive drums
Enzymes

C2C Platinum

Benchmark.



Transparency.

Transparency on production level

Complete transparency on product level



No information or only materials declared and CSR report available



Some information on materials, production & suppliers. Not detailed per product



All materials, production techniques & suppliers mentioned CSR or sustainability reports available

Benchmark.



Fair work.

Better working conditions.

Fair and equal working conditions.



No Certification
No information



C2C Gold



C2C Platinum

EU Working conditions



BRIGHTER BLUE.
A BETTER CHOICE.

Initiative endorsed by the UN
sustainable development goals

BRIGHTER BLUE. 2019 GOLD.



- Better Materials.
- Cleaner Dyes.
- Less intensive finish.
- Transparent production.
- Better work.



A Brighter blue gold jeans saves up to 1600L of water compared to regular jeans. This is nearly 15 days of daily water use per person.

BRIGHTER BLUE. 2019 PLATINUM.



- Best Materials.
- Cleanest Dyes.
- Waterless finish.
- Transparent production.
- Fair work.



A Brighter blue platinum jeans saves up to 7200L of water compared to regular jeans. This is nearly two months of daily water use per person.