BRIGHTER BLUE. RATING GUIDE.
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:


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.
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 product's 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.

<table>
<thead>
<tr>
<th>Conventional Cotton</th>
<th>BCI Cotton</th>
<th>PCR Cotton.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elastane</td>
<td>CmiA Cotton</td>
<td>Organic Cotton.</td>
</tr>
<tr>
<td>No full declaration of materials (not 100%)</td>
<td>REEL Cotton</td>
<td>Organic Fairtrade Cotton.</td>
</tr>
<tr>
<td></td>
<td>In conversion Cotton</td>
<td>Fairtrade Cotton.</td>
</tr>
<tr>
<td></td>
<td>Recycled Polyester</td>
<td>Linen, Hemp, Tencel</td>
</tr>
</tbody>
</table>
Benchmark.

<table>
<thead>
<tr>
<th>Dyeing</th>
<th>Dyes with a smaller water and chemical footprint</th>
<th>Dyes with almost no water and smallest chemical footprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Indigo</td>
<td>Pre-reduced indigo</td>
<td>Indigo free dyes</td>
</tr>
<tr>
<td>No information</td>
<td>C2C Gold</td>
<td>Natriumhydroxide free dyes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indigo foam dyes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C2C Platinum</td>
</tr>
</tbody>
</table>
Benchmark.

<table>
<thead>
<tr>
<th>Wash.</th>
<th>Washes with a smaller water and chemical footprint.</th>
<th>Washes with almost no water and smallest chemical footprint.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PP Spray</td>
<td>Stone wash</td>
<td>Raw - no wash</td>
</tr>
<tr>
<td>Chlorine bleach</td>
<td>Natural (peroxide) bleach</td>
<td>Laser</td>
</tr>
<tr>
<td>No information</td>
<td></td>
<td>Ozone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Abrasive drums</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enzymes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C2C Gold</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C2C Platinum</td>
</tr>
<tr>
<td>Benchmark</td>
<td>Transparency</td>
<td>Transparency on production level</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No information or only materials declared and CSR report available</td>
</tr>
</tbody>
</table>
Benchmarks.

**Fair work.**

- Better working conditions.
- Fair and equal working conditions.

- No Certification
  - No information

- C2C Gold

- C2C Platinum
  - EU Working conditions
BRIGHTER BLUE.

2019 GOLD.
Better Materials.
Cleaner Dyes.
Less intensive finish.
Transparent production.
Better work.

Scan me for more information!

A Brighter blue gold jeans saves up to 1,600L 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.

Scan me for more information!

A Brighter blue platinum jeans saves up to 7,000L of water compared to regular jeans. This is nearly two months of daily water use per person.