



bluesign® press release

December 18, 2009

Maier Sports GmbH & Co. KG, Germany, is a new bluesign® member



St.Gallen, Switzerland - bluesign technologies ag announces that Maier Sports is a new bluesign® member. Hence Maier Sports can rely on the bluesign® standard in practically managing all environment, health and safety (EHS) issues in their supply chain.

The bluesign® membership allows leading retailers and brand companies, who are strongly committed to sustainability and "Corporate Social Responsibility" (CSR) to actively participate in the bluesign® standard. As a bluesign® member, Maier Sports can benefit from practical solutions regarding EHS issues including assistance in the implementation of manageable EHS guidelines as well as general supply chain management.

Consumers and NGOs are more and more calling for environmentally friendly production methods, non-hazardous products and more in-depth knowledge about the manufacturing processes. Recurring ecological scandals and product recalls have shaken the consumer's trust in the textile industry and prove existing solutions to be nominally effective. However, proactively managing all environmental aspects during production will be crucial for future success.

Maier Sports has realized that besides product price and quality also consumer safety and a sustainable production become more and more important. With the bluesign® standard, the company has now a powerful instrument to meet highest EHS criteria along the entire textile supply chain.

The bluesign® standard tackles the problem at its roots. Instead of focusing on finished product testing, all input streams – from raw materials, to chemical components, to water and energy resources – are analyzed with a sophisticated «Input Stream Management» process. Prior to production, every component is assessed and receives a rating based on its ecotoxicological impact eliminating potentially harmful substances before production even begins.

The bluesign® standard is built around five principles: Resource productivity, consumer safety, air emission, water emission and occupational health and

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safety. It focuses on protecting consumers and reducing the environmental impact by minimising waste and emissions and by reducing resource usage. It is designed to provide solutions concerning EHS on all levels. The strength in this approach is that it links together suppliers, manufacturers, retailers and brands to jointly reduce the environmental footprint and to foster a healthy, responsible textile industry.

A key aspect of the bluesign® standard is never to compromise on product functionality, quality or design. Consequently it is in some instances, for the reason of performance requirements, inevitable to use specific intelligent chemistry. In those cases it is fundamental to properly manage the manufacturing process that also includes the use of smart process controls and end-of pipe solutions to protect the people in the supply chain and the environment.

Background information on Maier Sports

The Swabian company with a long tradition was founded in 1938 and employs around 2000 people worldwide. Maier Sports has its own production sites in Turkey and China; in the German headquarters 100 people are employed. Gerhard Maier has been directing the family company for over thirty years in second generation. Innovation and an exploratory spirit accompanied Maier Sports through the 70 years of its company history. 2003 Maier Sports introduced a code of conduct for the cooperation with its suppliers worldwide. Fair wages, environmental, health, safety and hygiene standards as well as a strong statement against child and forced labour are embedded in it. "I would feel comfortable to work in any of the companies that work together with us", Gerhard Maier points out. A further indicator for the long-term thinking and action: Maier Sports grants five year guarantees for all its products. This company philosophy, focused on sustainability, now motivated Maier Sports to also become a bluesign® member.

Background information on bluesign technologies ag

bluesign technologies ag was founded in 2000. Since then, the bluesign® standard has been adopted by different worldwide leading textile manufacturers. Various significant key players of the chemical and machine industry rely on the bluesign® standard and endorse it as bluesign® supporters, including Huntsman, Clariant, DyStar, CHT, Mahlo and Benninger. Several well-known brands of the sporting goods and fashion industry such as Patagonia, MEC, The North Face, Vaude, Helly Hansen, Haglöfs, Eileen Fisher, REI, Deuter, Hakro or Klättermusen benefit as bluesign® members and finally Zimtstern, Boardroom/Ecoapparel, Gloriette, ComforTrust, Edelrid or Poivre Blanc as bluesign® trademark users of the extensive know-how of bluesign technologies ag. In 2008 SGS has acquired a 50 % stake in bluesign technologies ag.