

Pure

Social conditions Pure is the ethical brand of De Bijenkorf, a leading department store in the Netherlands. De Bijenkorf is a member of the Business Social Compliance Initiative (BSCI) and as such is committed to supporting the factories in its supply chain to become BSCI compliant. Pure started in 2009 and is aiming to have its first suppliers compliant to the BSCI within the coming year.

For the 2009 collection, more than 65% of the collection was produced in sewing factories in Portugal (low risk country). Additionally, 5% of the styles were produced by a factory in India that is SA8000 certified. This means that 70% of the Pure collection was produced under Class A social conditions. The remaining 30% was produced at suppliers who have enrolled in the BSCI compliance programme. Several audits have already been performed.

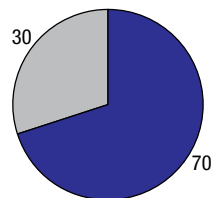
Environmental conditions From the outset, there has been a commitment to both environmental and social aspects. Pure's first sustainable collection was produced in the spring for women, followed by an additional collection for babies and children for the winter collection.

In 2009, by far the biggest percentage of fibres used in Pure's collection was Class B which equated to over 90%. This result was due to the use of both organic cotton and Tencel® across a range of women's, baby and children's wear. No conventional cotton was used by Pure.

Socially certified

% of total collection

- class A
- class B
- class C
- unclassified

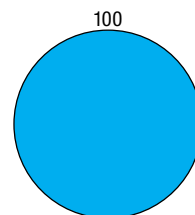


2009

Organic cotton

% of total cotton collection

- organic / in conversion
- conventional

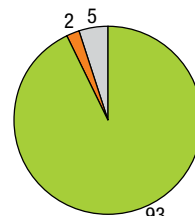


2009

Raw materials

% of total collection

- class A
- class B
- class C
- class D
- class E
- unclassified



2009

Organic cotton 2009

kilos of organic cotton used

