

Purebaby

Social conditions Purebaby started working with MADE-BY at the end of 2008. They are an Australian brand that has already taken into account social conditions and environmental aspects in its choice of suppliers.

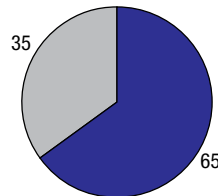
65% of the Purebaby 2009 collection was produced by two Indian suppliers that have achieved SA8000 social certification (Class A). Meanwhile, the other two key suppliers, also located in India, have already started a social improvement program towards ETI standards. The audit took place in July 2009. Even though there are some improvements to be made both suppliers are highly motivated and keen on making the effort to become socially compliant.

Environmental conditions Working with sustainable material is the core philosophy of Purebaby. In 2009, 100% of the Purebaby collection was made of cotton and they produced the entire collection with organic cotton (Class B). All of Purebaby's production took place in India.

Socially certified

% of total collection

- class A
- class B
- class C
- unclassified

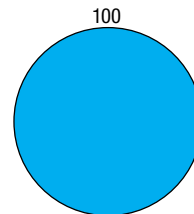


2009

Organic cotton

% of total cotton collection

- organic / in conversion
- conventional

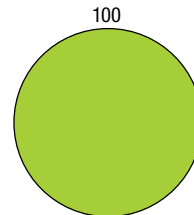


2009

Raw materials

% of total collection

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




2009

Organic cotton 2008

kilos of organic cotton used



49.373 kilo

 = 5000 kilo