

PRESS RELEASE | MARCH 2019

FRISTADS GREEN



FRISTADS UNLOCKS THE POSSIBILITY TO MEASURE THE TOTAL CLIMATE EFFECT OF CLOTHING WITH GROUNDBREAKING DECLARATION

Measuring the total environmental impact of a piece of clothing, from material to production and transport, is finally possible. With help from RISE and textile researchers, Fristads becomes the first to develop and adapt an Environmental Product Declaration for producing clothes – releasing a clothing line for craftsmen on the theme this fall.

An Environmental Product Declaration (EPD) shows a product's accumulated environmental effect through its life cycle. Today, EPDs are used in areas such as construction, but they have not been applicable to clothing – until now. Together with the Swedish government's research institute (RISE) and textile researcher Sandra Roos, Fristads has developed a method for labelling clothes with an EPD, starting with an environmentally declared collection of workwear to be released after the summer.

"To reduce the environmental footprint within textile and clothes manufacturing, and enhance the awareness of both producers and buyers, a unifying tool is required. A tool that with full transparency shows the real environmental impact of the garment, using facts instead of ingratiating messages. Our hope is to set the standard and present a measuring tool that can be used throughout the business and make a real difference for the environment," says Lisa Rosengren, Head of R&D Raw Material at Fristads.

The work has been going on for more than 18 months, and in addition to the collaboration with RISE (which cooperates with academia, enterprises and the general public in the Swedish innovation system) and textile researcher Sandra Roos, product developers, designers and manufacturers have played an important role in the project. The full production chain and life cycle of the garment have been reviewed: choosing material, amount of material, dyeing process, water and electricity usage in the factory, packaging and transporting the completed garment.

"Being first and breaking new ground within this area has been extensive, time consuming and very satisfying work. Both Fristads and us at RISE have learnt a lot, and it's a milestone for the industry now that we've proven that it's possible. Our hope now is that more companies catch on and start using EPDs to verify the environmental impact in a standardized way," says Sandra Roos, textile researcher at RISE.

Fristads Green is a new concept that will be released this fall. An EPD has been made for every garment in the collection. The design is stripped and modern with an innovative garment construction, specially designed to minimize waste, thread usage and machine time, which thereby reduces energy consumption. The dyeing process used is e.dye®, where the colour is added to the raw material before it's made into yarn, which reduces the amount of water used by 75%, compared to traditional dyeing of yarn. The cotton in the garments is kept un-dyed to make the environmental impact as small as possible. Parallel to this, an EPD has been produced for corresponding garments in the Fristads range for comparison.

"We always strive to develop the business and be at the forefront when it comes to innovative solutions for workwear. The goal is to incorporate Fristads Green in all of our product areas. By developing these garments, we challenge ourselves, our production chain and our choices, which we hope will inspire others and blaze a trail for the industry in the shape of increased awareness and transparency," says Anastasios Lappas, Head of Design and Innovation at Fristads.

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Fristads is the leading workwear brand in Sweden and is part of Fristads Kansas Group. Fristads Kansas Group is the largest supplier of workwear and promo wear in Europe, consisting of many leading brands such as Fristads, Hejco, Martinsson, B&C, Wenaas and Bragard. The group operates in more than 20 countries and owns two production facilities. Fristads Kansas Group has an annual revenue of about 400 million euros and employs 1600 people.

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