

IT'S OKAY CLOTHING WITH VALUE MARKETING VALUE



Neutral®
Certified Responsibility™

DOING GOOD IS OFTEN NO GOOD

You need the profit. We know. Therefore you need to tell others. Without seeming moralizing and self-promoting. Luckily every Neutral® product makes people think. Also about why you bought it. And that's okay marketing.



WHY HANGTAGS?

It's fun. And they turn clothing into an experience. Now people won't just read your message once and then wear the shirts. They will also look at our hangtags. Read them. Then consider you and your message again. Prolonging the encounter. Supporting your communication. Our hangtags are your marketing tool. And that's okay.

WHY OKAY?

“At Neutral® we want our clothing to matter.

We do this by solving issues in completely new ways.

With the purpose of making it great for everyone. Our planet. Farmers. Workers. Us. And you.

It's just what's okay.

Our okay way to make the best clothing we can.”

CERTIFIED RESPONSIBILITY™

Our certificates are more than just funky looking stamps. They are your guarantee. That our products have been produced according to the highest ethical and environmental standards. Defined and monitored by internationally recognized organizations. Together our certificates cover every single part of the production process. In more detail than any other clothing brand in the world. We think of it as being certified okay.



GOTS

100% organic cotton by GOTS Sustainable Textile methods certified and inspected by Control Union. The aim of this standard is to ensure the textiles are made using organic raw materials, and environmentally and socially responsible methods.

License no.: CU810963



EU Eco-Label

The official EU label for Greener Products. Eco-labelled products have a comparatively modest impact on air, water, soil, quality, natural resource consumption, global warming and biodiversity. Products must pass rigorous environmental fitness tests, with results verified by an independent body. The label adorns top performing products only.

License no.: DK/16/49



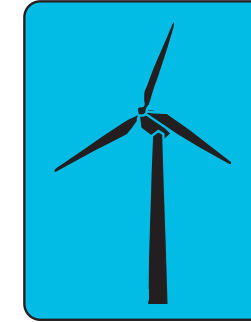
Fairtrade

The Fairtrade Certification Mark is your independent guarantee that the cotton in this product has been certified in accordance with international Fairtrade Standards. www.info.fairtrade.net
License no: 19007



SA8000

SA8000 is based on the principles of international human rights norms. It measures the performance of companies in eight key areas: child labour, forced labour, health and safety, free association and collective bargaining, discrimination, disciplinary practices, working hours and compensation.



Neutral®Responsibility

Wind power is the main power source at the facilities providing four times as much energy as actually used. The surplus is sent to the network for the benefit of local communities and reduces CO₂.



OEKO-Tex

The Oeko-Tex Standard 100 comprehensively addresses the human ecology component of textile products. It evaluates and screens for any harmful substances present within processed textiles, which are intended to come into contact with consumers.
Licence: ZHGO 034436



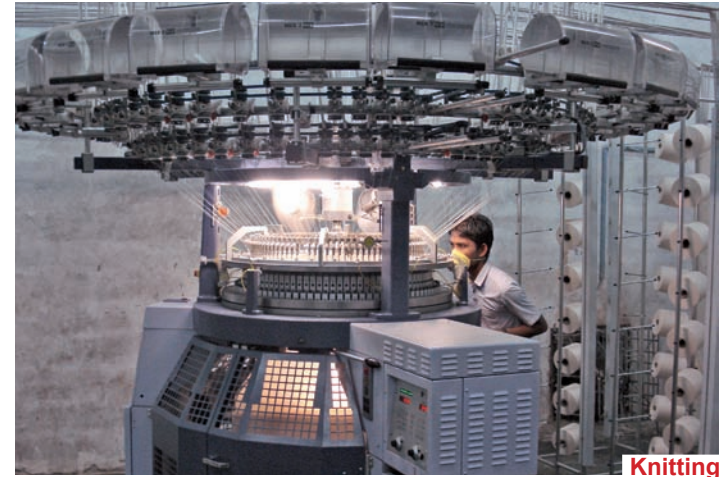
Seeds



Growing

FAIRTRADE ISN'T HELPING OKAY FACT #3

Cotton farmers' bargaining position often is weak due to many factors including illiteracy. Therefore it is necessary to complement market mechanisms with Fairtrade. So Fairtrade isn't helping. It is a way to ensure an ancient and healthy business principle: An okay deal has to be a good deal for both parties.



Knitting

Ecological production



MORE SUGAR PLEASE OKAY FACT #1

It is okay only to use biological pesticides. Instead of toxic pesticides the cotton plants are sprayed with sugar water. Ants love sugar and see the plant as their larder, which they have to defend from pest attacks

UNDERGROUND OKAY FACT #2

Organic farmers use earthworms for composting and processing the soil. Isn't that okay?

Harvesting



Spinning



HANDS ON OKAY FACT #4

Cotton in India is mostly picked by hand. Conventional cotton needs highly toxic chemicals and picking that with your fingers isn't smart. With organic farming it's just okay

HOW TO DYE OKAY FACT #5

It is okay to use the most expensive and friendly dyes. It is okay to use organic plasticizers because they are least harmful. And it is only okay to purify wastewater after using it for dyeing and softening fabric.



“The Centre for Sustainable Agriculture (CUL) at Swedish University of Agriculture Sciences carries on research into organic and sustainable production of food and other necessities. The use of pesticides in the world production of cotton and the predominant working conditions in most of the textile industry are not sustainable. So it came as a relief to us that Neutral had shirts that complied with our demands for environmental and social sustainability.”

- Pelle Fredriksson, Center for Sustainable Agriculture.

STONE AGE OR HIGH-TECH? OKAY FACT #6

Many think producing in harmony with nature is old-tech. But consider this. The cotton goes to the factory and you can do and use almost anything. That's easy. Making the best quality in an okay way isn't. So doing okay isn't going back to the Stone Age. In fact it's about finding new, smarter and truly high-tech solutions.



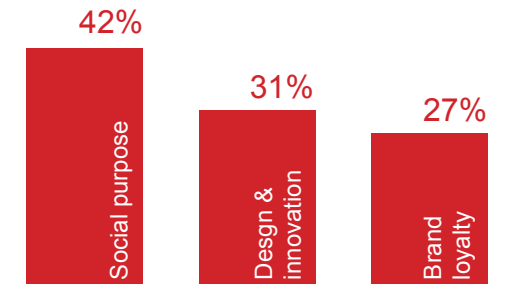
Product



86% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests.

Edelman 2010 goodpurpose® Study

When choosing between two brands of equal quality and price ...
Social purpose continues to rank as the number one deciding factor for global consumers above design, innovation and brand loyalty.



Edelman 2010 goodpurpose® Study
7000+ consumers in 13 countries surveyed



WE HAVE AN OBLIGATION

An obligation to inspire people and businesses to act okay.

No preaching.

No lecturing.

No burning torches.

Just inspiration.

Since Neutral® is a company, we have to refer to the market. A market that per definition is driven by profit.

Therefore we have to be profitable.

To show others, that acting okay equals business and profit.

That's the most educational case.

That's our obligation.

Doing okay - by acting okay.

www.neutral.com

Denne tryksag er
KLIMANEUTRALISERET
i henhold til GA klimaberegner
www.ga.dk/klima
Cert.nr. 0007/DK

