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for people and planet**

**FOR IMMEDIATE RELEASE**

## **Updated MADE-BY Environmental Benchmark for Fibres reflects current studies**

**“For us the MADE-BY Fibre Benchmark is a helpful tool to visualize the strengths and the weaknesses of the individual fibers” *Henrik Lampa, CSR Product manager, H&M***

**LONDON, 2nd August 2011 – MADE-BY** release their updated **Environmental Benchmark for Fibres** which differentiates between chemically and mechanically recycled polyester and includes the addition of recycled wool.

In 2009 **MADE-BY** released the first draft of our Environmental Benchmark for Fibres, created in conjunction with internationally acclaimed environmental research company Brown & Wilmanns Environmental LLC. The Benchmark was designed as a tool to help buyers and designers be more informed in their fibre sourcing decisions. Since then we have been working to continually improve the Benchmark through research and keeping up to date with new studies, as well as in response to feedback from various sources. This year’s work sees MADE-BY introducing an updated Benchmark from the end of July 2011.

In the updated version the methodology remains consistent, with comparisons of the environmental impact from raw material extraction to the making of a fibre ready to be spun into yarn. Each fibre is graded along six parameters which are: **greenhouse gas emissions (GHG) until spinning, human toxicity, ecological toxicity, energy and water input and land use.**

In response to feedback we have included **new fibres** in this updated Benchmark; **mechanically and chemically recycled polyesters** are now differentiated to represent the different environmental impacts of the recycling technologies used, and **recycled wool** has been added in Class A. Whilst we are keeping an eye on this area, there have been no new studies made publically available to help us review the current classification of virgin wool.

**MADE-BY’s Fibre Benchmark** was the first of a kind in its attempt to create a simplified and informed approach to fibre classification, and has been used by international brands including **H&M** and **Tommy Hilfiger** when approaching their sustainable fabric strategies. There are of course limitations, this is not a static system and we are committed to reviewing it annually as new studies are published and developing technologies allow us to continually make improvements.

**“The benchmark has been a very helpful tool to help us start setting up a step by step strategy on sustainable fibers” *Susan Irvine, CR Director Tommy Hilfiger***

For more information on the **MADE-BY Fibre Benchmark** please see <http://www.made-by.org/content/environmental-benchmark-fibres>

**MADE-BY** was founded in 2004 in response to rising consumer concern in Europe over social and environmental issues in the fashion industry, actively working with fashion brands to make improvements in their supply chains, with offices in the Netherlands, Germany and the United Kingdom.

**MADE-BY** has had a significant and growing impact on the sustainable fashion industry in Europe since its launch. **MADE-BY** operates globally in partnership with our founder **Solidaridad**, a leading Dutch NGO and driving force in fair trade and environmental issues.

## MADE-BY's Environmental Benchmark for Fibres



CLASS A	CLASS B	CLASS C	CLASS D	CLASS E	UNCLASSIFIED
Recycled Cotton	Tencel® (Lenzing Lyocell Product)	Conventional Hemp	Virgin Polyester	Conventional Cotton	Silk
Mechanically Recycled Nylon	Organic Cotton	Ramie	Poly-acrylic	Virgin Nylon	Organic Wool
Mechanically Recycled Polyester	Chemically Recycled Polyester	PLA	Geneic Modal® (Viscose Product)	Cupra	Leather
Recycled Wool	In Conversion Cotton	Conventional Flax (Linen)		Bamboo Viscose	Elasthan (Spandex)
Organic Hemp				Wool	Acetate
Organic Flax (Linen)				Generic Viscose	Cashmere Wool
					Alpaca Wool
					Mohair Wool
					Bamboo linen

These Benchmarks cannot be printed, circulated, or copied without the accompanying MADE-BY logo and website

For photography, commentary or any other **media enquiries** relating to this release, including photos of the MADE-BY New Website, please contact:

**MADE-BY**  
[pressuk@made-by.org](mailto:pressuk@made-by.org)

MADE-BY UK  
 4th Floor, 28 Mortimer Street,  
 London W1W 7RD  
 t. +44(0)20 7636 3910  
[www.made-by.org](http://www.made-by.org)

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