**BRAX – Responsibility for the environment and the consequences for people & limiting the consumption of resources**

**Sustainability & future viability – these long-term concepts are a formative characteristic for BRAX as a medium-sized family enterprise. BRAX has been actively recognizing corporate responsibility for a long time. This is part of their self-image and corporate identity.**

**BRAX would like to offer their customers clothing of the best quality at affordable prices and also incorporate the premise of social and ecological aspects into the manufacture of this clothing. On the one hand, BRAX wants its customers to feel completely comfortable when they buy the products. On the other hand, people should find humane and safe working conditions in the value chain. At the same time, BRAX is committed to the environment and works continuously on reducing the use of resources.**

As far as environmental responsibility in the supply chain is concerned, BRAX is committed to the five actions areas: energy consumption, water consumption and wastewater management, the use of chemicals, waste management and compliance with exhaust-air values in production. BRAX has therefore joined the Carbon Performance Improvement Initiative (CPI2) in order to drive these areas forward effectively. CPI2 is an organisation of leading retail and brand-name companies which pursue the objective of being sector pioneers in environmental protection. BRAX has developed a dedicated BRAX Corporate Standard for Environmental Responsibility based on the platform of concepts enshrined in CPI2 and other production requirements defined by environmental experts.

**BRAX Blue Planet**

**Blue Planet** are denims that were manufactured using **as little water and energy, and also chemicals, as possible,** thanks to the use state-of-the-art technologies such as laser and ozone - the sustainability principle is even applied to the manufacture of the denim fabric in Italy. Water is life!

**Save the Blue Planet - BRAX cooperates with Candiani Denim**

The Greenest Mill in the Blue World – this is the motto of the textile company Candiani Denim and the supreme aspiration of the Italian weaver. Sustainability is an important element of the corporate philosophy at one of the world’s best denim weavers. Appropriately, the company’s development centre is located in a nature park close to Milan. And naturally, the topic of sustainability also plays a very special role at BRAX. This is why BRAX and Candiani Denim have come together in a very special joint venture so that BRAX can make the BRAX Save the Blue Planet\* collection even more sustainable.

Today, Save the Blue Planet from BRAX already represents a sustainable production process which significantly reduces the consumption of water, energy and chemical cleaning agents when jeans are washed. This protects the environment.

Innovative and sustainable technologies will now additionally be a priority for outer fabric in the cooperation with Candiani Denim. The use of patented Kitotex will reduce the use of water, chemicals and energy already during the process of manufacturing the fabric. Kitotex is made from chitosan, a naturally occurring biological polymer which is a by-product from crustaceans in the food industry. Kitotex also has the massive advantage that it is completely biologically degradable and can improve the quality of the wastewater. Moreover, the Indigo Juice developed by Candiani Denim is used, which saves additional resources in the dying process.   
  
The new Save the Blue Planet collection developed in cooperation with Candiani – The Greenest Mill in the Blue World – enables BRAX to demonstrate that denims can be fashion must-haves and environmentally friendly at the same time.

