Advance Apparel Sustainability & Ethical Responsibility Policy 2025

Introduction

At Advance Apparel, sustainability is more than a corporate responsibility - it is a core business principle shaping every decision we make. As a market leader in licensed merchandise, souvenir apparel and bespoke garment solutions, we recognize our responsibility to protect the environment, ensure ethical manufacturing, and lead the apparel industry towards a more sustainable future.

We operate with a deep understanding of our responsibility to the communities and markets we serve, ensuring our approach to sustainability reflects both local and global priorities.

Scope & Applicability

This policy applies to all Advance Apparel operations in the UK and internationally, including our manufacturing facility, employees, contractors, and supply chain partners. It also covers our UK based logistics and distribution operations.

Our Sustainability Commitments

I. Environmental Stewardship:

- Plastic-free target: Achieved a 75% reduction in plastic packaging in 2024, with a commitment to be plastic free by the end of 2025.
- Recycled Packaging: We have switched most of our packaging to 100% recycled materials
- Energy & Water Efficiency: Investment in energy-efficient machinery, low-water dyeing technologies and solar panels.
- Waste Reduction: Textile offcuts recycled or repurposed to minimize landfill waste
- Reuse Initiative: Where possible, reuse cardboard boxes for outbound deliveries to reduce packaging waste
- Carbon Footprint Management: Ongoing program to measure, monitor and reduce emissions across operations.

II. UK Operations & Distribution:

- Electric Fleet: Our delivery operations include an expanding electric vehicle fleet to reduce emissions in local and regional distribution.
- Sustainable Courier Partnership: We work with DPD, recognized as the UK's most sustainable courier, to ensure our nationwide deliveries align with our environmental goals.
- Optimized Logistics: We continually review and improve delivery routes to minimize fuel consumption and carbon output.

III. Certified Ethical Manufacturing:

We proudly hold the following certifications for our manufacturing:

1. OEKO-TEX® Standard 100 - Certifying fabrics are free from harmful substances.
2. WRAP - Ensuring lawful, humane, and ethical manufacturing.
3. SEDEX - Demonstrating transparency and ethical compliance across our supply chain.
4. ISO 9001 - Guaranteeing robust quality management systems.

IV. Sustainable Sourcing:

- Preference for suppliers with verifiable sustainability practices.
- Increased use of organic cotton, recycled polyester, and other low-impact textiles.
- Full traceability of raw materials.

V. Product Longevity & Circularity:

- Design apparel for durability.
- Encourage garment reuse, repair, and recycling.
- Apply circular design principles.

VI. Social Responsibility:

- Commitment to fair wages, safe conditions, and no forced or child labour.
- Sustainability training for staff.
- Support for community initiatives.

Roles & Responsibilities

Sustainability at Advance Apparel is a shared responsibility across all levels of the business. To ensure accountability and effective delivery of our commitments, we have defined clear roles:

Board of Directors

- Set the overall sustainability strategy and approve long-term goals.
- Provide oversight to ensure integration of sustainability into business strategy.
- Allocate resources and investment to support sustainability initiatives.

Leadership Team

- Lead the development, implementation, and monitoring of the Sustainability Policy.
- Define measurable targets, track progress, and report results to the Board.
- Engage with industry bodies and sustainability networks to stay ahead of best practices.

Operations & Production Teams

- Integrate sustainable practices into manufacturing processes, material sourcing, and logistics.
- Ensure compliance with all relevant environmental regulations and certification requirements.
- Continuously identify opportunities to reduce waste, energy use, and emissions.

Design & Product Development Teams

- Apply circular design principles to reduce environmental impact.
- Source materials that meet or exceed our sustainability standards.
- Ensure all products are designed for durability and longevity.

Sales, Marketing & Customer Service Teams

- Communicate our sustainability commitments and achievements to customers and stakeholders.
- Promote products that align with our sustainable sourcing and manufacturing principles.
- Gather customer feedback to inform and improve sustainability practices.

Suppliers & Partners

- Adhere to Advance Apparel's Sustainability Code of Conduct and all contractual obligations.
- Maintain full transparency in sourcing and manufacturing processes.
- Participate in sustainability improvement initiatives as part of our extended value chain.

All Employees

- Follow sustainability guidelines in daily activities.
- Participate in training and awareness programmes.
- Act as ambassadors for Advance Apparel's environmental and social values.

Communication

Advance Apparel is committed to full transparency in its sustainability journey. This policy will be:

- Shared with all employees via internal communications and onboarding programmes.
- Included in supplier contracts and partnership agreements to ensure compliance throughout our value chain.
- Incorporated into customer communications, including catalogues, product packaging, and trade fair displays.
- Featured in annual sustainability reports, press releases, and industry presentations.

We will actively engage with stakeholders — including customers, suppliers, industry groups, and community partners — to share progress, gather feedback, and strengthen our collective sustainability impact.

Review

This policy is a living document that will be reviewed annually by the Board of Directors and Leadership Team. Reviews will include:

- Assessing progress against established KPIs and environmental targets.
- Benchmarking against industry best practices and evolving regulatory requirements.
- Incorporating new technologies, materials, and methods to improve environmental and social performance.
- Updating commitments to reflect advances in sustainability science and stakeholder expectations.

If significant changes occur — whether operational, legal, or environmental — this policy will be updated immediately, and all stakeholders will be informed through formal communication channels.