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## **Field-to-fabric approach in every step of the denim production chain**

**Company name:** ISKO

**Product category:** Textiles

**Country of origin:** Turkey

**License holder since:** 2017

**Available in:** across the EU

**Website:** [www.isko.com.tr](http://www.isko.com.tr)

### **What convinced them to apply for the EU Ecolabel?**

"Responsible innovation has been a key focus for ISKO™, a company committed to developing an integrated field-to-fabric approach in every step of the value chain. A conscientious approach with long-term commitment to responsibility has always been a key element of the company's corporate actions. ISKO™ distinguishes itself by a careful and attentive approach that embraces every aspect of the denim production chain, including those activities that precede and follow its own manufacturing.

This 360-degree "responsible innovation" has been in the DNA of ISKO since it has been founded. ISKO became the only denim mill in the world with fabrics certified by Nordic Swan Ecolabel when it launched its responsible innovation platform ISKO Earth Fit™ in May 2016 which has been very well received especially in the Nordic countries. This year, ISKO is launching the second edition of the ISKO Earth Fit™ collection, this time with several articles that are both Nordic Ecolabel and EU Ecolabel certified, making ISKO the only mill in the world awarded with the EU Ecolabel. Through its commitment to product and process innovation, and incorporating sustainable components to its fabrics, ISKO was ready to be officially recognized for its environmentally friendly and socially responsible products. EU Ecolabel award just became inevitable."

### **How has being certified with the EU Ecolabel given them an edge over competitors?**

"Meeting the very stringent environmental and ethical labour requirements by the EU Commission is not an easy task, hence being awarded the EU Ecolabel as the only denim mill in the world is an incredible achievement. Rather than seeing this as a competitive edge over other denim mills, we rather see this as setting an example to the others in the denim industry to follow the same path to sustainability. ISKO has always been a global trailblazer in denim innovation, but we also like to be the trailblazer to make the denim industry more sustainable, showing other companies that it can be done.

From a consumer perspective, we are hopeful that soon, jean shoppers will be able to wear an EU Ecolabel certified pair of jeans. Fabric is the key element in any kind of jeans, so an EU Ecolabel certified jean could not exist without the fabric being certified. Intensive work is going on to persuade jeans producers to use EU Ecolabelled denim and ultimately, to convince them to apply for the EU Ecolabel for the entire product."

### **How do they evaluate consumers' and general demand for sustainable products?**

"Demand for sustainable products varies from country to country and region to region. In Europe, especially in Nordic countries, there is a high awareness for sustainability which brings demand for sustainable products. In most cases, the big retailers are embarking on the sustainability journey to use more sustainable raw materials and focus on ethical trade because they feel that this is the right thing to do for the environment and society as a whole. Brands have a lot of power in the supply chain and can make a difference in changing



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the operational behaviours of their own suppliers. They are very effective in demanding their own value chain to be more sustainable."

### **How are they contributing to the circular economy?**

"ISKO uses pre-consumer recycled cotton in several of its fabrics from its Earth Fit™ collection. The recycled cotton is the reclaimed cotton fibres that are discarded as part of the weaving process. These fibres are being collected and sent to ISKO's spinning facility, spun into yarns, then shipped to the weaving facility to be woven into recycled fabrics, closing the loop."

### **What future plans do they have for the company's sustainability mission?**

"The sustainability journey starts with benchmarking yourself first to see where you stand with the environmental and social/ethical impacts of your practices. From that point on, it is a matter of continuous improvement. In this journey, there is no such thing as "I am 100% sustainable, now I can stop", there are always different and other ways of how you can improve yourself as a business."

### **What advice would they give to other companies considering applying for the EU Ecolabel?**

"ISKO is an ingredient brand, the only one in the denim world that became awarded with EU Ecolabel. It is important that more companies get EU Ecolabel certified so that the consumers will have access to more products with the EU Ecolabel, increasing the consumption of sustainable products."



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

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