Product Conversion Roadmap

Responsible Product Development

ZXY created a development road map that identifies customer present-day material and processes as well as set out a precise path mapping out their future journey towards preferred fibre product and better working practices.

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Phase 1
To Avoid
Products without any environmental attributes such as:
1. No organic content
2. No recycled content
3. Non-reusable or non-recyclable
4. Questionable durability
5. Requiring high temperature washing, polluting air and consume more water
6. Hazard chemicals and process

Phase 2
Transitional
Conventional fibres or processes plus critical thinking around efficient behaviours and practices. Products with some environmental or social attributes.
1. Preferred Fibres & Materials content. With supporting certification certifying the relevant content
- selection of dyes and chemicals
2. Reusable or Recyclable
3. Considered durable design
4. Less washing, dry cleaning & ironing
5. No unnecessary packaging, only obvious utility

Phase 3
Better Products
Products that align with environmental, social standard or traceability assurance.
1. Products achieving sustainable development goals (from materials to manufacturing conditions, enabling best green practices and economic development)
2. Products made by inclusive social enterprises
- product is tested and certified for hazard chemicals
3. Finished product completely backed by local sourcing and development

Phase 4
Superior Products
Products or items directly contribute to wellbeing, and are completely circular by nature for ecological business development.
1. 80% of products are made with natural materials & organic processes
2. Ecological Footprint
3. Preserving the heritage and artisan craft of the country or region
4. Positive impact on environment and wearer
5. Best Purchasing Practices

Product Attributes

Longevity

1. Is the product useful?
2. Is it durable?
3. Is it aesthetically pleasing?
4. Is the material made of preferred Fibres?

Environmental Specifications

1. Is it recyclable?
2. Is it biodegradable? Within how many years?
3. Is it made with a minimum of materials?
4. Is it made using recycled materials? Which ones? To what percentage?
4. Is the packaging recyclable or recycled?
5. Is the product free of substances that are potentially harmful to human, animals and environmental health?

Printing & Embroidery Process

1. Water or vegetable oil based inks on the product?
2. Water or vegetable oil based inks on packaging?
3. Recycled or organic threads for embroidery?
4. Used ZDHC, OEKO-TEX, Bluesign, Clean Chain or MRSL approved chemicals

Manufacturing Process

Does the manufacturing process involve:
1. Less waste?
2. Renewable energy?
3. A lower carbon footprint than other similar products?
4. Water conservation?
5. Procedures for treating water?
6. Avoids use of substances that are potentially harmful to humans, animals and the environment?
7. Manufacturing facility is Socially, Environmentally and Safety certified

Certifications

1. Is the product certified by a recognized standard?
2. Which one?

> GOTS
> OCS 100
> RCS Blended
> GRS

> STANDARD 100 by OEKO-TEX
> RWS, RDS

ZXY strictly monitors the checklist to keep exploring opportunity for development and innovation. Here we challenge ourselves to outrun the standards of yesterday. By creating this process, we ask ourselves and the suppliers to analyse the product and encourage us to think about the production's environmental and social impacts. The goal is to tick as many "yes's" answers as possible!

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