



## Benetton signs pledge to detox supply chain

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21 January 2013 | Adam Leach



***United Colors of Benetton*** is the latest retailer to commit to eradicate the use of toxic chemicals within its entire supply chain by 2020.

It has followed companies such as *Zara*, *Nike* and *Levi's*.

Last week, the group said it was “extending its commitment to environmental and social sustainability” by signing up to the *Greenpeace* initiative, Detox.

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As part of the pledge, the group will publish an updated list of its banned substances list and auditing processes by the end of April 2013, conduct an investigation into the use of APEOs - alkylphenol ethoxylates, which are used in detergents and chemicals used in the clothing industry - in its supply chain, strengthen contract language to ensure that only non-APEO textiles are used by the end of June 2013 and work with the

rest of the industry to develop solutions.

“Benetton Group’s products have long met some of the strictest international consumer safety-driven manufacturing standards across all of its product lines. By joining the Detox programme, Benetton Group will put in place additional measures across its entire supply chain that will allow for the implementation of even stricter standards and ensure that no hazardous chemicals are used by any suppliers it employs,” the company said in a statement.

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The retailer is the 13th brand from the clothing and textile industry to agree to eradicate toxic chemicals from its whole supply chain. *Uniqlo also signed up to the pledge this month.*

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