

DETOX OUR FUTURE



MAKE THE WORLD A BETTER PLACE

ITALDENIM IS THE FIRST DENIM MANUFACTURER
IN THE WORLD TO UNDERWRITE THE
DETOX GREENPEACE COMMITMENT.

Italdenim has been working for years to reduce its footprint towards the preservation of the environment. Such efforts are seen in the careful depuration of the water used during production, in the co-production of electricity and the consequent reduction of its use, the careful use of water and of industrial waste, of organic recycled materials and the removal of dangerous and polluting chemicals. By underwriting the **DETOX GREENPEACE COMMITMENT**, Italdenim takes a further step, by joining the brands devoted to the production of sustainable fashion.

"Our strength is in the verticality of our company. We cover all stages of production, from spinning to finishing. That's why we are able to make sure that all stages of production and experimentation of the materials and the innovation of machinery, lead to a sustainable final product".

By underwriting the **DETOX GREENPEACE COMMITMENT**, we can guarantee our goal to eliminate the use of dangerous chemicals in all stages of production, from the sizing of the yarn to the dyeing and washing process of the fabric. **We have indeed reached great results!**

Denim is the most popular fabric in the world, that's why we feel responsible towards people and environment.

We are very proud to announce that together with Italdenim and the Italian social network sustainability-lab, other companies of the "made in Italy" have chosen to share our vision. It shows that green production is not only our ethical responsibility, it also stands for industrial competition as well as a new way to enhance Italian excellence.

Gigi Caccia, CEO Italdenim.

