

THE

WOODY
GROUP

SOCIAL REPORT 2020

www.thewoodygroup.com

**Everybody thinks Sustainability
is about taking care of the world
but it is to take care of human beings.**



Mehmet Batur CEO - The Woody Group

Consciously curated by Nelle Matthys,
CSR Department
Approved by Steven Van de Velde,
Managing Director

This paper reports on the period of January 2020 to January 2021.
The images used in this report may be subject to copyright.

Content

The Woody Group - Brands
Highlights
Summary
Organization
Corona impact & measures
Sourcing strategy
Monitoring & remediation
Complaints handling
Training & capacity building
Transparency & communication
Information management
Stakeholder engagement
Sustainability



The Woody Group - Brands

We are a Multi Brand Company specializing in High Quality Home and Night Wear for Women, Men and Children.

The Woody Group's flagship brand is **Woody**. A Leader in home and nightwear since 1993. Woody offers Fun, Wholesome and Cheeky Designs for the Whole Family.

Woody is a **happy and colorful** brand. We care about animals which is why we have animal imprints in our pyjamas.

We realise that not everyone has the privilege of sleeping in a comfortable bed at night, with warm pyjamas in a safe environment. For each pyjama sold, we donate 10 cents to a great initiative that we fully support.

At Woody, we care about children, animals and sleep.



The Woody Group's brand **lordsxlilies** is known for its typical Belgian attention to detail in übersoft fabrics! It is your go-to for super comfortable & elegant home-, night- and leisurewear with **fresh & feminine contemporary design**. Our signature & handdrawn prints are inspired by the welcoming beauty and abundance of nature. With the rebranding in winter 2020, this collection became a balanced and full-fledged collection for all women with a wide range of functionality. This is how the term **freewear** came about.



Highlights

6

Own shops in BE

350

+/- 350 retailers
Carrying the brand

0,7
M

+/- 700 000
Articles sold



since June

2019

MAY
2020

First Brand
Performance check

GOOD

First year
membership
performance

Summary

2020 brought us again many new projects but also one never seen challenge!

C o r o n a

By the 20th of March instead of opening our 5th Woody-shop in Brugge we were obliged to close down all our freshly updated Woody-stores! Luckily reopening off all shops came 2 months later. By the beginning of Octobre the opening of our 6th shop was a fact.

As a fresh member of the **Fair Wear Foundation**, we have been audited for the first time, by FWF during the Brand Performance check in May. Despite of Corona and the online checking method we received a **GOOD** categorie report.

We started working with online tools such as Zoom and Teams. The importance of a **"face to face"** contact is clear. A new kind of monitoring of the supplychain was born and we could have discussions about Carona situations, deliveries and even quality.

This year our Indian supplier was visited by FWF-auditors for a follow up audit. They are making 3,5% of our peoduction ans as a cotton specialist they also provide the **GOTS-certification**.

Saartje Boutsen of STUDIO.D joined us in September as an external expert to provide support to even better integrate the **FWF monitoring and remediation principles** into our workflow.

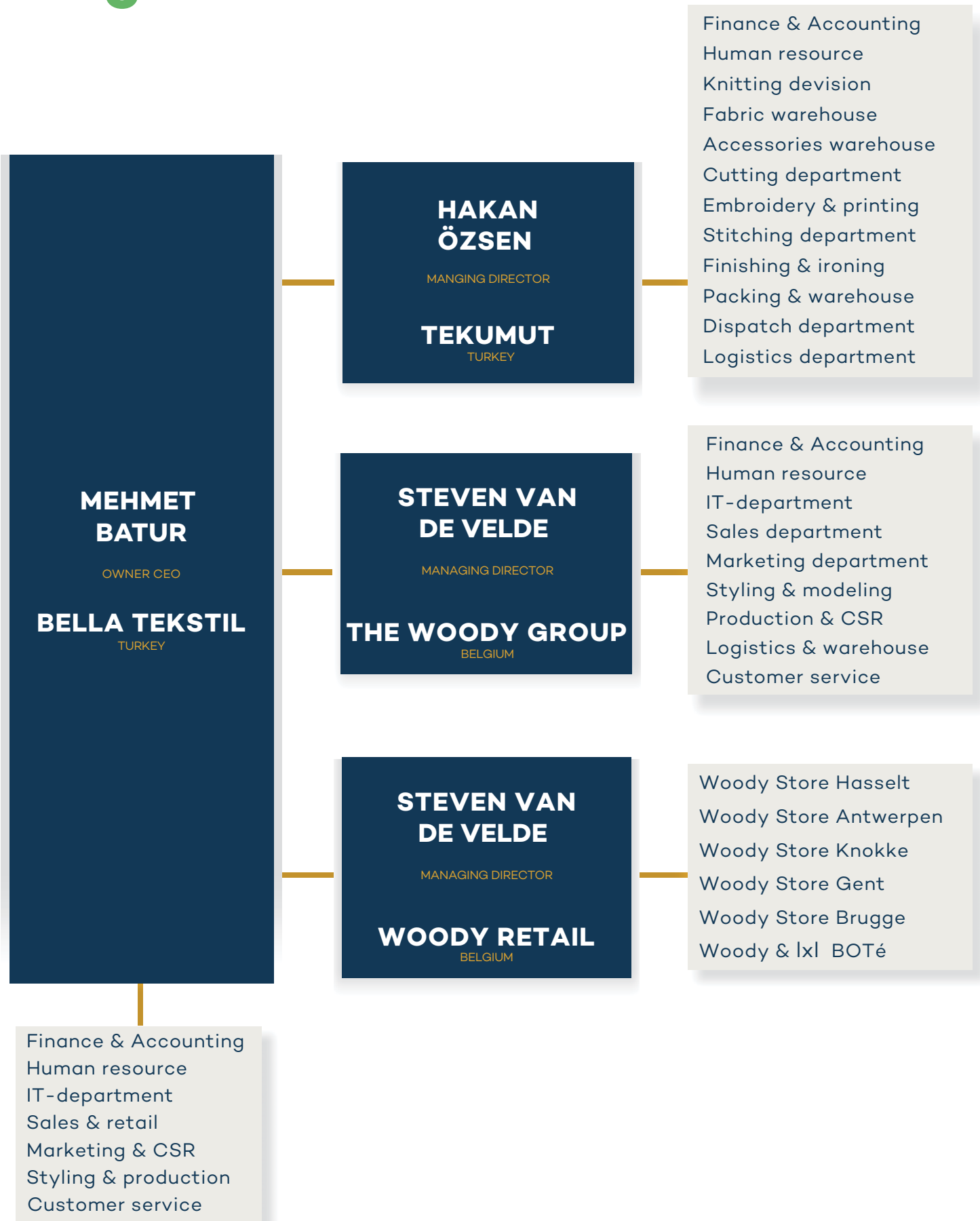
For **WOODYLOOP** we did a first upcycling test and created very fun shoecovers to protect the museum photo-floor of STAM museum in Ghent. This washable fabric versions are replacing the disposable ones.

In the same project, we established our first store trade-in action of **PRELOVED Woody** pyjamas. We collected over 1200 pyjama's which were sorted out by Kringwinkel Ateljee for resales in their shops.

Corona triggered us also to upgrade our online communications. For **lordsxlilies** a new webshop was created, in which we show **full transparency** on the articles provenance.

We created and elaborated our fully sustainable, highly functional and soft underwear line: **ndrwr**. Ready to launch beginning of 2021!

Organization



Corona-impact & measures

R E T A I L

Our shops were fully closed for 3 months during this year. In addition, fun shopping was prohibited and face masks were mandatory. Increased online sales compensated only a small part of the big loss in physical sales. Opening of Woody Store Brugge took place under Corona circumstances on the 15th of May. Woody made shopping safe and more fun by creating **animated shopmaterial**.

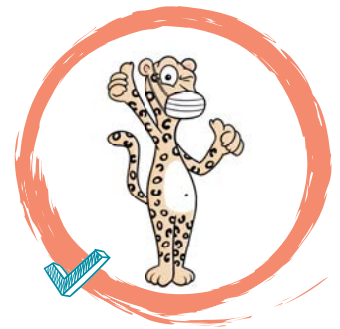
T W G - H E A D Q U A R T E R S

Before lockdown all shops were supplied with our Summer 2020 products and all our suppliers were fully paid. In the same time all Winter 2020 production orders were placed at our standards suppliers. **We did not cancel any orders!**

A number of HQ-employees were temporarily unemployed as precautionary and economic measures. This lasted 2 months and governmental support was supplemented with consumption checks. In addition, working from home was applied where possible and the offices and showroombooths were set up in a **coronaproof** way. This allowed us to have an almost normal sales period for the Winter 2021 season.



HANDEN ONTSMETTEN



WE BESCHERMEN ELKAAR
DRAAG EEN MONDMASKER.



ENKEL CONTACTLOOS
BETALEN.

#SAMENSTERK
#ZORGVOORELKAAR

During all this time we were unable to visit production facilities, so we had regular contact online with our suppliers. India was mostly communicative and we even shared good practices between our suppliers. As China was early and experienced we shared their efficient **anti COVID-19** practices with Turkey and India as well. For Winter 2021 again we have placed all orders at our regular suppliers. As we have handled Corona in general calm and steady and under a relatively well-controlled timing our customers kept confidence in future. Our brand slogan: **"lifeismorefuninpyjama"** shapes the perfect link to the new lockdown proof dresscode! By this Woody is inspiring people to keep a positive spirit even in these stressful times!

Corona-impact & measures

TEKUMUT - PRODUCTION - FACILITY

In Turkey our factory was in lockdown for 2 full months, in which everybody was provided with a salary supported by the government or paid by the company in the cases people dropped out. To restart after that **a lot of measures were taken to make sure that Covid-19 was kept outside**. Machines were put on social distance, mouthmasks were offered and prohibited, workingtimes were reorganized to facilitate social distancing, 3 times more (desinfected)busses were used for home-work transports, fingerprints were replaced by batching and temperature was taken when entering the factory. Thanks to this rigorous plan and the follow up in production we could prevent further full lockdown. Only when positive Covid-19 cases were detected absence was higher than standard, caused by quarantine measures. As Turkey is providing us for 85% of our production it is thanks to this well organized approach that we could respect mostly our delivery terms.



Sourcing strategy



1.1. Sourcing strategy & Pricing

In 2020 our brands were carried by +/- 350 retailers in Europe and Turkey. Above that we also have 6 of our own stores, all located in Flanders, Belgium.

All the products in our assortment have been designed by our styling team in Belgium. The production on the other hand is handled by our partners in **Turkey, China and India.**

As for collections, both of our brands are working with spring/summer, winter/autumn collections. Due to the covid pandemic, 2020 was a special year for TWG, but we managed to continue our sourcing, production and sales in the best possible way. Our volumes were kept up to normal standard.

In 2020 our goods were produced in Turkey and in South & East Asia. As every year, our goal was to **keep our supply chain as consolidated as possible.** All of our brands have only small number of suppliers, giving us a good overview of our supply chain.

As usual, over **85% of our products were produced by our main partner Tekumut in Turkey**, who has produced for TWG, for more than 10 years. This partner is specialized in knits, a material widely used in our flagship brand's Woody pyjamas. Furthermore, they are also very trustworthy, agile and have fast reaction times.

Our factory is part of our group and is only producing for our brand which is giving us an enormous reactivity on the

Sourcing strategy

In this special Corona year, management responded to the multiple requests from workers, to install a daycare center on the business park. Since many female workers struggle to find affordable child-care, this is a major advantage. A warm daycare house was completely new installed to welcome 8 kids to open in the beginning of 2021 !



Woody daycare at Tekumut

In **China** we have most suppliers all together making 10% of our production volumes.

Our China main supplier is the specialist of very warm winter fabrics made in fluffy and super soft polyester quality. Materials which are all **made in China**.

When producing these qualities in South East Asia, there is a **geographical advantage**, which allows us to cut down transportation distance necessary between the mills and producers. This lowers transportation time and energy consumption.

As in Winter 2020 we produced for the first time the relaunched and upgraded **lordsxlilies** collection we have added two Chinese suppliers to cover new qualities.

Luckily we could welcome back our previous wovenspecialist to the job. We had a very good coöperation with this supplier for Woody wovens from 2012 till 2015, after that the wovens dropped out of our Woody collection.

For the smooth and warm knitwear in **lxl freewear** we added another Chinese supplier. For this specific product our collection manager had a very good coöperation in the past. This is a big supplier, familiar with social compliance approach and could provide us with audit reports from the beginning.

To gain in leverage we have chosen to combine cotton socks and polyestersocks at the same company.

Sourcing strategy

In China we have difficulties with small order quantities. For China even our biggest orders are very small as the scale is not comparable.



Slipper factory in China

In the year 2018 TWG started sourcing in **India**. This country was really new to us and we have experienced some difficulties with stability and communication. That's why we decided to stay with only 1 supplier in India.

This India producer is very committed to implementing and maintaining FWF's COLP, which is part of **TWG's official Suppliers Handbook**. Because of their motivation and the presence of another FWF member, TWG has the trust to build long term relationship at this supplier.



Zoom session with Sunknit

Therefore we took extra care to keep close contact. Zoom sessions about Corona situations, discuss seasonal status and we installed even online-QC to replace physical visits. And above all **taking time to listen to special needs** in these difficult times.

Sourcing strategy

Our sourcing department is **aware of different risks** that come with each country and thus we always look for producers with whom we could develop a long-term relationship and who are open to a dialogue.

When it comes to pricing and making sure our **buying prices are fair**, our company's strategy is quite simple. We have a good knowledge about pricing due to **our vertical integration**. Our suppliers are familiar with our products and order quantities, so they set their prices accordingly. If a supplier says that our MOQ is too low we pay an extra fee. In general TWG also pays **30% deposit** to finance the material purchase.

For the year of 2021 one of TWG's goals is to have a better overview of garments cost breakdown and have more **price transparency**.

1.2. Organization of the sourcing department.

All our company sourcing decisions are made by our Production & CSR Manager and the Collection & Planning Manager. They always visit a location before we start a business relationship and conduct interim visits throughout the relationship.

This **in-person interaction** and **visits** are an important cornerstone of TWG's strategy of responsible sourcing. We always prefer to work directly with our suppliers without any intermediaries, to keep close contact with our product.

When our company is in search for a new supplier, we look at multiple parameters such as the quality of the workmanship, price-quality ratio, CSR engagement of the supplier and possible risks in the production countries. We ask new suppliers to sign the FWF Code of Labour Practices, to fill in the FWF questionnaire and in our due diligence process we use a risk list and we check available audit reports.

1.3 Production Cycle.

As mentioned before, our brands **Woody** and **lordsxlilies** have two main collections per year, a Spring/ Summer and a Autumn/Winter collection. When there are special events, such as Olympics and Anniversaries TWG also produces small and pre-sold capsule collections. Our Collection Manager is aware of **the capacity** during the planning of the collection, which is done following the season and according to the fabric specialization of the factory.

Sourcing strategy

This is important to **prevent excessive overtime** for workers.



Transferring Woody print in Turkey

Collections are made by the factories in the original fabrics and each color-way is physically sampled. This avoids surprises during the production, as same fabrics in other colors can react very differently. Each color combo has his own different artwork which makes it unique. **Samples** are delivered to TWG with an according price quotation.

This is done so our customers can see the real product during the sales period in TWG showroom, in Ghent. The Woody Group is ordering **only pre-sold pieces** and a small B2B working stock in bulk production. Since 2018 we have an online shop which is considered as a physical store. A month before the end of the

sales period, all the production locations receive a **forecast** order.

That's the moment all our suppliers buy raw materials and fabrics at the mills. They plan the cut, trim and prepare **the capacity** on their production lines. Planning is done respecting our priorities and requested delivery times, as much as possible.

If needed, this is the moment a supplier will negotiate an extra fee for a small order quantity.

While waiting raw materials all garment details are inspected and sizesets approved. When final orders are placed the starting up of bulkproduction goes fast and easy.

For the production locations in India and China the typical lead time is **90-120 day's**.

If there is a delay, we can adapt the date of delivery, or we opt for a **different transportation mode**. For example, we had a delay problem with one of our producers in India, which we just accepted. To guarantee that garments arrive on time TWG changed **from SEA shipment to AIR freight**.

Sourcing strategy

With our partner in Turkey we work hand in hand to have the work done. It's a **full partnership** in which also our computer systems are exchanging information. They have full access to our **PLM-system** and have software to make their production planning following the arrival of the materials.

Furthermore, if there are any delays, they have the power to adjust the delivery date directly, which is adapted automatically. This planning is uploaded in our **logistics system** and visible on the B2B website.

In Turkey we work a lot with repeated fabrics, removing a layer of complexity. A lot of carry-over styles and highly automated factory. Consequently, the **lead times in Turkey are shorter** with the best lead time being 60 days.

During spring, the factory in Turkey also observes the Ramadan, which is considered during the planning. In summary our pre-sales system is providing us a **low risk bulk order**. Our experienced long term suppliers are in our functional products. The high quality materials are very well chosen. As we only produce the sold garments, avoiding

unused stocks and left overs. This is our long term business model which helps us to be financially solid and sustainable.



Automatic pocket placement at Tekumut

1.4 Supplier Relations.

Becoming a FWF member had certainly an influence on our supplier relationships. Although we have a very small number of suppliers within our supply chain and most relationships longer than five years, to change a suppliers is sometimes very hard to avoid.

In 2020, after a lot of consideration, TWG decided to end a long term business relationship with our Chinese toy supplier, due to design and renewal problems, incompliances and most of all a very **difficult communication**.

Sourcing strategy

During exit strategy we learned that our contact person left the company. Trust was restored between our both companies and with the **change in management**, we are convinced that we can fall back on a good and specialized partner which can guarantee social compliance!

FWF membership has allowed us to develop new insights in the social context of our production countries. We are **more aware of possible risks**, such as the current risk for forced labour of Uyghur minorities in China. If we are aware of possible social risks, we discuss it with our respective suppliers. Furthermore, **health & safety** was in 2020 an important topic to discuss with suppliers. It is not only important to keep good communication with suppliers on pending orders, we also were in dialogue to follow up the covid crisis and its effect on workers in Turkey, China and India. Given the crisis and lock down situations in all production countries, our **suppliers coped well with the crisis** and it did not affect our sourcing decisions.

1.5. Integration of monitoring activities in sourcing decisions

In 2019, TWG created a Supplier's Handbook that fully covers the FWF's Code of Labour Practices. Signing this document obliges our suppliers to endorse and implement the 8 international labour standards.

In 2020, we asked all our suppliers if they could deliver us a recent social audit report. Most of our suppliers have sent us a BSCI or Sedex report, that we have analysed according to the **FWF Audit Quality Assessment Tool**. All audit results were reassuring, we discussed the relevant working points. If necessary, persistent negative audits would definitely affect our sourcing decisions. Fortunately this was not the case the past year.

Furthermore, we have developed criteria for evaluating our suppliers. These criteria are based on compliance with the COLP, price fluctuations, delivery, price-quality ratio and communication.

Monitoring and remediation

Audits&CAP's

At Tekumut the factory responsible for 85% of our production, 2020 was all about taking action following the CAP* after their very first social audit. This was not easy during Corona. While the findings were all very positive and slightly **higher than the benchmark**, there were some improvements to be made. Minor overtime problems have been completely solved by the reorganization of working hours. Improved and transparent documentation on salary scales, work bonuses and promotion opportunities as a basis for a better living wage received the necessary attention. The robust procedure to combat child labor and illegal employment of Syrian refugees has also been documented. For these highly sensitive and administrative topics, we felt we needed **better communication**. That is why we were happy to welcome İrem Gültan to our team. With her high level of English, she is the perfect communication bridge between Turkey and Belgium. Through her interaction, we could really see that a lot of actions for more transparency and clear administrative procedures were being implemented in 2020. We plan an FWF-WEP* for 2021 to bring knowledge of workerrights and the to a higher scale within the factory.

Sunknit our Indian supplier which makes 3.5% of our cotton volume, was **audited by the FWF organization** in November 2020. The audit took place under Covid-19 measures and despite this the report looks very positive. It is clearly written that **salaries were covered during the lockdown** periods. As we are 2 FWF-members producing at Sunknit, our colleagues a Germany based brand will take the lead for following the CAP's. We are available for open and transparent communication so we can join forces and improve where necessary. Additionally to all of this we are very happy that Sunknit also applied for the GOTS-certification, which is reinforcing their ethical standards and provide us with organic cotton items.

Furtheron we work with **6 Chinese factories making 10%** of our garment production. These factories were not audited by FWF upon our request .



8 Code of Labor Practices in Chinese

* CAP = corrective action plan

W * WEP = workplace educational program

Monitoring and remediation

But we received more BSCI and/or SEDEX audit reports then before. This shows that more suppliers are taking initiative to get their facilities audited on social compliance. For us it is an opportunity to interpret the audit report by using the FWF Audit Quality Assessment Tool. This makes also CAP follow up possible.

NO VISITS

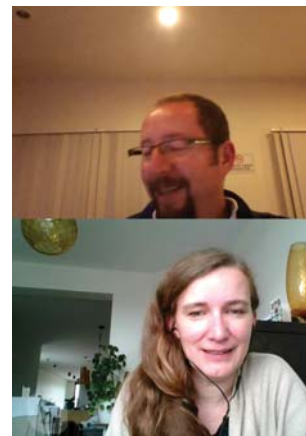
In our 25 years of history at The Woody Group, we could never imagine not to visit suppliers.

We find it very important to have a personal connection with the makers of our pyjama's. Combined visits during production and collection are done each season. The longterm partnerships give us the chance to know our suppliers for work but also have a small insight of their familylives. Although we have the online contact, it is a very unusual way of connection. Eyecontact is possible but the distance is very present, so sharing is different.

During these online contacts we request always first of all the health situation of the person and their families. After that we ask about health and wellbeing of the workers. It is a pity that an onsite visit

with the use of the FWF-country specific checklists was not possible. Using this kind of tool however makes it possible to have an objective view on the workcircumstances of the factory. We took already information about travel possibilities but it is still impossible. For the moment Coronarisk in India is very high and makes travelling impossible. For China you need the proof of a second vaccination and still 21 days of quarantine. Our CEO Mehmet Batur has been able to travel since end of 2020. This makes it possible to discuss all monitoring aspects face to face.

The whole online experience can never replace a live visit in future. But the positive point hereby is that it will intensify and multiply face to face contact. We will keep the online way of working between two visits.



Skype online meeting between TWG-production manager and Tekumut managing director.

Complaints handling

The FWF complaints mechanism is an important system to give each individual worker their own voice if their rights are not respected. By following the procedure, a complaint about the employer can be submitted **anonymously**. This complaint is then investigated by FWF and well-founded complaints are communicated with the brand and asked for a satisfactory solution. All our suppliers have received the workers info sheet in the local language and displayed it in a visible place. They also shared pictures of this. The physical on site follow-up was not possible this year due to Corona. But with 88% of our production done by suppliers, audited by FWF, at least we are a 100% assured of this!

If a complaint arises, our general responsible for production handles this claim completely. Through close contact and open communication this can be dealt with in an appropriate manner.

We schedule a **FWF-WEP** in our production company Tekumut as soon as the Corona situation makes this possible. In this way, the complaints procedure is gone through with all employees and we are assured that everyone has understood the system. We are convinced that this ultimate helpline will not be used because of our commitment to consultation and transparency on the workfloor.



*Trainingcenter at Tekumut picture taken before Corona measures were installed.
Celebrating employees who have been employed for **10** years.*

Training & capacity building

Inform TWG*-staff members.

As a new member in 2019, FWF was extensively discussed during management meetings and consultations with the styling employees. Everyone was well informed about the importance of following the FWF procedures to fulfill our commitment. In 2020 we have also closely involved sales and customer service. These people are the link between the endconsumer and our product. Being convinced of the added value of socially responsible production becomes very important and is an additional sales argument. The enthusiastic feedback and genuine interest was therefore **h e a r t w a r m i n g .**

Inform agents, manufacturers and workers.

In the summer of 2020 we were lucky enough to receive our agent Ravdee. During the meeting in our showroom, we did not only discuss collection and product-technical topics, but also discussed the conditions associated with an **F W F - m e m b e r s h i p - b r a n d .**

Our new knitwear manufacturer Chamtex provided very easily all requested documents and shared his SMETA audit. As Chamtex is a company working for other European brands they are used to this kind of requirements.

FWF is van toepassing op The Woody Group dus alle merken vallen hieronder.



<https://www.youtube.com/watch?v=iXa068x3IPI&t=11s>



Met dit label engageren we ons als merk dat er zorg gedragen wordt ook voor de mensen die werken in landen waar er geen sociaal vangnet bestaat. Tijdens Corona hebben veel merken hun orders geannuleerd, goederen in de steek gelaten en facturen niet betaald. Dat hebben wij niet gedaan.

-> The Times They Are a Changin'

Sales - customerservice presentation

1

information slide from sustainability training at TWG headquarters

Training & capacity building



workers education program in India with the use of worker information video's specific for Corona

Information management

Information and reporting lines have always been important at TWG. But until now we used our software internally and especially at the fashion and retail level.

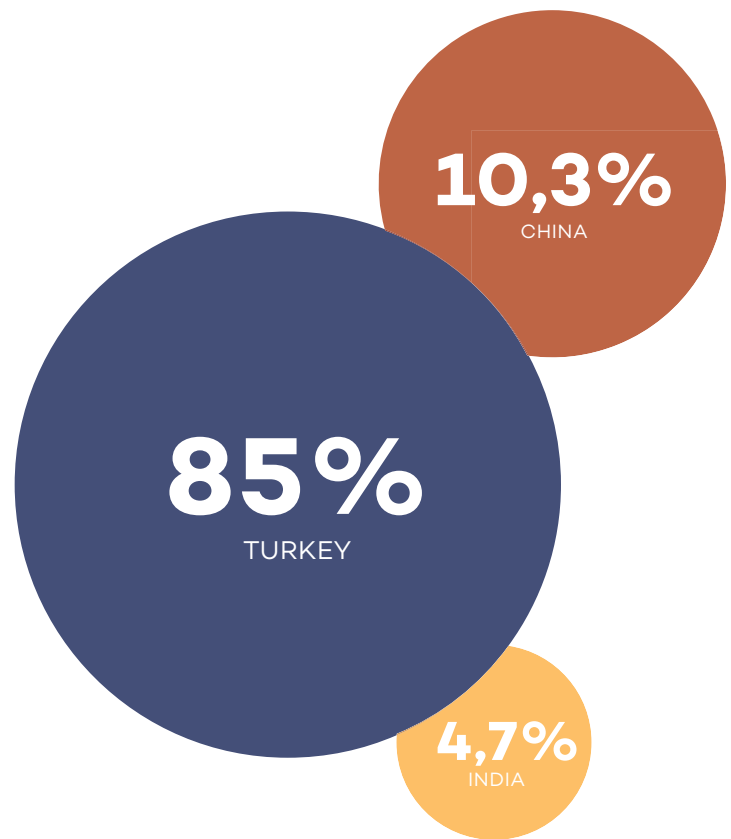
The installation of a new Product Life Management software started in 2020. Centric 8 is a fashion-oriented PLM system that will also enable integration of 3D in the future. With this we will share the same program with the Turkish development department. Where previously links had to be made between our different programs. This will mean progress in which all product information is fully visible and transparent on both sides. In this new system, the suppliers file

will contain much more than just name and address. The objective is to keep the complete supplier file up to date. So that we always have our criteria and parameters in view. It will also be visible which specializations, certificates and audits the supplier has in its portfolio. This makes this information easily available to all people who need it. Due to the Corona conditions, the project has been on hold for more than 6 months but is now scheduled to go live in October 2021.



Transparency & communication

Having our own production facility making slightly over 85% of our products is a real added value to us. We can do deep research and development with our technical colleagues in Turkey. This way we can well monitor all parameters inhouse. Another big advantage is that it can keep our supplier list very short. We trust upon specialized companies for specific accessories such as our plush toys, slippers and knitwear. This gives each supplier a very dedicated task in our organization.



Country	Supplier		Product
TURKEY	BELLA - TEKUMUT	85%	WO - lordsxllilies - underwear
CHINA	DESEN	5,4%	WOODY - lordsxllilies
	CHUANGZHI	1,8%	WOODY
	RAVDEE	1,1%	lordsxllilies
	CHAMTEX	0,9%	lordsxllilies
	ROCA	0,6%	WOODY - lordsxllilies
	WAYTONE	0,6%	WOODY - lordsxllilies
INDIA	SUNKNIT	3,5%	WOODY
	ALCHEMY	1,2%	lordsxllilies

At TWG- we fully support the changing atmosphere in our industry towards an open and transparent fashion. We do believe in cooperation and partnership. As we also believe that making a lot of small steps can create a big change! And we fully support the [#strongertogether](#) philosophy.

Transparency & communication

As being in the GOOD category, we can display the FWF logo on our products. From S21 onwards, all our products will have a hangtag containing the FWF logo. We publish the results of our BPC* on our corporate website, as an addition to our social report. During 2020, the focus was on upgrading the webshop to stimulate online sales. Improved online sustainability communication is our next priority for www.woodyworld.com.

Fairwear is also featured in our webshops, both Woody and lordsxlilies. For our new webshop of lxl we also mention the production location and manufacturers name. This way we strive for **upgraded transparency** towards the endconsumer.

During the development of our new brochure in magazine shape, special space was made for a **sustainability section**. Our FWF membership is nicely described in this.

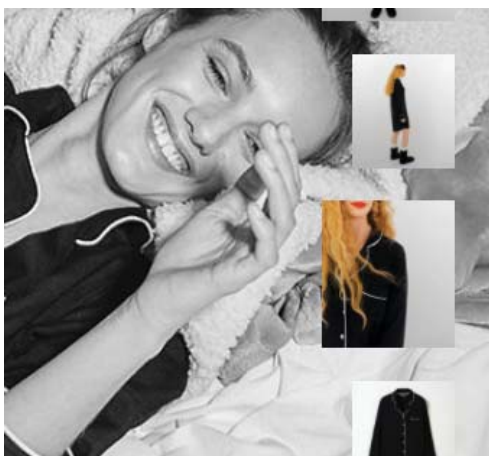
Eerlijk duurt het langst

Woody is sinds 2019 lid van Fair Wear Foundation, een organisatie die de werkomstandigheden in de textielindustrie wereldwijd wil verbeteren. Zij onderzoeken hoe eerlijk productieprocessen zijn: is er sprake van dwangarbeid of kinderarbeid, is er discriminatie, is de werkplek veilig en gezond, is het loon leefbaar.. Woody wil graag z'n steentje bijdragen op weg naar een eerlijke mode-industrie.



Voor mensen moet je zorg dragen

Ons hoofdkwartier en de designafdeling vind je in Gent, ons productiehuis ligt in Turkije. Daar, in onze eigen textiel fabriek, zijn elke dag 275 medewerkers aan de slag. Woody haalt hen elke werkdag thuis op met de bus, zorgt dat ze genoeg pauzes kunnen nemen en dat ze elke middag goed kunnen eten. Ongeveer 10 procent van onze productie gebeurt in China en India, bij producenten die gecontroleerd zijn door de Fair Wear Foundation of dat binnenkort zullen zijn.



Info

Designed in BELGIË

Leverancier: BELLA, Turkije, onze partner sinds 1998

lordsxlilies werkt enkel samen met partners die ze vertrouwt; we willen dat je je comfortabel voelt in onze designs, maar dat je ook weet waar en hoe jouw kledingstuk werd gemaakt.

Als een label van The Woody Group, is lordsxlilies onderdeel van de samenwerking met Fair Wear Foundation - een zelfstandige organisatie - die streeft naar een meer ethische en duurzame productie en hier ook transparantie in wil brengen. In 2019 was The Woody Group, samen met haar merken, onderdeel van het Close The Loop-traject (opgezet door Flanders DC) om samen te werken en streven naar een meer circulair, minder vervuilende mode-industrie.

* BPC = brand performance check

Stakeholder engagement

TWG did not work directly with NGOs in 2020, but we do take into account country-specific studies and **country-specific risk guidance** documents prepared by FWF and based on various sources, including NGOs. Since the majority of TWG's production takes place in Turkey, the CSR department used Risks guidelines related to Turkish factories employing Syrian refugees to inform the factory. In India, one of our producers is based in Tamil Nadu, a region notorious for its spinning mills' recruitment practices called the 'Sumangali Scheme', a prac-

tice that mainly applies to young girls, children and young people. Sumangali scheme is a form of forced labor. In the end of 2020, our attention was mainly drawn to the prevailing issues with the Uyghur community in Xinjiang, China. The UN is concerned and is talking about deportation and genocide. We have communicated openly about this with our Chinese suppliers. If this or any other employee rights violation were found by TWG, FWF or any other stakeholder; TWG will immediately **investigate how to remediate**.

Fashion Revolution Week ontstond in 2013 na de dramatische instorting van Rana Plaza in Bangladesh.

Het drama gebeurde op 24/04/2013 en is de 4de grootste industriële ramp in de geschiedenis. Het was de start van een sterke beweging naar meer transparantie en sociale bewogenheid in de fast fashion productieketen: de Fashion Revolution!

Ook wij doen mee aan de Fashion Revolution Week. We zijn fier op de makers van onze Woody pyjama's, die in Turkije meer dan 85% van onze producten vervaardigen.

Productie is de plaats waar "the magic happens"!

Handige handen en bekwame mensen die met veel goesting samenwerken om die mooie pyjama's te maken.

Ontdek in de foto's hun werkzone en de passie waarmee ze hun deel van het werk doen.

#imadeyourclothes #fashionrevolutionweek #fairwearfoundation

MEET THE MAKERS @ TEKUMUT DÜZCE TURKEY :

I made
your
clothes

#IMADEYOURCLOTHES
FASHIONREVOLUTION.ORG



TWG-team National Pyjama day 2020



**For me, sustainability is contributing
to a better climate and the knowledge
that every little step helps.**



Steven Van de Velde
Managing director - The Woody Group

Sustainability

For The Woody Group sustainability is in the heart of its policy. It all starts with the topmaterials of our products, which **guarantees a long lifespan**. Our pyjama's are passed on, with much love and in good condition to brothers and sisters, nephews and nieces. This makes us **a real family concept**. Woody has always been promoting the sleeping ritual in a playful way, to send out a positive and healthy message to the little ones. In our Winter 2020 collection, we came up with **Billy Mountain Goat** who keeps nature clean with a backpack and takes the waste to recycling. We now use Billy to spice up our waste reduction projects.



So now Billy is guiding us to find the right waste streams: PMD or compostable? Billy helps us in the office, to make the right choices every day!



At our tapwater dispenser, Billy reminds us each time that we have to **tackle the plastic soup** and that tapwater in a glass bottle is already a big step in the right direction.



We care for our planet and want to share this with all our Woody fans, young and old! In our customers-brochure we published our most important sustainability projects, a must read on the following pages.

MAKE LOVE
not CO_2



Woody, da's (h)eerlijke handel!

Dat Woodystuks jarenlang meegaan, daar mag je zeker van zijn. Ze worden doorgegeven aan broers en zussen, neven en nichten, vrienden en vriendinnen. Onze pyjama's zijn van topkwaliteit en ze zijn op een duurzame manier gemaakt. Bij Woody koop je lokaal en bewust, en dat voelt goed.



6
tips!



Grote wasjes, kleine wasjes, Woody wasjes!

Helemaal verliefd op je Woodypyjama? Dan wil je natuurlijk dat die zo lang mogelijk mooi blijft. Nee hoor, je hoeft hem niet in de kast te laten liggen. Volg gewoon zorgvuldig onze wastips op en je lievelingspyjama blijft als nieuw.



1. Volg onze wasinstructies

Aan de binnenkant van elke Woodypyjama vind je duidelijke wasvoorschriften. Lees ze goed voor je je kledingstukken de eerste keer wast. Zo is de kans dat er iets fout loopt bijna onbestaand.

2. Was op lage temperatuur

Wasmachines zijn stevig geëvolueerd de laatste jaren, waardoor ze veel beter wassen op lage temperatuur. Vaak volstaat het al om je kleding te wassen op 20 graden, of op 30 als je wasmachine niet lager gaat. Wassen op lagere temperatuur is ook beter voor het milieu omdat je er energie mee bespaart.

3. Skip de wasverzachter

Wist je dat wasverzachter eigenlijk niet nodig is? Enerzijds worden de Woodyprints zachter en kwetsbaarder door de chemische bestanddelen. De inktten drogen uit, en de print begint na elke wasbeurt meer te kraken. Anderzijds bevat wasverzachter veel chemicaliën die in onze rivieren en zeeën terechtkomen. Wassen zonder wasverzachter is dus een pak milieubewuster.



4. Keer je pyjama binnenstebuiten

Is jouw Woodypyjama voorzien van een leuke tekening of de nodige glitter? Keer de slaaptenuie dan zeker binnenstebuiten. Zo bescherm je prints, borduursels en pailletten tijdens het wassen.

5. Sluit ritsen en knoopjes

Draai je een wasje, zorg er dan voor dat de ritsen en drukknopen van alle kledingstukken gesloten zijn. Zo voorkom je schade aan het andere wasgoed en aan je wasmachine.

6. Droog aan de lucht

Gebruik de droogkast zo weinig mogelijk en laat je wasgoed aan een draad of wasrek drogen. Je bespaart er energie mee én het is beter voor je kleding. Win win! O ja, leg je pyjama zeker niet op een warme verwarming of in de volle zon. Daardoor bleken de kleuren af en kan de toplaag van de print beschadigd worden. Door de warmte kan je print op termijn beginnen kraken. Dat wil je niet, toch?

De wereld verbeteren volgens Woody

Goed gemaakte stuks

Woody staat voor kwaliteit die jaren meegaat. We gebruiken vooral single jersey van zuiver katoen. De stof wordt in Turkije gebreid, gesneden en gestikt. Al onze stoffen zijn Oeko-Tex gecertificeerd. Ons ondergoed heeft een eigen Oeko-Tex label en is zo honderd procent vrij van schadelijke stoffen. De textielprints op onze pyjama's maken we in België met inkten op waterbasis – da's goed voor mens en milieu.





Eerlijk duurt het langst

Woody is sinds 2019 lid van Fair Wear Foundation, een organisatie die de werkomstandigheden in de textielindustrie wereldwijd wil verbeteren. Zij onderzoeken hoe eerlijk productieprocessen zijn: is er sprake van dwangarbeid of kinderarbeid, is er discriminatie, is de werkplek veilig en gezond, is het loon leefbaar... Woody wil graag z'n steentje bijdragen op weg naar een eerlijke mode-industrie.



Voor mensen moet je zorg dragen

Ons hoofdkwartier en de designafdeling vind je in Gent, ons productiehuis ligt in Turkije. Daar, in onze eigen textielfabriek, zijn elke dag 275 medewerkers aan de slag. Woody haalt hen elke werkdag thuis op met de bus, zorgt dat ze genoeg pauzes kunnen nemen en dat ze elke middag goed kunnen eten. Ongeveer 10 procent van onze productie gebeurt in China en India, bij producenten die gecontroleerd zijn door de Fair Wear Foundation of dat binnenkort zullen zijn.

Afval? Dat kennen we hier niet!

Na ons traject bij Close The Loop van Flanders DC in 2019, blijven we fiere ambassadeur van circulariteit. Met de steun van Vlaanderen Circulair zetten we verder stappen in de richting van een 'circulaire economie': een model dat focust op een lange levensduur van producten en op hergebruik van materialen.



Woodypyjama's worden sinds lang doorgegeven binnen gezinnen en families. *Preloved avant la lettre* en kwaliteitsvol katoen zijn de kern van ons duurzaamheidsverhaal!

— Nelle Matthys,
Production & CSR

Zo kiest Woody voor minder plastic

- 1 Prijslabels drukken we op papier met duurzaam keurmerk.
- 2 We verpakken zoveel mogelijk in gerecycleerd karton.
- 3 De typische Woodyrugzakjes zijn tegenwoordig gemaakt van gerecycleerde petflessen.
- 4 De traditionele Woodytandenborstel en -babyleptjes zijn nu van bamboe.
- 5 Ook de verpakkingsdoosjes van het ondergoed zijn milieuvriendelijker dan vroeger doordat het plastic venstertje is weggelaten.



Een tweede leven voor je oude pyjama

Onze eerste inruilactie voor oude Woodypyjama's was een groot succes. Dat initiatief willen we graag herhalen, dus hou onze sociale media in de gaten voor alle praktische details. Het principe? **Jij brengt je oude pyjama('s) binnen in een van onze Woodywinkels en krijgt een kortingbon voor een nieuw exemplaar.** Wij gaan daarna aan de slag met de oude stuks, om de cirkel rond te maken.

Zo pakken wij dat hier aan

1



We sorteren de berg pyjama's zorgvuldig – de eerste actie bracht meer dan duizend oude pyjama's op!

3

De pyjama's die al een beetje versleten zijn worden verknipt. De goede onderdelen gebruiken we voor nieuwe items als een pennenzakje of scrunchie.



2

De pyjama's die er nog heel goed uitzien, brengen we naar De Kringwinkel.



4

Is een pyjama de redding voorbij? Dan wordt ie herwerkt tot fijne draadjes om opnieuw mee te kunnen breien.



CLOSE THE LOOP
A GUIDE TOWARDS A CIRCULAR FASHION INDUSTRY



Gent ontdekken doe je op pyjamaslofjes

Heb je het vernieuwde **STAM** al eens bezocht, het Gentse stads-museum? Daar kan je over een zaalgrote luchtfoto van de stad wandelen, om vanuit vogel-perspectief nieuwe ontdekkingen te doen. Om de **foto te beschermen**, moet je slofjes aan over je schoenen. Vroeger waren dat de typische wegwerpexemplaren zoals in de ziekenhuizen, maar sinds kort loop je op **wasbare schoenhoesjes van Woody** rond.

Daar zijn wij als Gents bedrijf best trots op! Voor de productie van de hoesjes gebruikten we de reststoffen van **onze 25 jaar feestcollectie**. We ontwikkelden een eenvoudig modelletje dat uitgewerkt is door GENTMADE vzw, een afdeling van Kringwinkel Ateljee. Duurzaam en cool, maar ook lokaal en sociaal geproduceerd! (H)eerlijk? Check!



Billy Berggeit is de mascotte van de Woody-inruilactie. Even kennis-
maken? Overdag trekt Billy Berggeit
de bergen in, stijl omhoog. Hij houdt
van de natuur, schoon en proper,
en zoekt dus ook naar afval. Met
een rugzakje vol glijdt hij 's avonds
naar beneden. En ook zijn honger om
pyjama's een tweede leven te geven
is dus niet te stillen!

IK AT
1.231
PYJAMA'S
OP



Contact info

The Woody Group

Overzet 14A
9000 Gent, Belgium

Tel: 09 217 00 89

www.thewoodygroup.com

www.woodyworld.com
www.lordsxlilies.com

THE
WOODY
GROUP