



AWARE

THE TRUE STORY OF SUSTAINABLE MATERIALS

It's not a question of IF the textile market becomes sustainable it's just WHEN and at what PACE

MAJOR DRIVERS:

1. DEMAND

All major brands & retailers
have irreversible sustainability
goals



2. CONSUMERS

Massive push to sustainability
and transparency from a
changing society



3. LAWS

Increasing legislation by
governments



IT ALL STARTS WITH A CLAIM

Claim:
This is a conscious product

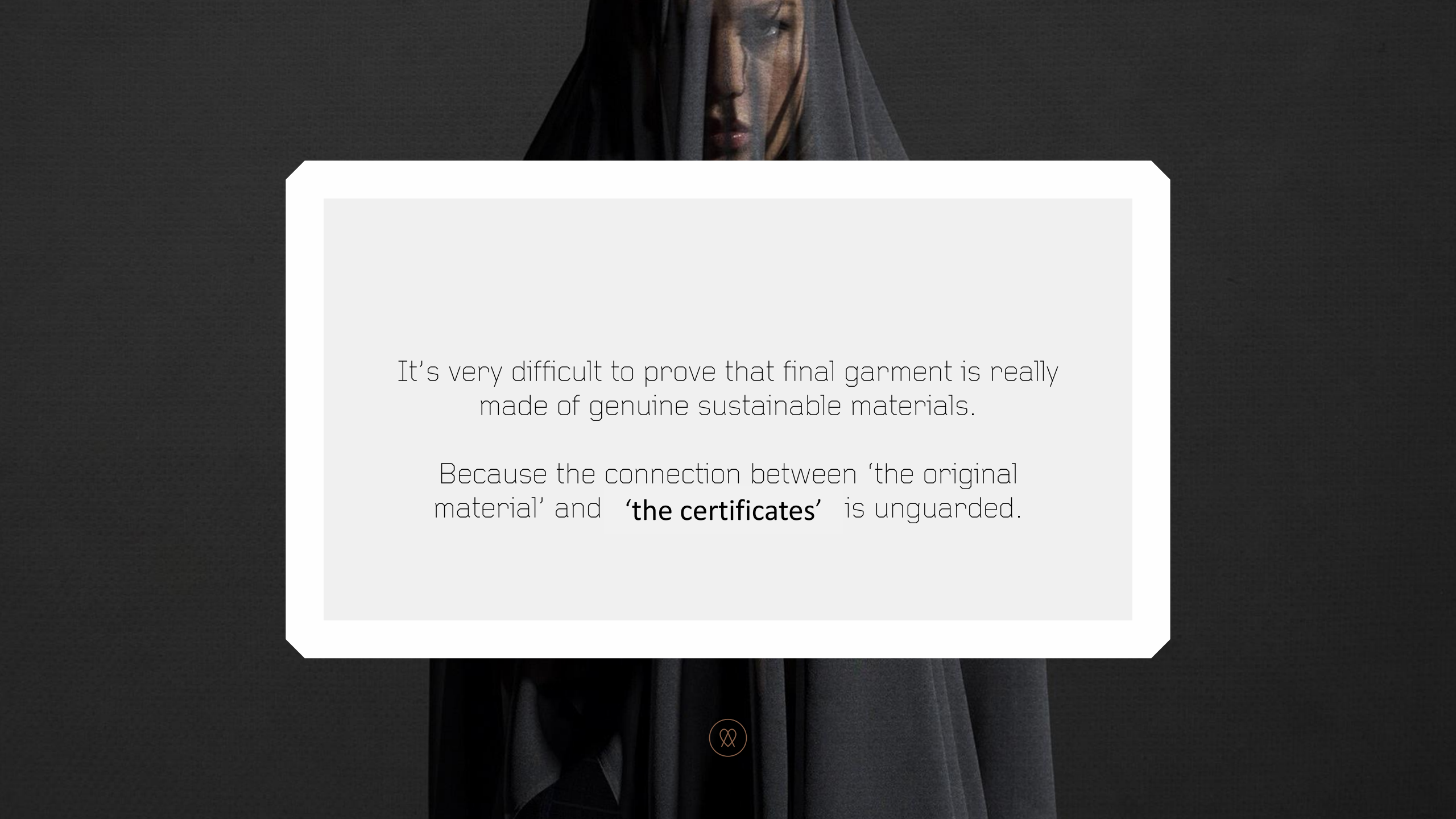
H&M CONSCIOUS
READ MORE ON
HM.COM/CONSCIOUS

Claim:
It's made from organic cotton

SHELL
100% ORGANIC COTTON

Claim:
Reducing environmental impact

РУБ
(Цена действительна на территории Российской Федерации)
Изделие: Кардиган
Импортер: ООО «Эйч энд Эч Хеннес энд Мауриц» Россия, 141400, Московская область, г. Хинки, Микрорайон ИКЕА, корпус 2, тел. +7 (495) 789-96-00
Продавец: Организация, уполномоченная на принятие претензий на территории Российской Федерации: ООО «Эйч энд Эч Хеннес энд Мауриц» Россия, 141400, Московская область, г. Хинки, Микрорайон ИКЕА, корпус 2, тел. +7 (495) 789-96-00
Соответствует требованиям ТР ТС 007/2010
Страна-производитель: Китай
Дата производства: 11-2016
Размер: EUR 62
Продавец: Организация, уполномоченная на принятие претензий на территории Республики Казахстан: ТОО "Эйч энд Эч Хеннес энд Мауриц Казахстан", проспект Достык, 188, офис 801, Медеуский район, г. Алматы, Республика Казахстан, 050051, тел. +7 727 3560655
Производитель: Компания «Эйч энд Эч Хеннес энд Мауриц ГБШ АБ», Мастер Самуэльсгатан 46А, SE-106 38, Стокгольм, Швеция, тел. +46(0)8 7965500



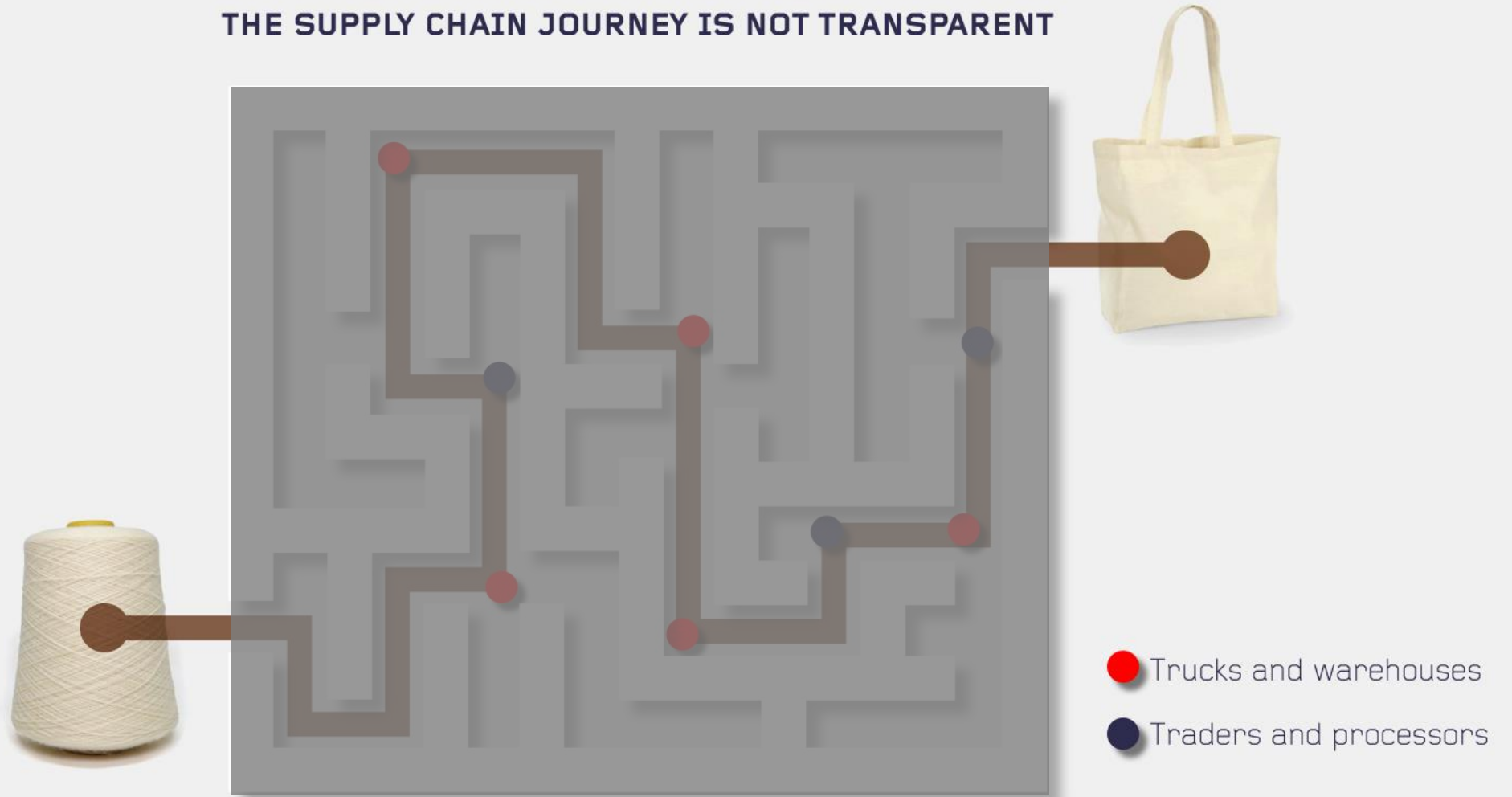
It's very difficult to prove that final garment is really made of genuine sustainable materials.

Because the connection between 'the original material' and '**the certificates**' is unguarded.





THE SUPPLY CHAIN JOURNEY IS NOT TRANSPARENT

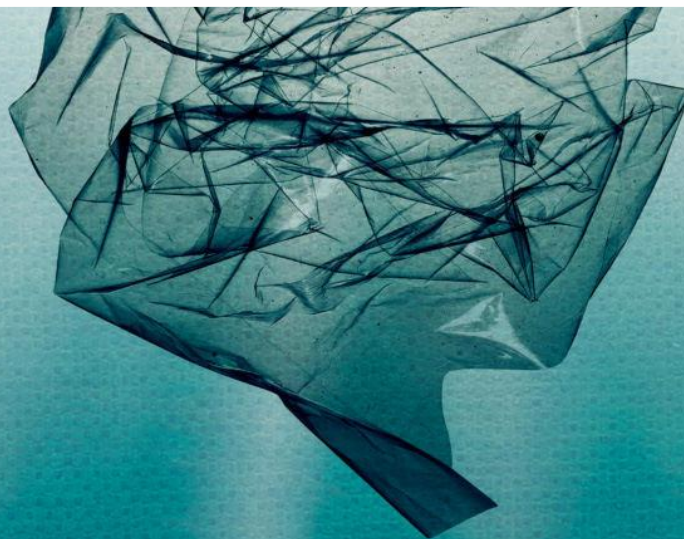




So, can you tell which one is really made from the original yarn?



For every sustainable fashion brand,
greenwashing is a hidden risk.





Aware™ developed a rock solid technology
that can truly verify the authenticity
of sustainable materials in final products.



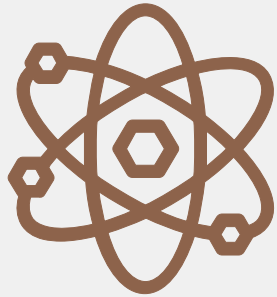
A close-up photograph of a hand holding a black power cord with a three-pronged plug. The background is a textured, orange fabric. A white rectangular box with rounded corners is centered over the image, containing the text "HOW IT WORKS".

HOW IT WORKS





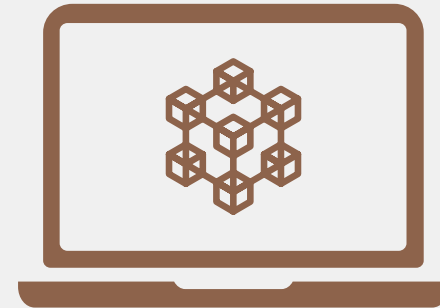
THE TOOLS



1. TRACER MATERIAL



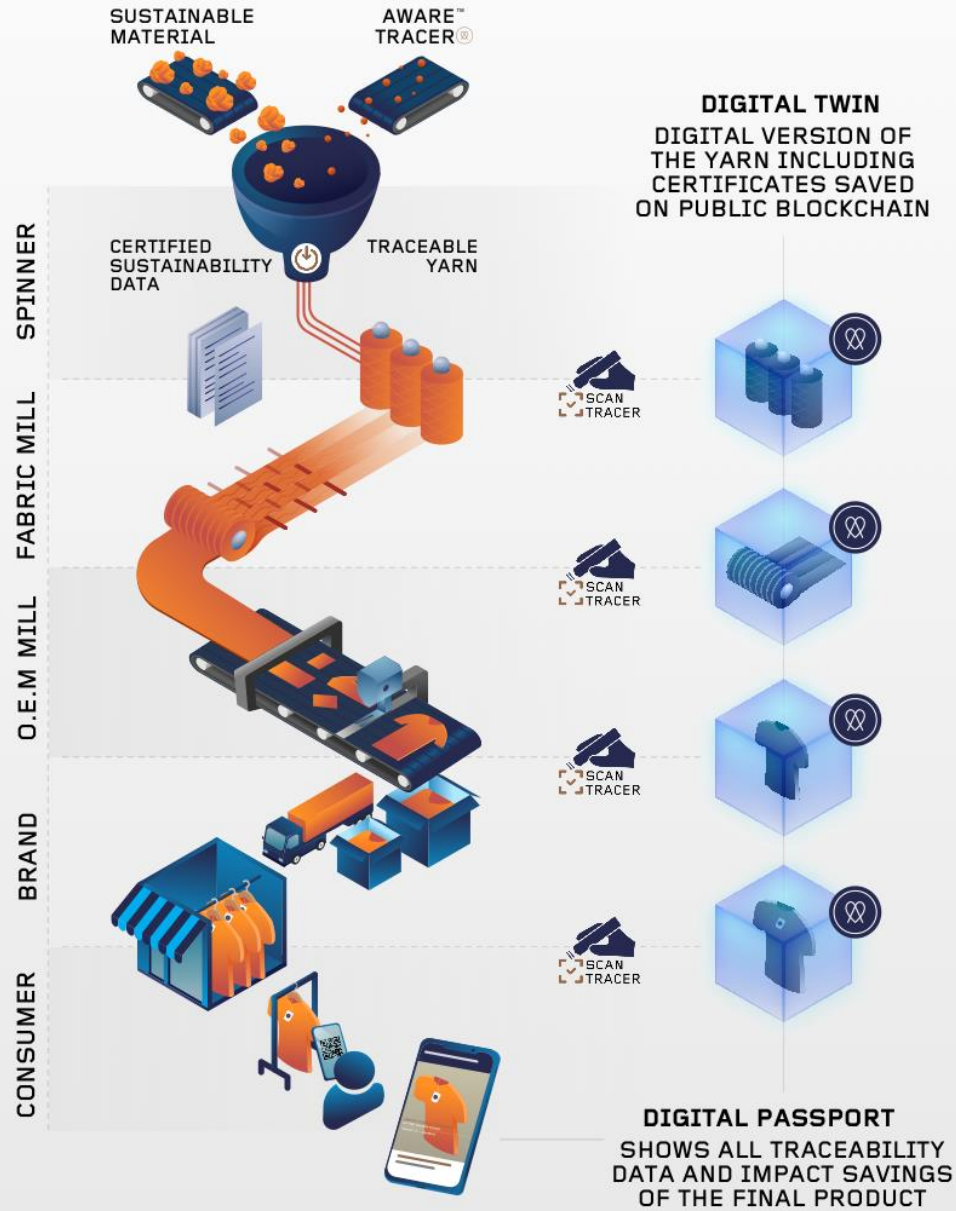
2. SCANNING EQUIPMENT



3. BLOCKCHAIN

AWARE

THE TRUE STORY OF SUSTAINABLE FABRICS





What's in it for them?



PRODUCT I.D. | K01-21-23677893-AWA

KINGS OF INDIGO
PHILIPPA WORKER AWARE
DENIM COLOR BLOCK

RECYCLED COTTON 50%
ORGANIC COTTON 50%

COLOR IS CREATED
USING A RECYCLED
WATER SYSTEM

PRODUCT I.D. | K01-21-23677893-AWA

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THANOS AWARE
DENIM COLOR BLOCK

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BE AWARE OF WHAT YOU WEAR

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AWARE



THE TRUE STORY OF SUSTAINABLE MATERIALS



BE AWARE OF WHAT YOU WEAR.

This garment is validated
with Aware™ technology
and authenticated as
genuine recycled fabric.
Scan the QR code and you'll
discover the true journey
of this material.



GARMENT INCLUDES A 'DIGITAL PASSPORT'



BE AWARE OF WHAT YOU WEAR.

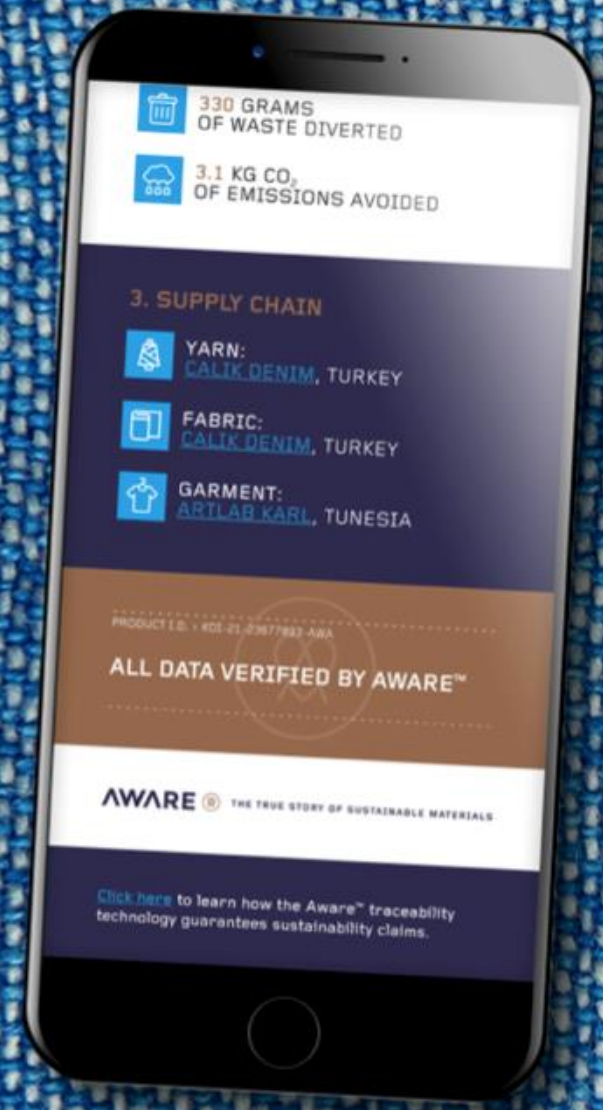
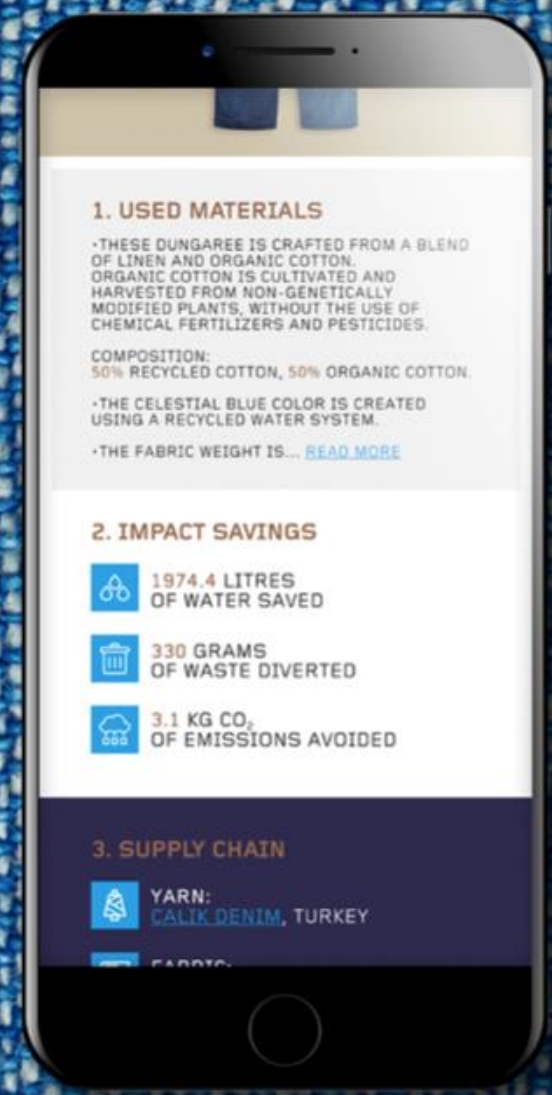
This garment is validated
with Aware™ technology
and authenticated as
genuine recycled fabric.

Find a code to scan

Scan the QR code and you'll
discover the true journey
of this material.



YOU CAN SCAN QR CODE WITH
YOUR MOBILE PHONE AND...



... SCROLL THROUGH AWARE™ DIGITAL PASSPORT FOR ALL RELATED DATA



AWARE

AWARE IS THE ONLY TRULY WORKING TRACEABILITY TECHNOLOGY
CONNECTING GENUINE MATERIALS AND FINAL PRODUCTS.
ONE PLATFORM FOR MULTIPLE SUSTAINABLE MATERIALS. EASY TO USE.



AWARE