

KARIBAN
== BRANDS ==

COTTON
“IN CONVERSION”



POSITIVE
TRANSFORMATION



K3027IC



K3029IC



K3025IC

K3026IC



WHY TURN TO COTTON IN CONVERSION?

KARIBAN BRANDS BRANDS is committed to deploying «In Conversion» cotton by developing a comprehensive and sustainable support programme for farmers, enabling them to gradually switch from conventional cotton to organic cotton cultivation.

Currently only 1% of world cotton production is organic.

Confronted with strong demand and soaring prices for this raw material, growing “In Conversion” cotton is an effective strategy designed to gradually increase the world supply of organic cotton and thus help preserve the planet.

3 YEARS

It takes 3 years to rid conventional cotton plots from traces of pesticides and to regenerate.

From the first day of this transition programme, production scrupulously complies with the standards required by the organic sectors.



KARIBAN : GOTS CERTIFIED IC2 COTTON



The Kariban brand has chosen to end its item codes with the letters «IC», so it's easier to identify «In Conversion» items.

Maintaining its progress towards more sustainable collections, Kariban insisted that all «IC» designs obtain GOTS -In-Conversion certification (Global Organic Cotton Standard).

The different stages of this biological transition:



Natural cotton seeds



No pesticides



No GMOs



No chemical fertilisers



Crop rotation culture



Sustainable use of resources

THE GOTS LABEL

In the textile sector, **GOTS certification is the most demanding and sought after**, as it **guarantees optimal quality and traceability**.

This certification means organic textiles can be sold worldwide.

The Ecocert organisation that issues the GOTS certification has the mission of supporting, supervising and scrupulously checking the textile companies who wish to obtain and uphold this valuable label.

As a global specialist in the certification of sustainable practices, **they ensure compliance with the following points:**

- **Cotton is grown without using chemicals** (pesticides, insecticides and fertilisers), **or GMOs**.
- **Water is used reasonably and sustainably for field irrigation in agricultural areas**, or during periods of drought, requiring human irrigation.
- **Compliance is guaranteed with social working conditions** based on the principles of the ILO (World Labour Organisation) of the UN (United Nations).
- Finished products are guaranteed to have been produced at every stage of **production without using any toxic products**; neither toxic for the environment, nor for the production workers, nor users.
- GOTS certification is the only one that requires certified brands to provide **laboratory test reports** during verification audits proving that there are **no traces of GMOs** in the DNA of the cottons used, **nor traces of pesticides and other toxic chemicals**. These tests are arduous and expensive but it is the only way to guarantee that the cotton is natural and harmless.



EGL N°165651 / KARIBAN

PROGRESS TOWARDS MORE ORGANIC PRODUCTION, FOR A GREENER, BETTER FUTURE

Understanding the differences between conventional cotton and organic cotton:

COTTON	ORGANIC COTTON
High water consumption Reaches groundwater, uses it up.	Low water consumption Naturally rich soil, for better retention of water.
Intensive cultivation that is harmful to nature Use of insecticides, pesticides and GMOs. Intensive monoculture.	Reasonable cultivation that is environmentally-friendly Zero pesticides, natural fertilisers, preservation of biodiversity and crop rotation to avoid soil depletion.
Chemical products Heavy metals and chlorine used for treatment, bleaching, fabric dyes, etc.	No toxic substances Non-harmful substances.
Working conditions No worker protection.	Working conditions Fair pay and protection for workers and their families.



The choice of Kariban's «IC» designs enables us **to get a step ahead and adapt to changes in consumption**, while working towards environmentally friendly practices.

Investment in organic farming translates into **financial support for producers** (with this transitional period initially resulting in a drop in income), training and technical assistance combining traditional techniques and modern eco-friendly methods.

Thanks to this programme, **Kariban is helping to improve farmers' quality of life** and encourages them to turn to sustainable agriculture.

This collaboration is essential in bringing about real change for the future and in enabling everybody to benefit from this.

More organic cotton crops guarantee a greener, better future for our planet and improved working conditions for farmers.

The Cotton «In Conversion» programme is part of a global sustainable business strategy and **this committed conversion is part of the Kariban brand's quality policy**; thanks to strict monitoring of compliance with our specifications. Upholding the high quality standards expected by the brand's customers is a priority for us.

The design, compliance with deadlines and traceability are all just as reliable as ever!

GOTS CERTIFIED IC2 PRODUCTS

List of Kariban's "In Conversion" products:

K3025IC Men's Bio150IC crew neck T-shirt	K3028IC Men's Bio150IC V-neck T-shirt
K3026IC Women's Bio150IC crew neck T-shirt	K3029IC Women's Bio150IC V-neck T-shirt
K3027IC Children's Bio150IC crew neck T-shirt	K3032IC Unisex Bio190IC crew neck T-shirt

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