
Grupo Malwee - Company

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Malwee Group:
The world was made to last

Sustainability and Innovation

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Executive Summary

The Fashion World has, as a consequence of its value chain, the offer of tangible products, garments, and intangibles like identity, self-esteem, sense of belonging and glamour. However, this industry has been considered one of the most polluting. The diversity of raw materials origins, as vegetable, animal or synthetic and their transformation processes generate significant impacts, depleting natural resources and biodiversity and emitting large loads of waste, effluents and greenhouse gases. The whole impact of this sector is intensified with the stimulation of consumption by desire and not by necessity.

In this scenario the Malwee Group, with the purpose of serving quality and delivery on time to its customers, brought through its history a responsible position towards people and nature. It is a company guided by the triple bottom line since its foundation.

The first steps were a set of actions to improve the environmental and social aspects in its factories and surrounding communities. Looking to the future, we always search for new technologies to improve processes and our management. In this way, we developed our management model and introduced socio-environmental goals in our business. Applying recognized references from Global Report Initiative, Life Cycle Assessment, Balanced Scorecard, Agile and other management tools associated with modern technologies in energy, waste and water, such as eolic energy, water reuse, and dry sludge with energy recovered from boiler and heater emission, we improve our performance in the most important impacts of the textile sector and become an international reference as a fashion company that respects people and planet.

In five years we increased 17.5% the consumption of shredded cotton and more than 81% of recycled polyester, we reduced 47% of water catchment from rivers, 61% of waste generation per garment, 80% of waste landfill disposal, 7% electricity consumption per garment and 75% of greenhouse gas emissions from scopes 1 and 2 of the GHG Protocol.

The Malwee Group is aware of the challenge that lies ahead in the socio-environmental issues of its value chain, but believes in its responsible performance and example. It sees its employees as agents of transformation and that its cycles of goals are a milestone in directing its actions towards a more sustainable business. The achievement of the goals will leverage new challenges that will allow us to guarantee the future of the next generations, that is the only way our business will be perpetuated. We really believe that the world was made to last

Biography

Malwee Group is one of the main fashion companies in Brazil. As a leadership in ESG - Environmental, Social and Governance, in over 53 years of history, we have built a path of pioneering and investments in sustainability incorporating innovative technologies and processes that range from the use of more sustainable raw materials to the preservation of 4.2 million square metres of green area. We were pioneers in the reduction and treatment of waste, effluents and emissions. We have already practised a circular economy since 2008, when we launched products produced with plastic bottle waste, recycled cotton and fibre from banana waste. In 2015, we ramped up our pioneering in the Brazilian fashion sector launching the 2020 Sustainability Plan, a set of goals established considering the textile value chain (supply, product development, industry, sell, use and after use) to be achieved in 5 years. Due to its ethical and responsible performance, the company is among the 20 most transparent fashion brands in the world, according to the Fashion Transparency Index (ITM).

2. LAB MALWEE Jeans

Project Summary: In the conventional way, an average of 100 litres of water are used in the production of one pair of jeans. LAB MALWEE JEANS produces the same jeans with 300 ml. An unprecedented technology achieved through international collaboration with Jeanologia, reduces water use by more than 80% and can reach 98%. Its operation doesn't have chemicals that are harmful to the workers and consequently the environment .

Below we summarise the plan and results.

The objective: To reduce the water consumption for jeans production, through innovative technology and international collaboration, in 70% at least

Methodology applied - We've measured using Organisational Life Cycle Assessment (LCA-O) cradle to gate methodology focused on water consumption as the other impacts were already being reduced in our 2020 macro plan.

Biggest challenges -This technology demands a more expensive machinery and some solutions didn't exist in the market by the time the project was launched.

At this point, the international collaboration with Spanish company Jeanologia was key, we visited their company and changed knowledge throughout the evolution of the project at a very close range.

This is almost exclusive technology in South America, no competitors are using or have the same level of Sustainability as our jeans

Our planning and results

As the scope of our project was defined, we've chosen to invest 9 million reais, around 2 million dollars, in a special machinery from Jeanologia.

Malwee introduced the technology in our production plant to test the efficacy and quality of the products.

This stage lasted 6 months, as we were learning the technology and adapting the hardware and software to our quality and production protocols.

With the jeans already consuming 100 liters against 70 liters in the laundry process, we've noticed, through LCA analysis, that the energy consumption from the National Integrate System increase 17% the global water consumption and 25% in greenhouse gases emission. As our main source of energy was water, our Sustainability team developed a plan to use an alternative energy source; which was wind energy, reducing 97% the global water consumption and 58% the greenhouse gases emission.

This solution provided the real water reduction we've planned and grounded our transparency core values to it, we did not announce something that would be "half true".