



Transparency Tool Launched by Transformers Foundation
The First Tool of its Kind Built on Primary Data for The Denim Industry

April 25th, 2023 | New York, New York | Transformers Foundation is proud to announce the launch of its new Transparency Tool (TTT), a comprehensive and efficient solution to help businesses and consumers understand the environmental impact of their products. The tool is the first of its kind built on accurate data, providing an in-depth view of a product's supply chain, impact calculation, compliance information, and supplier surveys.

Debuted at Kingpins Show last week, The Transformers Transparency Tool (TTT) collects crucial information on inputs such as energy usage, water usage, and outputs such as greenhouse gas emissions, and data on chemicals used in the manufacturing process. This information is then used to calculate a product's overall environmental impact. The tool is built on science-based calculations via natific's calculation tool and features a robust system to ensure the validity of the data.

Suppliers benefit from increased visibility, the ability to share valuable information with customers, and a platform to make informed sustainability decisions. TTT is also accessible to brands by invitation from fabric mills, garment makers and laundries, where they can validate their sustainability initiatives within the supply chain and track supplier compliance.

"We are thrilled to launch our transparency tool built for the denim industry based on real data," said Andrew Olah, Founder of Transformers Foundation. "Our goal is to provide businesses and consumers with the accurate information they need to make informed decisions about the products they buy. The TTT is an important step towards measuring our impact in a real way."

For more information about the TTT, please visit <https://www.transformersfoundation.org/ttt/>.

About Transformers Foundation

Transformers Foundation is the unified voice representing the denim industry and its ideas for positive change. It was founded to provide a thus-far missing platform to the jeans and denim supply chain, and a central point of contact for consumers, brands, NGOs, and media who want to learn more about ethics and sustainable innovation in the industry.

We represent the denim supply chain: from farmers and chemical suppliers to denim mills and jeans factories. <https://www.transformersfoundation.org/>

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About natific

natic is a privately-owned Swiss company providing digital solutions for supply chains that encourage efficiency, transparency, and verifiable sustainability data. The world's most well-known brands rely on natic to ensure their color feasibility, consistency, accuracy, and precision. With decades of experience in the field, natic also trains and certifies suppliers around the world, elevating them to the highest level of performance.

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