

## ASOS Man-Made Cellulosic Fibre Policy

**Date issued: July 2022**

**This Policy applies to all ASOS Own Brand Suppliers (“Suppliers”) and ASOS Brands (“Brands”)**

### **DEFINITION OF CELLULOSIC FIBRE:**

This document relates to the use of man-made cellulosic fibres, hereby referred to as cellulosic fibres. Cellulosic fibres include viscose, modal, lyocell, acetate, and rayon and other trademarked brands of these products. Traditionally wood pulp (similar to paper) has been used as the key raw material to make a cellulosic fibre. Today we increasingly see recycled cotton or agricultural residues as an alternative to traditional wood-pulp.

Facilities that make man-made cellulosic fibres, are hereby referred to as cellulosic producers.

### **BACKGROUND**

This Policy sets out the standards and responsibilities that Suppliers are required to follow and implement throughout their supply chain and the minimum standards that products supplied to ASOS must meet.

For ASOS, 'Fashion with Integrity' guides our approach to business and our drive to be a more responsible company.

More than 200 million trees<sup>1</sup> are logged every year and turned into cellulosic fabrics such as viscose. Since 2014 ASOS have been a signatory to Canopy and have committed to ensuring no endangered or ancient forests are used to make our products or fabrics. Canopy work with the Rainforest Alliance to audit cellulosic producers to assess their risk of sourcing from ancient or endangered forests and their use of wood pulp from well-manage forests. Canopy has developed the 'Hot Button Report' which ranks cellulosic producers based on the output of their audit. ASOS will only source cellulosic fibres from 'Green Shirt' producers as identified in Canopy Hot Button Report. Read more about the [Hot Button Report here](#).

As a signatory to the [Changing Markets roadmap](#) towards responsible viscose and modal fibre manufacturing, ASOS are committed to supporting cellulosic producers in our supply chain work towards a closed-loop manufacturing system. This is where the chemicals used in the process are captured and reused. The cellulosic producers making the majority of ASOS viscose and modal have committed to closed-loop production using EU Best Available Techniques (BAT) by 2022-2025.

ASOS prohibits the use of viscose sourced from the Xinjiang Uyghur Autonomous region. ASOS are aware of three cellulosic producers in the region, however none of which are ranked as a Green Shirt producer in Canopy's Hot Button Report, therefore by sourcing only from Green Shirt producers we will not be sourcing from the region.

ASOS encourages the uptake of 'Next Generation Solutions' where recycled textiles and agricultural waste cellulosic fibres can be used as an alternative raw material to wood. Several the world's largest cellulosic producers are already producing Next Generation Solution cellulosic fibres, to reduce the risk of deforestation while protecting forest habitat. Canopy report that Next Generation Solutions have a lower water and carbon impact, compared with conventional cellulosic fibres.



For more information on what ASOS classifies as more sustainable please refer to our [Sustainable Fibre Guide](#). If you do not have access to the Sustainable Fibre Guide, please contact: [SustainableSourcingTeam@asos.com](mailto:SustainableSourcingTeam@asos.com)

## **THE ASOS COMMITMENT**

This Policy has been developed from the ASOS Fashion with Integrity strategy, as part of our commitment to have 100% of ASOS own-brand products come from a fully mapped supply chain (to raw material level) and to procure 100% of own-brand products made from recycled or more sustainable materials by 2030. ASOS will only source cellulosic fibres from 'Green Shirt' producers as identified in Canopy Hot Button Report and will not source cellulosic fibres from the Xinjiang region.

## **OUR SUPPLIERS' COMMITMENT**

Suppliers must carry out their own due-diligence and ensure that they are only sourcing cellulosic fibres from 'Green Shirt' cellulosic producers, sources with well managed forests, and will not source cellulosic fibres from the Xinjiang region. ASOS expects all Suppliers of cellulosic fibres to track their supply chain and provide ASOS with the name and address of the cellulosic producer. Suppliers should do this by declaring the following to [SustainableSourcingTeam@asos.com](mailto:SustainableSourcingTeam@asos.com):

1. Name(s) and address of factories making cellulosic products
2. Name and address of fabric mills factories making cellulosic fabrics (and to declare the percentage of the factories viscose that is sourced from each mill, totalling 100%)
3. Name and address of spinner(s) supplying each fabric mill
4. Name and address of the cellulosic producer(s) and the fibre being made
5. On request, provide documentation to verify that the cellulosic producer is supplying the spinner, e.g. PO or confirmation from the producer

Suppliers will be asked to share the above information every 3-6months. This process will mean that ASOS Suppliers purchasing cellulosic based materials, cannot purchase from markets as we are unable to have traceability of the supply chain. Please see Appendix 1 for more information on how this information should be presented to ASOS.

## **WOOD DERIVED MATERIALS IN ASOS OWN-BRAND PRODUCTS**

If wood-based materials are being used in ASOS Own-Brand products, the material must be FSC or PEFC certified.

Chain of Custody certification is required for all organisations in the supply chain. For FSC certified materials there needs to be an unbroken chain of certified companies covering every change in legal ownership from the certified forest up to the point where the product is finished or sold to ASOS. Please contact the [sustainablesourcingteam@asos.com](mailto:sustainablesourcingteam@asos.com) if you are planning to source any wood or paper products.

## **ASOS THIRD-PARTY BRANDS**



1. ASOS Third-Party Branded suppliers must be able to provide evidence to ASOS that they have their own existing systems in place for the verification of sustainable materials.
2. Only sustainability claims that can be substantiated with the necessary certification and transaction certificates by the ASOS Third-Party Branded suppliers can be shared in the copy on the product display page on ASOS.com.
3. All ASOS Third-Party Branded suppliers must be able to share the required evidence with ASOS, as may be requested by ASOS from time to time.

### **CONSEQUENCES FOR BREACHING THIS POLICY**

In the event that a Supplier breaches any term of this Policy, ASOS shall be entitled to rely on the remedies set out in the ASOS Supplier Agreement.

ASOS reserves the right to conduct a full audit of a Supplier's records, at any time, to ensure they meet the requirements set out in this Policy, including to monitor that the Supplier has maintained an up-to-date record of its sources of cellulosic fibres. All Suppliers must ensure they carry out their own due diligence across their own supply chain.

### **CONTACTS**

**For further information, please contact the ASOS Responsible Materials Team at [Sustainablesourcingteam@asos.com](mailto:Sustainablesourcingteam@asos.com)**

Appendix 1.

**See example:**

<b>Factory</b>	<b>Mill</b>	<b>% split</b>	<b>Mill address</b>	<b>Spinner</b>	<b>Spinner address</b>	<b>Cellulosic Producer</b>	<b>Address</b>	<b>Fibres sourced</b>
Test factory	ABC mills	10%	Street, country	Test spin	Street, country	PT South Pacific	Street, country	Viscose
	123 mills	20%	Street, country	New spin	Street, country	Lenzing Aktengesellschaft	Street, country	Tencel
	"	"	"	ABC spin	Street, country	Grasim Cellulosic Division	Street, country	Livaeco
	New mills	70%	Street, country	123 spin	Street, country	Thai Rayon Company	Street, country	Modal