

# A Greener Approach to Accessories

The Rudholm USA booth was busy at the recent Functional Fabric Fair with a mixed crowd of buyers focused on the company's extensive line of eco accessories. The Rudholm collection showcased a range of buckles, buttons, polybags, zippers, finishes and trims made from a variety of recycled, sustainable and biodegradable materials. The items were featured in the TREND FORUM area of the recent trade fair, held in New York City, and garnered significant attention from 7th Avenue fashion brands and retailers looking to enhance their eco portfolios.

a wide range of brands in several categories including men's sportswear and men's underwear to women's yoga wear and activewear to children's wear.

"Sustainability is in the company DNA," stated Lau, adding that Rudholm Group is a bluesign partner as well as a member of the Sustainable Apparel Coalition/Higg Index, the Business Social Compliance Initiative (BSCI) and the Supplier Ethical Data Exchange (Sedex). All Rudholm products meet and pass international standards such as REACH and Oeko-Tex Standard 100.

"We are known for a lot of novelty and innovation," Lau explained. A good example is the firm's Compostable Polybag made from plant-based material. The company also offers an OXO-Biodegradable polybag that is made from polyethylene but with a unique additive that basically "eats the plastic." Explained Lau, "If you figure that even a medium-size brand sells online about five million garments annually that's hundreds of million bags."

Reducing plastic waste with sustainable products doesn't have to be cost prohibitive. "Pricing was the conversation around eco, but that is no longer valid," said Lau. "For example the OXO-Biodegradable polybag only adds half of a cent to the cost."

The Rudholm Group has manufacturing in several locations around the world. The sustainability line is made in China with the exception of recycled paper buttons and hemp buttons which are produced in Portugal.

Started in 1951 as a small family business, the Swedish firm has become an established global leader in not only accessories for apparel, but also logistical solutions for the textile industry. The company has recently introduced the ShareLabel that automatically generates QR codes allowing customers to access more

product information. "It is a brand new system set up so brands can tell their story," said Lau. "It could be where the product is made or what the product is made of." He pointed out that consumers today want to know more about what they purchase and Rudholm is responding with innovations in sustainability and textile transparency. ●

To watch a video about the new ShareLabel visit this link online: <https://youtu.be/L4m2lmCo470>



"We had a very good event," said Dennis Lau, Rudholm Group USA. "Lots of brands are looking for sustainable items and overall there is heightened awareness of eco materials and product."

Headquartered in Sweden with facilities worldwide, Rudholm Group Holding manufactures and distributes garment accessories for fashion and the workwear industry. Lau opened the company's USA office in New York City three years ago and is making steady inroads in the marketplace. The company works with

## COMPANY NEWS

### Silvadur Antimicrobial Tech Certified by bluesign

Dow Microbial Control, a global business unit of DowDuPont Specialty Products Division, announced that its patented antimicrobial technology for textiles and apparel – Silvadur – has been certified by bluesign. The bluesign system oversees the global textile supply chain to ensure that chemicals and other materials used in all steps of textile and apparel manufacturing processes are safe for consumers, workers and the environment. "Dow is dedicated to helping lead the transition to a sustainable society and planet and setting a higher bar for social and environmental progress," says Karel Williams, Dow Microbial Control, textiles business segment director. "Being a Bluesign partner is one of many steps we are taking to assure textile and apparel manufacturers and brands – as well as their engaged customers – that products treated with Silvadur do not compromise human health or harm the environment."

### Microban Earns Eco Passport by Oeko-Tex certification

Two new non-antimicrobial technologies, Scentry and Scentry Revive, by Microban International, have earned Eco Passport by Oeko-Tex certification, an independent testing and certification system for chemicals, colourants and auxiliaries used to manufacture textiles. To receive this accreditation, a three-stage verification analyses is completed and based on whether chemical products and each individual ingredient meet specific requirements with regard to sustainability, safety and compliance with statutory regulations. The combined process ensures there is no harmful effect on the human and environmental health of the textiles treated.

Scentry Revive's key sustainability benefits are said to include water and energy savings through the reduced need for laundering. "Most significantly, because it prevents the odor build-up that causes consumers to discard apparel, footwear and gear prematurely, Scentry Revive effectively extends the usable life of any product treated with it, keeping items out of landfills," the company adds. ●