



# USE YOUR T-SHIRT AGAIN AND AGAIN





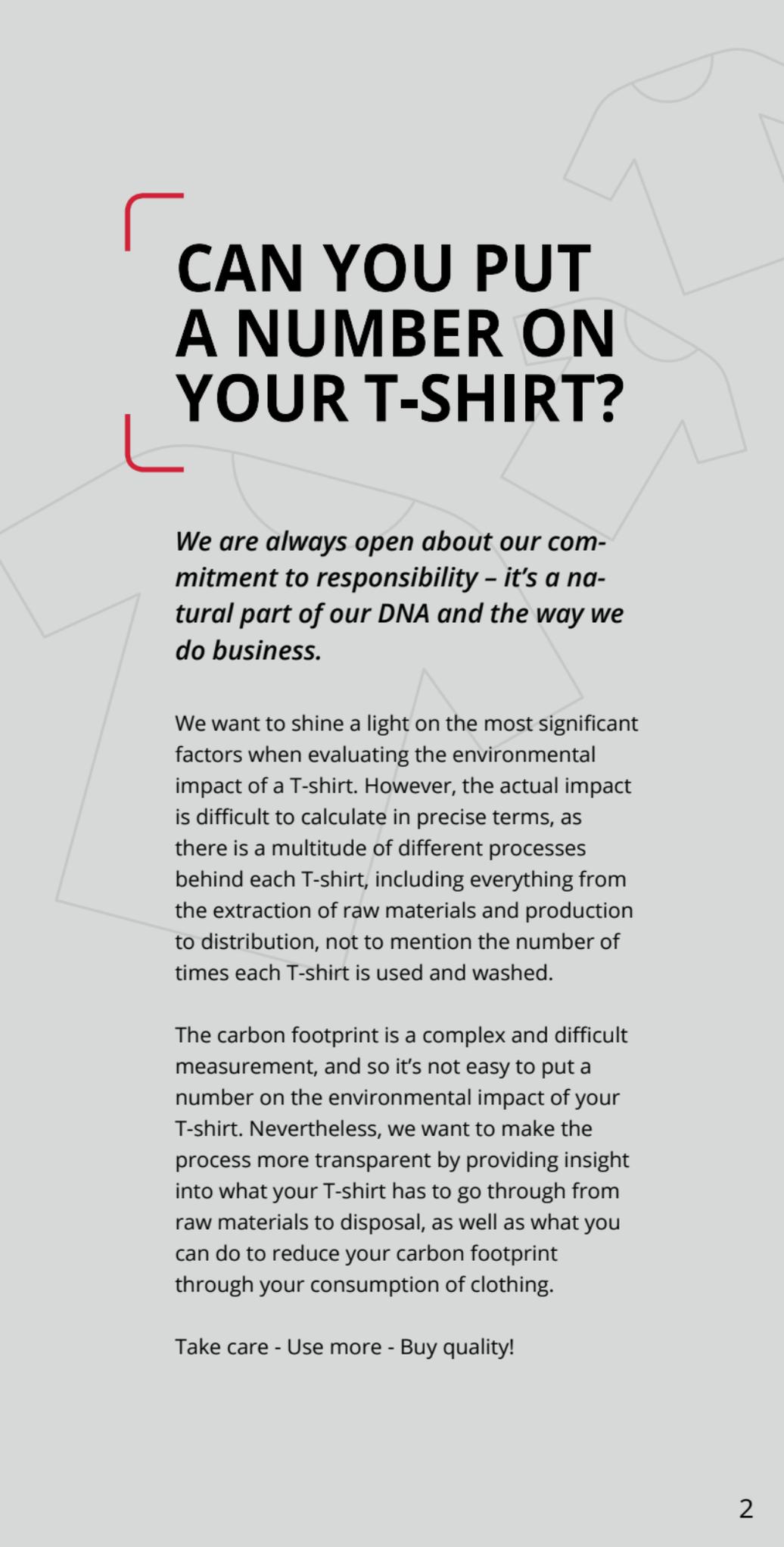
## What is a Life-Cycle Assessment?

LCA is an abbreviation of Life-Cycle Assessment. LCA provides a detailed overview of the environmental impacts of a product. This includes everything from raw materials and extraction methods to energy, water, waste, and transport.



## LCA on selected ID® T-shirts

To support our work on a long product lifetime and minimising our environmental impact, we have conducted life-cycle assessments on selected ID® T-shirts in collaboration with the think tank, Tekstilrevolutionen.



# CAN YOU PUT A NUMBER ON YOUR T-SHIRT?

*We are always open about our commitment to responsibility – it's a natural part of our DNA and the way we do business.*

We want to shine a light on the most significant factors when evaluating the environmental impact of a T-shirt. However, the actual impact is difficult to calculate in precise terms, as there is a multitude of different processes behind each T-shirt, including everything from the extraction of raw materials and production to distribution, not to mention the number of times each T-shirt is used and washed.

The carbon footprint is a complex and difficult measurement, and so it's not easy to put a number on the environmental impact of your T-shirt. Nevertheless, we want to make the process more transparent by providing insight into what your T-shirt has to go through from raw materials to disposal, as well as what you can do to reduce your carbon footprint through your consumption of clothing.

Take care - Use more - Buy quality!

# WHAT DOES YOUR T-SHIRT GO THROUGH?

*From raw material extraction, production, and transport to use and disposal.*



- ✓ Fibre extraction
- ✓ Yarn production
- ✓ Fabric production
- ✓ Fabric dyeing
- ✓ Post-processing

- ✓ Cutting fabric
- ✓ Sewing
- ✓ Packaging



THE LIFE-CYCLE OF THE T-SHIRT



RAW MATERIALS

PRODUCTION



## We go all the way

When we say that “we go all the way,” we look at the various environmental consequences of the clothing industry - from raw material extraction to production, transport, use and ultimately disposal.



- ✓ Transport to head office
- ✓ Distribution to dealers and end customers

- ✓ Using the clothes
- ✓ Washing the clothes

- ✓ Disposal
- ✓ Recycling/re-use



TRANSPORT

USAGE

END OF LIFETIME

# THE SIX IMPACT CATEGORIES



We've analysed how much the T-shirt has affected the environment in six different impact categories.

**Impact category  
= An effect on the  
environment**

*The impact categories enable the creation of actionable statements about how individual emissions affect the environment and constitute the Life-Cycle Assessment's measure of environmental impact.*



### **1. Global Warming**

Indicator of global warming due to greenhouse gas emissions.



### **2. Eco-toxicity**

Eco-toxicity refers to the biological, chemical, or physical stressors that affect ecosystems.



### **3. Land use**

The area of farmland used to grow the raw materials and raw material extraction.



### **4. Eutrophication Potential**

Eutrophication occurs due to fertiliser or waste water infiltration, which leads to increased algae growth in lakes and water bodies, resulting in oxygen depletion.



### **5. Water use**

The water used for the cultivation of raw materials, for production and for laundry.



### **6. Water shortage**

The lack of freshwater resources to meet standard needs.



# CHOOSE THE RIGHT T-SHIRT

*The difference between a high-quality T-shirt and a low-quality T-shirt is significant when it comes to production, environmental impact, social responsibility, and product lifetime.*

If you choose a high-quality T-shirt, you help reduce the environmental impact as it lasts longer, so you don't have to buy as many T-shirts.

This helps reduce the total production count and thus the environmental impact associated with the production of T-shirts.

For four decades, we have e.g. created quality T-shirts that can be worn again and again. We believe that this is the best way to limit our impact on the environment.

# The most responsible T-shirt is the one that can be used over and over again

- Thomas Husted, CEO - ID® Identity



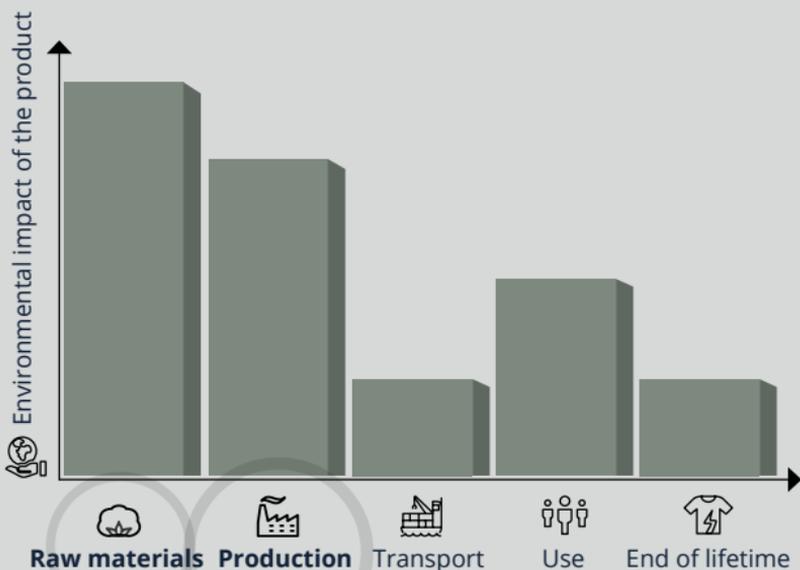
## Initiatives & Memberships

# IT MAKES A DIFFERENCE

*Did you know that the largest environmental impact occurs during raw material extraction and production?*

As a member of the Better Cotton Initiative with several EU Ecolabel certified products in our range, we take responsibility for reducing the environmental impact of raw material production.

By educating farmers and optimising resource utilisation, we can help create a more responsible production of raw materials.



“ To contribute to one more responsible world, is a constant journey that requires action



Through Better Cotton, which works towards a more responsible cotton production, we support the education of farmers. Farmers learn how to improve cultivation techniques, reduce the use of chemicals, and minimise water consumption.

This all contributes to the minimisation of the environmental impact and the improvement of the working conditions and living standard of the farmers.

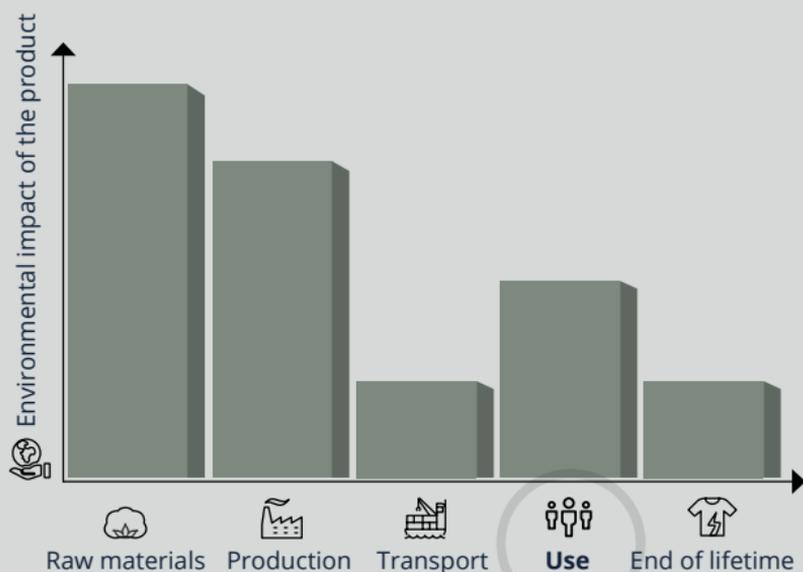


EU Ecolabel certified clothing is your guarantee that it has been produced in accordance with strict environmental standards.

This includes the use of chemicals, water, waste, and energy, which is why we only work with suppliers that are approved by Ecolabelling Denmark.

# JOIN US IN MAKING A DIFFERENCE

*Did you know that the best way to reduce your environmental impact is to take good care of your T-shirt and use it for as long as possible?*



**Take care  
Use more  
Buy quality**



## **Wash with care**

We've compiled a list of 10 great laundry tips. See them on pages 13-14.



## **Repair the clothes**

And help minimise your environmental impact.

# 10 GREAT LAUNDRY TIPS

1

## **Avoid unnecessary laundering**

Wear clothes again and avoid unnecessary laundering that wears them out and shortens their service life.

2

## **Air your clothes**

If your clothes aren't soiled, air them instead of washing them; they'll last longer that way.

3

## **Choose the right detergent**

Choose a detergent with an Ecolabel. It's economical and gentle on clothes and on the environment.

4

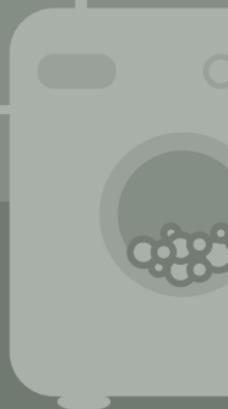
## **Avoid**

Avoid bleach, optical whiteners and fabric softener.

5

## **Dosage**

Dose detergent correctly and according to the hardness of the water. Adding too much laundry powder does not make the clothes cleaner, but leaves soap residue in the clothes.

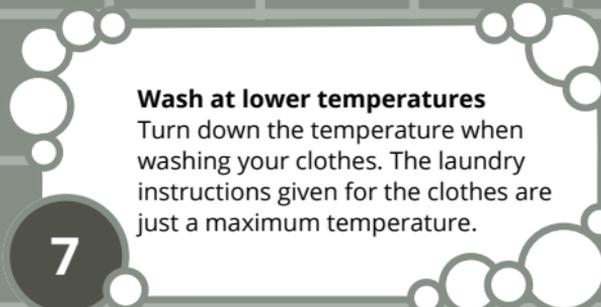




**6**

**Colours**

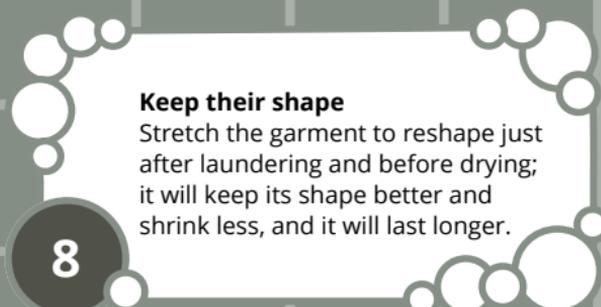
Wash similar colours together to avoid colour runs in the washing machine.



**7**

**Wash at lower temperatures**

Turn down the temperature when washing your clothes. The laundry instructions given for the clothes are just a maximum temperature.



**8**

**Keep their shape**

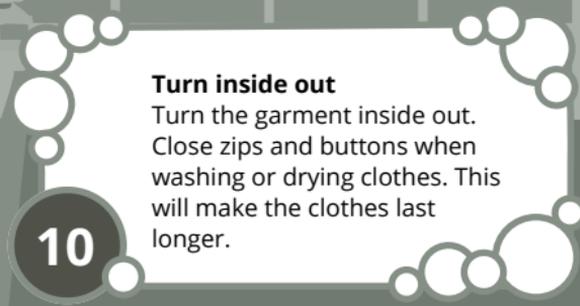
Stretch the garment to reshape just after laundering and before drying; it will keep its shape better and shrink less, and it will last longer.



**9**

**Use a clothesline**

It consumes less energy and prevents clothes shrinking after being in the dryer.



**10**

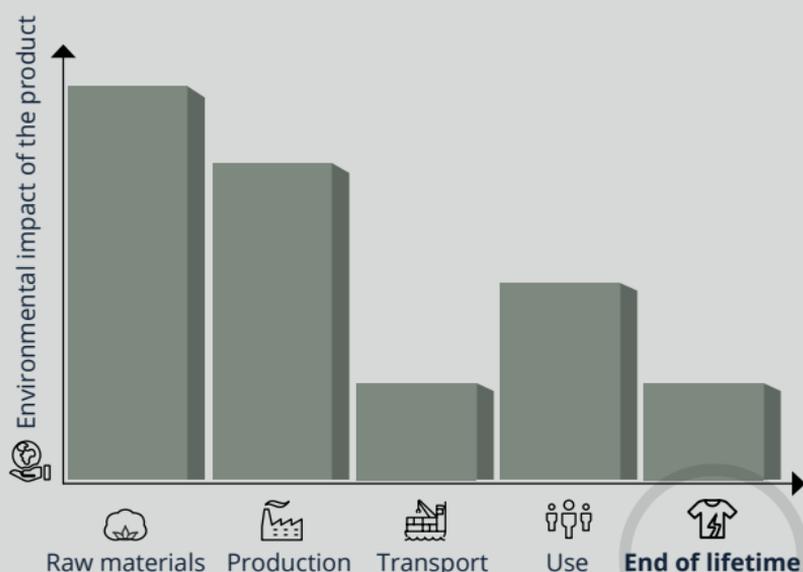
**Turn inside out**

Turn the garment inside out. Close zips and buttons when washing or drying clothes. This will make the clothes last longer.

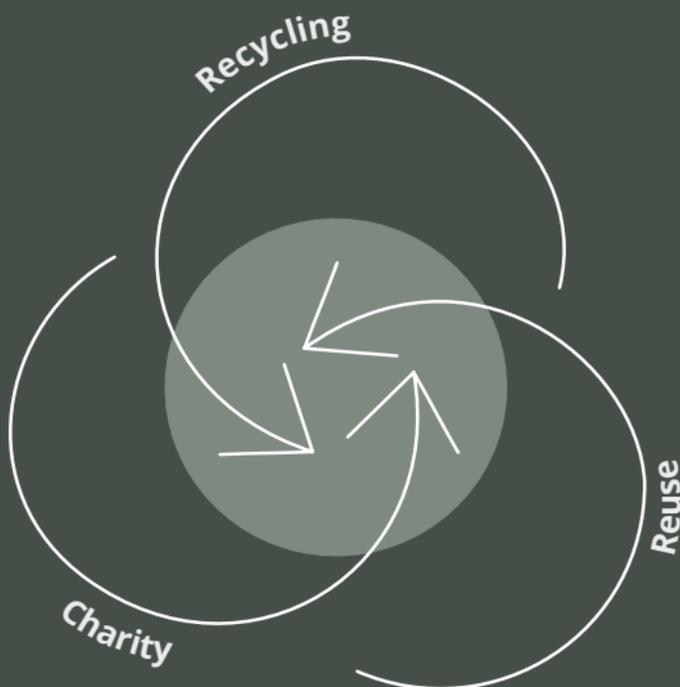
# WHAT HAPPENS TO THE T-SHIRT?

*The more times you use your T-shirt, the smaller its environmental footprint will be.*

When the T-shirt is worn out, we encourage you to recycle it or donate it to charities or other institutions that could benefit from the T-shirt in some other way.



# What we do at ID®?



## **Textiles for recycling**

Non-saleable textiles are sent to our partner NewRetex, who sorts the textiles and transforms them into new yarns. Read more on page 17.



## **Textiles for reuse**

Piece goods and non-saleable shirts are handed over to Nomi4s, who passes the textiles on to institutions and educational establishments that use the textiles for creative projects. Read more on page 18.



## **Textiles for charity**

Samples and discontinued styles are handed over to charities such as 'Asylcenteret, Holstebro', 'Værestedet for socialt udsatte i Aarhus,' and 'Forsorgshjemmet Skovvang'.



# RECYCLING OF DISCARDED TEXTILES

*In collaboration with NewRetex, we are exploring the possibility of giving discarded textiles a new lease of life while still maintaining their high quality.*



During normal operations, products are returned or taken out for quality control. These products cannot be sold through our regular sales channels and are therefore sent to NewRetex. Here, the textiles are sorted and then prepared for recycling.



We closely follow the technological developments and, not least, how products with recycled fibres can meet our level of quality and long product lifetime, which is a crucial factor for us in our work with recycled materials and fibres.



# SHIRTS ARE GIVEN NEW LIFE

*Non-saleable textiles and shirts are continuously sent to Nomi4s, who passes them on to institutions and educational establishments.*

Nomi4s is a joint municipal resource centre tasked with managing waste in an environmental and resource-efficient manner that is characterised by a high level of professionalism. Among other things, Nomi4s gives textiles to organisations and educational institutions that use the textiles for creative projects.



# HELP REDUCE THE ENVIRONMENTAL IMPACT

through your clothing consumption

## ENVIRONMENTAL IMPACT

EXTREMELY LOW

YES

LOW

YES

CAN BE MEASURED

YES

HIGH

NO

VERY HIGH

NO

EXTREMELY HIGH

NO



Want to lower your environmental impact through your clothes consumption?

↓ YES



Can you use some of the clothes you already own?

↓ NO



Can some of your currently owned clothes be repaired?

NO



Are the clothes made in an environmentally friendly manner with consideration for people and natural resources alike?

YES ↑



Can you find some high-quality clothes that you'll use until they're completely worn out?

Graphic – Own layout after:  
Markus L. F. Hatting & Esben H. Licht (2020).  
Vores tøj-verdens ressourcer. Tekstilindustriens  
kompleksitet og fremtid. Danmark.



# USE YOUR T-SHIRT AGAIN AND AGAIN

*For ID<sup>®</sup>, it's an incessant journey towards creating a more responsible world.*

We want to minimise our impact on the environment and contribute to a more sustainable textile industry.

We believe that high-quality products that can be used again and again until they are beyond repair are a prerequisite for a sustainable future.

We put our money where our mouth is and are transparent in our work towards environmental accountability.

# CHECKLIST

Reduce your environmental impact through your clothing consumption



## Buy high-quality clothes

As they last longer, you won't have to buy new clothes as frequently.



## Use them over and over again

The longer you use your clothes, the less environmental impact they have.



## Wash with care

With the right wash cycle, you help conserve resources and extend the lifetime of your clothes.



## Repair your clothes

Always consider whether your clothing can be repaired before replacing it.





Read more and see  
LCA results at [id.dk](http://id.dk)

