

East Meets West

How big Brands in Europe and the States can engage more effectively with textile manufacturers in Asia

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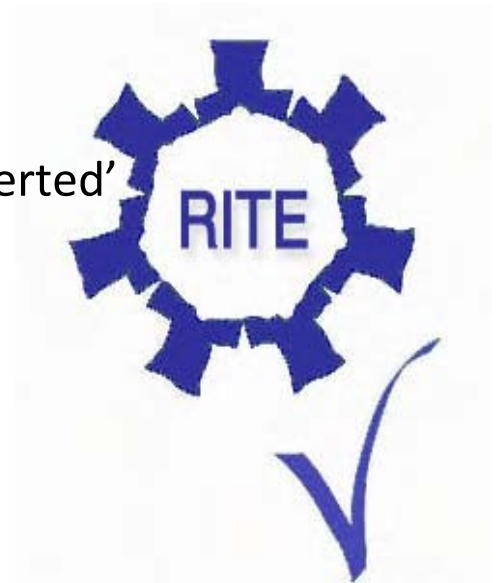
Reducing the Impact of Textiles on the Environment

- UK Based – Global Reach
- All fibres
- All Stages:
 - Manufacture
 - Use
 - Disposal



RITE

- Inclusive
 - Mainstream and Small Scale
 - The 'converted' and 'not yet converted'
- Encourage Debate
- Encourage Best Practice



Correction

How big Brands in Europe and the States can engage more effectively with textile manufacturers ~~in Asia~~



Is there a relationship?



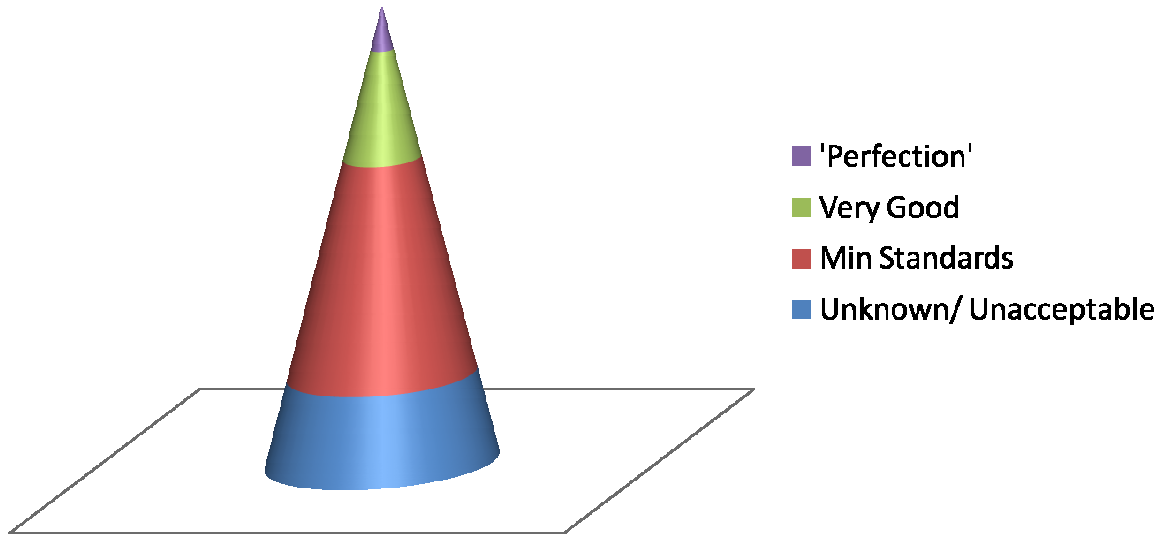
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The Major Problem



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The Global Supply Chain



See no evil



They know.....

- There's good guys
- There's bad guys



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It's uncomfortable.....so



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Retail brands are only as good as the
supply base



What is 'Good'?

Retail brands are only **GOOD** the
supply base



‘Good’ needs re-defining

- Look beyond short term profits
 - Worker safety
 - Environment
 - Pollution
 - Workers’ rights



A brave brand will say...

Don't just judge me on my product and profits

“Judge me on my supply base”



Performance over Price



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Pride in your Partners

- Develop a supply base you are proud of
- Get Tough
 - Clear out the rubbish



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The Key to trust

- Create a Level Playing field



- All suppliers should know brands ONLY do business with GOOD suppliers



Develop 2-way relationships

- Ask don't tell
- Listen

- **Remove the fear**



Fairtrade for all?

- Pay fair prices
- Pay on time

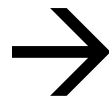


**CASH
IS KING**

COLOUR  CONNECTIONS

Them

+



Us

Us

COLOUR  CONNECTIONS

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