



**SUSTAINABLE  
BEST PRACTICES  
GUIDE**  
**Pureté**

## Brand Info

Pureté's mission is to guarantee the highest standards of comfort and quality combined with good taste for the needs of Baby and Children. The details and the traditional personality are our brand image.

COLECTION  
AW 22/23

AGE  
0-8 anos

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## Brand Impact



### Planet

ENVIRONMENTAL PRACTICES

**6%**  
SOLAR ENERGY

**N/A**  
L/KG OF MATERIAL PRODUCED

**N/A**  
CO<sup>2</sup>

**N/A**  
KG OF WASTE



### People

SOCIAL PRACTICES

**75**  
WORKERS

**15**  
PROCESSES

**N/A**  
TRANSPARENCY

**N/A**  
SOCIAL PROJECTS



### Product

ECOPRODUCT

**90%**  
OF NATURAL FIBERS

**N/A**  
CIRCULAR DESIGN STRATEGIES

**N/A**  
CIRCULAR MODEL

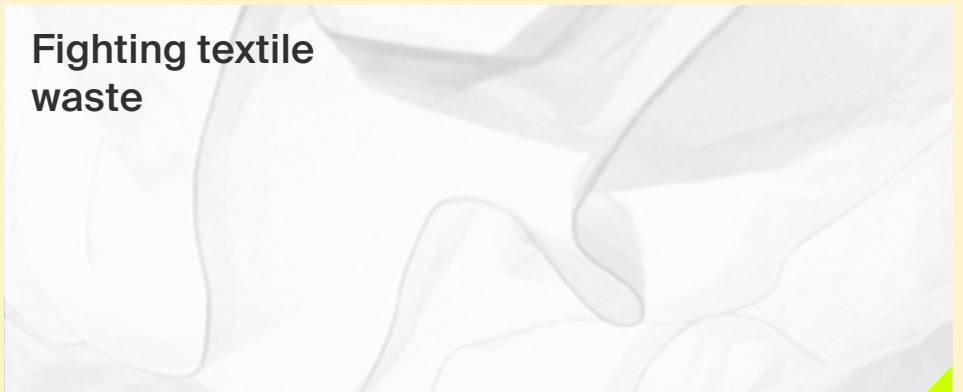
**6**  
WASTE STRATEGIES



# Brand Info

What is the problem they want to solve?

Fighting textile waste



## Sustainable Development Goals

8 TRABALHO DECENTE E CRESCIMENTO ECONÓMICO



### SDG 8

Decent work and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

12 CONSUMO E PRODUÇÃO RESPONSÁVEIS



### SDG 12

Production and consumption sustainable

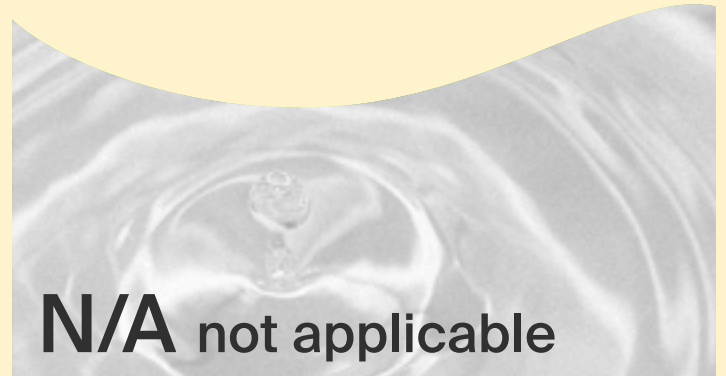
Ensure sustainable consumption and production patterns



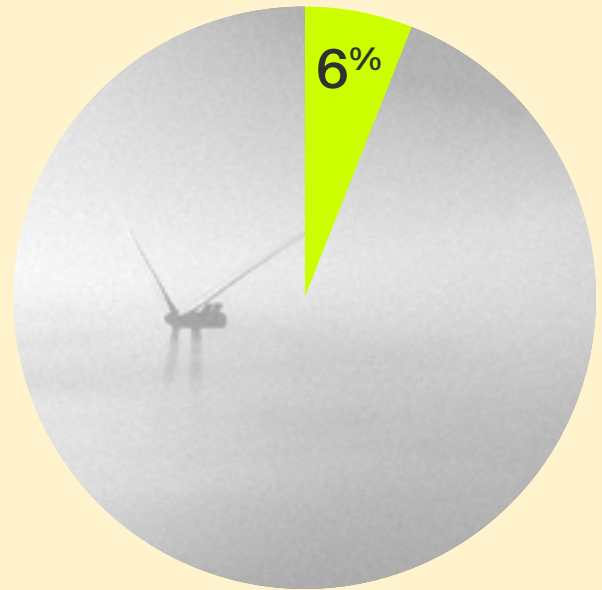
# Planet

How many liters of water were used?

of material produced

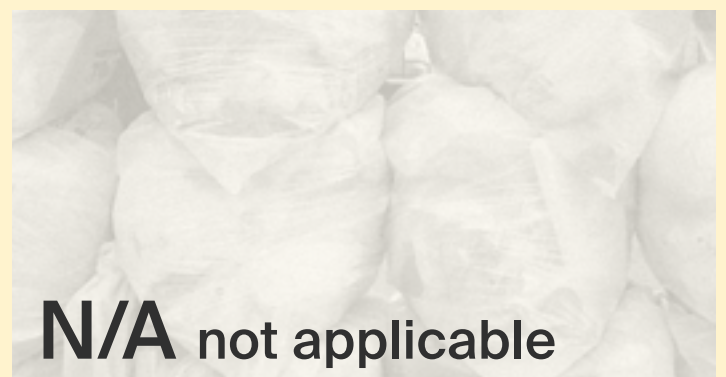


Do you use clean energy sources?  
Which?



How many kg of waste were generated?

Kg of Waste

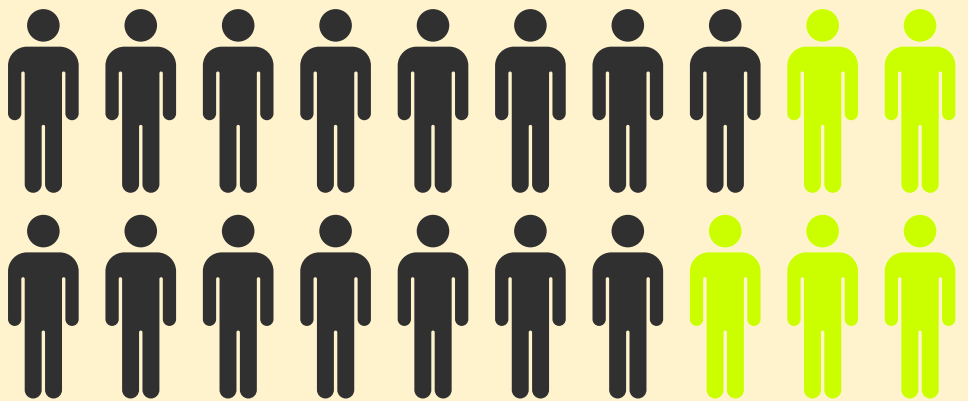




# People

How many people are involved?

65



How many estimated processes?

15

Commercial

Shopping

Design

Modeling

Technical drawing

Cut

Production

Inspection

Finishing

Quality control

Packaging

Warehouse

Division

Shipping

Sales

Show

Commercial follow-up

Communication

After Sales

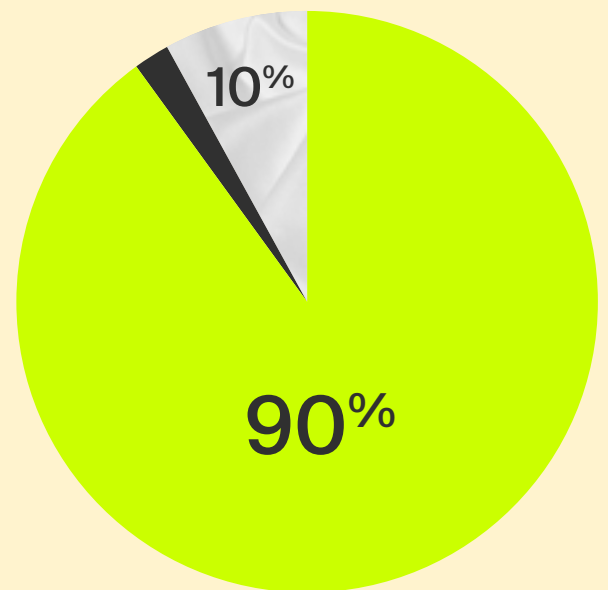


# Product

What materials do you use? In what percentage?

## Collection AW22/23

- 90% Natural fibers (plant and animal origin)
- 8% Synthetic fibers
- 2% Artificial Fibres



Matéria prima predominante?



**90%**

Cotton & Wool



**2%**

Viscose



**8%**

Polyester

What circular design strategies do you use?

Design for  
Longevity

Design for  
to repair



# Product

What strategies do you use to fight waste?

Station of Repair

Reverse logistic

Fix product with error

Dead stock use

Corte Optimizado

Use samples

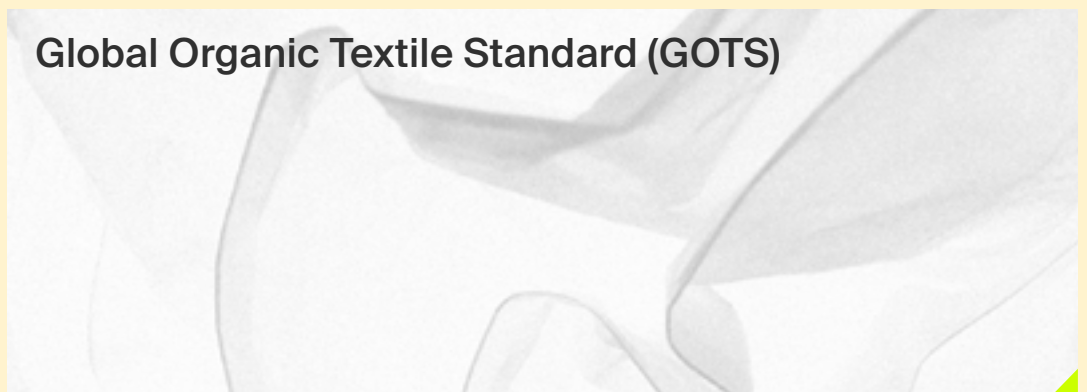
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Do you have a circular model?

Old collections revalue

Guarantees and Certifications

Global Organic Textile Standard (GOTS)



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