

Policy on Waste and Recycling

Benetton Group is committed to be a global responsible company, from a social, environmental and economic point of view. To reach this goal, it is fundamental to adopt a circular mind-set that implies considering from the very early stages of product design recycling and reuse options for the end-of-life of products. For this purpose, Benetton Group has elaborated its policy related to the management of overstock, defective stock and production samples, aiming at minimizing the textile waste and items incinerated.

Business model

In order to minimize overstock, Benetton Group has a mainly “make-to-order” production, referring to the manufacturing process in which the production of an item begins only after a confirmed customer order is received. Only for carryover items, some “make-to-stock” production is performed.

Management of overstock, defective products and production samples

In order to prevent the generation of textile waste and contribute to global zero waste goal, overstock, defective products and production samples are responsibly managed and distributed in appropriate selling channels according to the products type and price category like Outlet stores, Web Discounters, Multi Brand Discounters, Jobbers.

We have established mechanisms to prevent incineration in all countries. Only if the production does not respect the chemical and health and safety parameters, the items are destroyed and an appropriate communication is made to Italian authorities. In order to reduce the probability of this scenario, Benetton Group applies a strong compliance control program on products, which is focused on quality, chemical substances and product safety.

Reuse and recycle in our garment clothes

Increasing garment lifetimes is one of the most effective means of reducing their environmental footprint. Benetton Group has always paid special attention to the selection of raw materials, with a predilection for the most sustainable ones. Today, 80% of the fibers in our garments are of natural origin and therefore have a lower impact on the environment. In addition, about half of our garments are made of monofiber material, making recycling easier. Our commitment continues to focus on the selection of new materials with a lower environmental impact.

Store shoppers

The store shoppers are made of paper certified by FSC and treated with water-based inks. FSC, Forest Stewardship Council is a global trademark identifying products derived from controlled forests, which are managed according to social and environmental sustainability.