

Environment

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ENVIRONMENT

Benetton Group has a long history of environmentally responsible business practices, which includes the zero discharge detox commitment, the recent roll-out of [ECO SAFE](#) to its entire children wear collection (United Colors of Benetton, Undercolors of Benetton, Sisley Young) as well as other initiatives (see below for further details).

Detox Commitment

Benetton Group partners with Greenpeace through their Detox program in a joint effort to lead the textile industry towards the complete elimination of hazardous chemicals from manufacturing ? both in the name of consumer safety and for the benefit of local communities around the world. For the complete text of the zero discharge commitment, please [click here](#).

For a progress update as of January 2015, please [click here](#).

Eco Innovation: the B-Wool

In accordance with the close attention to consumer and environmental wellbeing that distinguishes our philosophy, Benetton Group is working with Benind S.p.A Research & Development to produce a new generation of wool garments that can be washed in any domestic washing machine, do not face felting problems and significantly decrease water consumption. Currently this is possible only through the use of heavy chemical processes.

The technology we are developing to reach these objectives is based on a national research and development project called: ?Knitting wool garments and cotton fabrics with innovative properties obtained by atmospheric plasma processes with low environmental impact?.

For the complete text please click here [click here](#).

Liquid wood clothes hangers

An important eco-friendly project that involves the introduction of innovative lightweight **liquid wood clothes hangers** ? 100% biodegradable and recyclable ? which will completely replace the normal plastic models in all the Group's stores worldwide.

Plastic and Liquid Wood clothes hangers

Eco-friendly paper shopping bags

Since January 2010, customers buying from any of the Group's stores have been taking their purchases home in eco-friendly white kraft paper shopping bags, produced entirely with water-based inks and supplied by a paper mill with FSC certification, the trademark identifying products from forests that are controlled and managed in accordance with the requirements of social and environmental sustainability.

Now also catalogues, brochures and other printed communication materials are made from the same type of eco-friendly paper, certified by [FSC](#) (Forest Stewardship Council).

Plastic bags and Paper bags

Sustainability and Logistics

Benetton Group's concern for the environment and sustainable supply chain management begins with logistics.

The company is preparing to implement a monitoring **system for suppliers of logistics services** that contributes to environmental sustainability through a reduction of CO2 emissions: the IT system used by the logistics services allows the collection of data and the evaluation of CO2 emissions.

Concern for the environment is also clearly seen in the **choice of packaging**: through the use of specifically sized packaging, the Benetton Group has achieved an annual saving of approximately 140 tonnes of cardboard, with a huge CO2 emissions' saving on the whole cardboard life cycle and on the transportation. When loaded on vehicles, moreover, the packaging creates reductions in volume enabling the company to use approximately 1000 fewer transport lorries each year.

Concern for the Environment

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