

BENETTON KIDS DRESS SAFELY

Benetton launches a product safety project for the Group's childrenswear brands

Ponzano, 6th July 2012. Benetton Group launches **Dress Safely**, a project to inform consumers about the safety of children's products with regard to the presence of potentially dangerous components. The project was developed after Benetton Group's childrenswear ranges adopted the **Eco Safe mark** for meeting exceptionally high chemical and mechanical safety standards. The mark is issued by the **ICQ group**, a major and well-recognised **consumer goods quality and safety certifying body**.

The inspiration behind Dress Safely is not only the assurance that no dangerous chemicals or materials are employed in the production process, it is also a special attention towards the consumers who need the most protection: children. The aim is to consolidate the relationship with the consumer through product safety information, in the belief that transparency is fundamental.

As of the autumn/winter 2012-2013 collections, **United Colors of Benetton**, **Undercolors of Benetton** and **Sisley Young** childrenswear ranges will carry a special Eco Safe label. Before reaching the shelves, the clothes will have been monitored throughout the production process, from concept to finished product, by a technical committee of safety experts who will assess the clothes' potential physical/mechanical risks. Over 45,000 chemical and physical/mechanical tests carried out on numerous products in 2011 bear witness to our commitment. The number of test samples has been further increased in 2012, in addition to the tests commissioned by our suppliers. This special attention to children's apparel is part of a stringent control policy covering all the group's products.

The safety.benetton.com website provides full details about the Dress Safely project and the Eco Safe mark. With the launch of the autumn/winter 2012-2013 collections, all information about Dress Safely and the company's policies on children's safety and the environmental sustainability of its products will be available in-store.

The Dress Safely project reflects the ethical approach of Benetton Group, whose social commitment, concern for the environment and transparency towards the consumer have for years been the key values of a responsibility that goes beyond its commercial objectives.

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UNITED COLORS
OF BENETTON.