

GOTS Bangladesh Seminar 2019

ICCB, Dhaka, Bangladesh

08th September 2019





Mr. Jan Moritz
General Manager

Julius Hüpeden GmbH Hamburg, Germany



- Julius Hüpeden GmbH at a glance
- Our policy of sustainability
- Our way into the future
- Perspectives



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Julius Hüpeden GmbH at a glance

Main product range of the Julius Hüpeden GmbH

- Mainly selling garments (infants and adults) to main retailers in Europe
- selling of Non Food items:
 - car- and bicycles accessories
 - garden items



Julius Hüpeden GmbH at a glance

Main markets of Julius Hüpeden GmbH

- selling inside European union
- selling into non-EU-countries (e.g. Norway and East Europe)
- selling to specific countries worldwide (e.g. North America, Australia, etc.)



QC benchmark data of Julius Hüpeden GmbH	since
 Oeko Tex Standard 100, class 1 	1998
- Amfori/BSCI	2010
- BANGLADESH ACCORD	2013
• GOTS	2016



Business benchmark data of Julius Hüpeden GmbH	since	
 Start working in PR Bangladesh 	2007	
Office incl. QC Team in PR Bangladesh	2015	



Customers of Julius Hüpeden GmbH

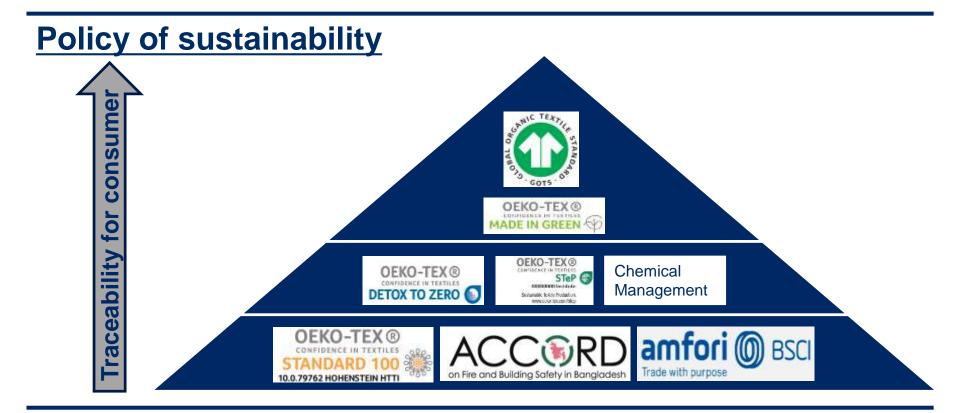
- Food orientated companies
- Textile orientated companies
- Online Marketing
- Others



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Gegründet 1877





What we offer - how to reach the top

- Management training for our partners
- Assessment of full composite factories
- Training how to save water + electricity during production



- Chemical management assistance by offering a tool for simplification of handling chemicals + for chemical inventories
 - chemicals can be scanned for data entry, no manual typing necessary
 - > easy access to control consumption
 - >easy checking if chemicals fulfill GOTS or certain buyer's requirements
 - riangler easy sharing information due to linking to relevant buyers, importers and stakeholders on web-account



Sales and public relations - how to reach the top

- Consumer influence parameters related to sustainability through buying decisions
- Public's focus on sustainable products is fast growing
- Press release of German consumer association awards GOTS as test winner for traceability (www.global-standard.org press release: GOTS acclaimed test winner by Stiftung Warentest)
- GOTS label stands for ecologically friendly goods



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Sales and public relations - how to reach the top

PRESS RELEASE GOTS ACCLAIMED TEST WINNER BY STIFTUNG WARENTEST

Zuretzt aktualisent Miltwords, 83. Juli-2019-12:39



Global Organic Textile Standard (GOTS) Acclaimed Test Winner by Stiftung Warentest

For Immediate Release Stuttgart, 03.07.2019

GOTS has been ranked best in the test "Traceability of Clothing with Textile Seals" conducted by the German consumer product testing organisation Stiffung Warentest. "We looked at 5 seals for sustainable clothing [...] the Global Organic Textile Standard (GOTS) convinced us the most", writes Stiffung Warentest. GOTS is the only one of the tested certifications to offer complete transparency and traceability while complying with strict social and ecological criteria at all stages of production – from field to finished textile.

Source: Stiftung Warentest 03.07.2019



Source: Stiftung Warentest 2019



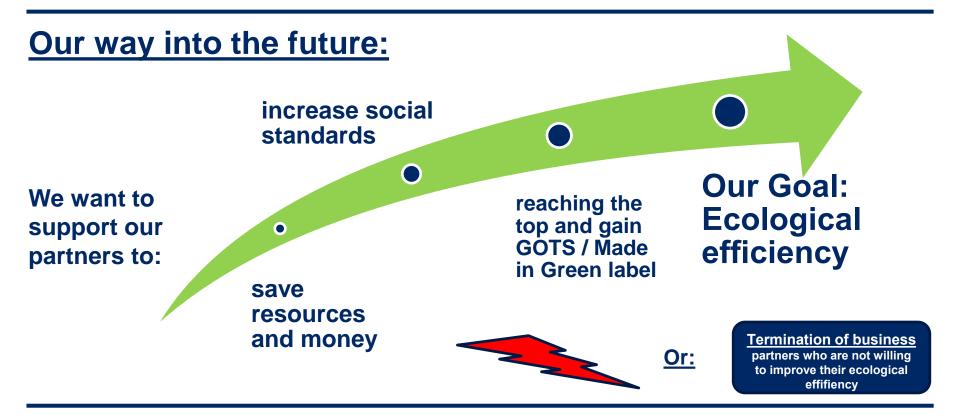
What GOTS offers - how to reach the top

- Data base allows efficient factory selection
- Clear definition of banned chemicals, limit values and test methods
- Immediate verification of certificates
- New GOTS tool for electricity and water saving



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Perspectives

- Responsibility towards sustainable production is growing
- Stronger monitoring of saving resources
- Cut down pollution to zero by extended use of "green" chemicals
- Transparency increase by supporting data bases and linking full supply chain
- Creation of positive chemicals list

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Thank you