



Sustainability Progress Report

V1. March 2025



Executive Summary

At the heart of our business is a commitment to continuous improvement and meaningful progress. As we strive to deliver on the goals and targets set in Deane's first Sustainability Strategy, we are proud to present our 2024 Sustainability Progress Report.

This report reflects the progress we have made since 2023 across our three pillars: Planet, People, and Prosperity. It also allows us to celebrate our achievements, acknowledge the challenges we've faced, and refine our strategy to drive even greater impact in the future.

With the guidance of Go Well Consulting, we have compiled this report to transparently share our journey. Their valuable insights have helped us strengthen our approach, ensuring that we continue to evolve and push forward with confidence.

We are deeply committed to creating positive change—within our business, across our supply chains, and for the communities we touch. While there is always more work to be done, we are proud of the progress we have made and remain determined to build on this momentum.

The following sections outlines our 2024 financial year targets, highlighting whether they have been achieved, are in progress, or require further action. Additional details on our actions can be found in the corresponding notes section.

To the best of our knowledge, the information in this report is accurate and up to date. However, our sustainability journey is ongoing, and further progress may have been made beyond what is captured here.

You can view our full Sustainability Strategy [here](#).



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Table of Progress

Period Jan - Dec 2024

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Tables of Progress: **Planet**

Period Jan - Dec 2024



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Planet | Impact: Emissions & Energy

End goal: To be a carbon positive business by 2028

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Continue to map our emissions, and get results audited through a verified carbon provider.	●			We have mapped our emissions, and worked with Emissions Consultant, Alix McKenzie from Go Well Consulting to check our work. However, we have not had this data formally verified.
Develop a carbon reduction plan aligned with science-based targets.	●			We created our carbon reduction plan with Alix. View it here .
Conduct an annual planting day [P1]		●		We did not manage to hold a planting day in 2024.
Trial at least one electric vehicle and create a plan for transition of fleet vehicles to electric.	●			We have purchased one hybrid car for Deane Apparel sales staff.
Review our use of airfreight and create a reduction plan for CY25/26	●			As part of our Carbon Reduction plan, we have planned on a 42% reduction on our Scope 3 emissions by 2030.
Contact our global freight partners to find out what they are doing to reduce their GHG emissions. [P1]	●			One of our freight partners is leading the industry on their sustainability work. Our other freight forwarder is not doing much at this time.



Planet | Impact: Emissions & Energy - Continued

End goal: To be a carbon positive business by 2028

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Gather data on where energy is sourced from by our Tier One suppliers and identify if they have an environmental management system (EMS).	●			<p>Below are the sources of energy from of our tier one suppliers</p> <ul style="list-style-type: none"> • Don't know - 19 - 46.3% • Solar < 50 - 8 - 19.5% • Solar > 50 - 6 - 14.6% • Hydro - 5 - 12.2% • Gas - 2 - 4.9% <p>For an EMS - only 3 suppliers could provide evidence of an ISO14001 certification. Four further suppliers had an Environmental Policy or management system without certification.</p>
Develop an Environmental Policy for our suppliers, which outlines our values and standards in regards to emissions. [P1]			●	Our Environmental Policy has been developed but not distributed to suppliers as yet.
Confirm whether our electricity provider uses 100% renewable energy sources.	●			Our parent company AlSCO Uniforms switched to Electric Kiwi this year, who do not purchase renewable energy certificates as they feel that they don't have a material impact on the renewable market in NZ.



Planet | Impact: Responsible Materials

End goal: For all materials that Deane procures to be from traceable, recycled, or organic sources by 2028.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Conduct fabric matrix to understand material usage across the business. [P1]	●			Polyester accounts for 51% of our total fabric volume, and cotton makes up 44%.
From the fabric matrix, identify the fabrics that are of highest risk to the business and develop a plan for prioritisation of actions. [P1]	●			For FY24, we are sitting at 1.93% of all our fibres being traceable, recycled or organic. However, we currently have several pilot projects underway which would see 47% of our polyester fabric move to recycled by end 2025. Cotton - we are working towards switching towards Australian cotton and US cotton which will make our cotton supply chain traceable.
Develop a Fabric Best Practice Guide for the design and production team to understand the most preferred certified and branded fibres for each material we procure. [P1]	●			We developed a Fabric Best Practice Guide for the design team to review.
From our fabric matrix, gather data on our cotton use, and investigate how we can procure Australian Cotton for our customers.	●			We are working with our suppliers to introduce Australian Cotton into our ranges.
Investigate becoming member of the Textile Exchange. [P1]	●			In 2024 we had an introductory call with the Textile Exchange and now have the proposal to consider.
Investigate a full Global Recycled Standard (GRS) certified supply chain, including; pellet producers, spinners, weavers, knitters, dyers and printers, and CMT manufacturers. [P1]		●		Our fabric mills have this certification, but we have not managed to work on extending the supply chain for this fabric.



Planet | Impact: Responsible Materials – Continued

End goal: For all materials that Deane procures to be from traceable, recycled, or organic sources by 2028.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Trial recycled polyester for our cotton/polyester fabric. [P1]	●			We have pilots underway for several customers. These trials, if executed, would impact 317,845 metres of fabric, or 24% of our total fabric volume. These trials are expected to conclude in mid 2025.
Investigate suppliers of bio-based synthetic fabrics and conduct durability and functionality testing.	●			We are still investigating but is not commercially available as yet. We are still in touch with our suppliers about innovations in this space. We are however doing some testing and trialling for one of our Australian customers of Sorona.
Develop an internal team for innovative fabric research, and set a goal of discovering six new innovative fabrics per year.	●			We have created an internal folder where all innovative fabrics have been saved.
Investigate developing a ‘durability’ scale label for key fabrics Deane uses, to show customers the durability of the fabrics they select.	●			We have had some initial meetings and collated all our fabric testing standards. We now need to develop the language that sits around this before launching to customers.
Investigate finishing technologies that reduce microfibres shedding from synthetic garments.		●		We have not begun this research yet.



Planet | Impact: Responsible Materials – Continued

End goal: For all materials that Deane procures to be from traceable, recycled, or organic sources by 2028.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Packaging				
Conduct a full packaging audit to understand the types, materials, and volumes of packaging used across the business and set a target for reducing the volume of packaging we use and increasing the percentage of recycled content in our packaging for end of CY25/26.	●			<p>We undertook extensive research and developed processes so we can easily collect data on the packaging we use. We have also revised our Packaging Manual for suppliers which stipulates our packaging requirements for all inbound orders.</p> <p>Our biggest focus has been to reduce single-use plastic polybags from our inbound garments. Over the past financial year we have managed to decrease our use by 13% since 2023, which is a reduction of 3,166kgs of plastic.</p>
Investigate suppliers who can make polybags from 100% post-consumer recycled content. [P1]	●			99% of our suppliers are now using post-consumer recycled polybags.
Engage with our packaging suppliers to identify the sources of where the raw materials of our packaging are sourced from.		●		We have not started to investigate this yet.

Case Study: Innovative Fabric Development

In 2023, we kicked off an innovation journey by developing a new version of our wool blend suiting for one of our corporate customers. The new fabric is composed of 55% recycled polyester, 43% washable wool, and we added a new innovative stretch fibre, ROICA™. We went through our usual testing with Intertek which it passed with flying colours, and we were pleased to see it met our strict durability and performance criteria.

The fabric underwent a 6–8 week wear trial with customers who reported they couldn't detect much difference from the original material—a strong endorsement of this new innovation. This feedback confirmed that the new fabric delivers on both performance and ease of maintenance, eliminating the need for costly dry cleaning.

We chose this composition to combine quality with practical care solutions. Washable wool with a higher twist yarn added the warmth and comfort of natural wool, while the recycled polyester, sourced from recycled plastic bottles, allowed ease of care and durability. The ROICA™ stretch yarn was selected as an alternative to normal elastane, as it is made from recycled resources, but maintains the same performance attributes.

To ensure we maintain the highest quality standards, our innovation and development timeline does take time, but we are pleased to see the outcomes of these wearer trials and hope to continue our development into new innovative fibres in the future.

Wear Trial Results



Before Washing

After Washing



Before Washing

After Washing



Planet | Impact: End-of-Life Materials

End goal: Achieve a 75% reduction to landfill by 2028 including from our operations and supply chain.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Investigate and keep records of innovation solutions for textile-to-textile recycling of materials happening at a global scale for materials that cannot be processed through BlockTexx.		●		We have not started this investigation as yet.
Ensure collection systems are in place for all major streams at head office and warehouse (landfill, mixed recycling, and compost). [P1]			●	There is still some work to do on educating our staff on the different material streams and making sure we have the right bins in place for compost and recycling.
Set up a collection and nominated staff member for specialised recycling at our head office and warehouse (soft plastics, e-waste, batteries, etc). [P1]			●	<p>Currently we have the systems set up, but have not yet communicated this with the wider team. We also need to implement weighing the materials before they are sent to recycling providers.</p> <p>We already collect and recycle clear LDPE 4 plastic but we now recycle courier satchels using Future Post's plastic recycling programme. We managed to divert 14.5kgs of this plastic type in 2024.</p> <p>We have also saved approx. 5379.26kgs of textile waste from landfill and have sent to ImpactTex for reuse projects.</p>
Establish a lunch box and reusable cup library at head office and warehouse for staff. [P1]	●			



Case Study: Changing Habits

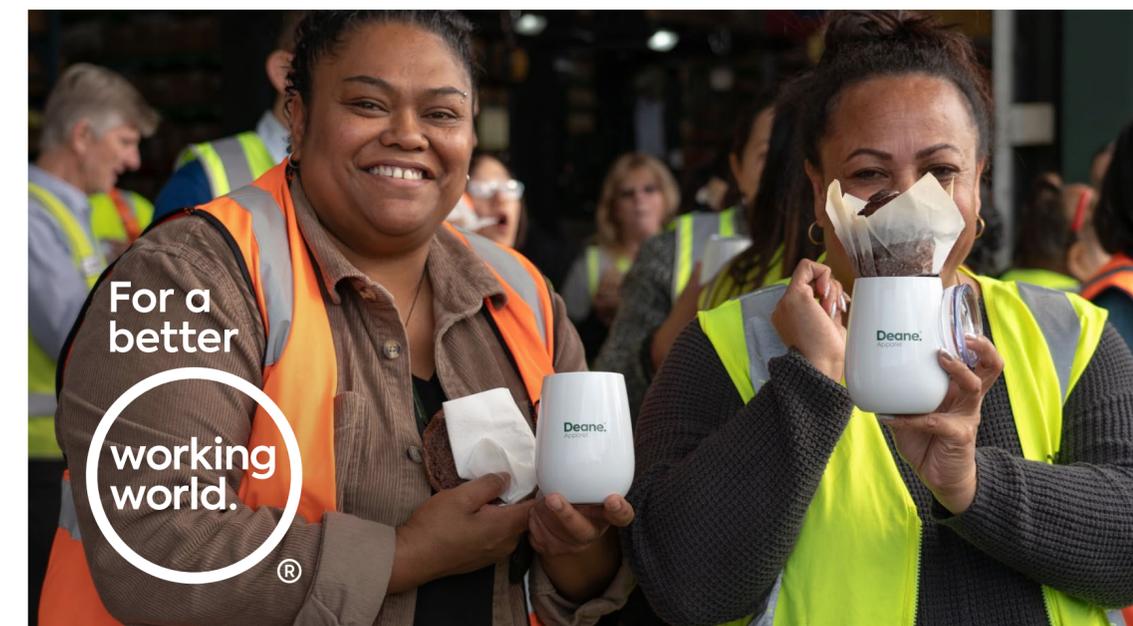
Sustainability is not just about large-scale initiatives—it's also about the small, everyday changes that shift mindsets and build better habits. Over the past year, our team has made meaningful progress in reducing waste, sparked by education, personal commitment, and a culture of accountability.

One key initiative was our Lunch 'n Learn session on New Zealand's recycling standards. While attendance was voluntary, the discussion was incredibly valuable. Employees engaged with thoughtful questions, and the session helped clear up confusion around what could and couldn't be recycled. One team member who was initially skeptical about soft plastic recycling left the session inspired and now actively recycles her soft plastics.

Another successful change was the introduction of our Deane reusable coffee cups, which have quickly become a workplace staple. While single-use cups haven't disappeared entirely, there's been a significant cultural shift—bringing one into the office is now seen as bad form. The ripple effect has extended beyond the office, influencing off-site events like Deane's meetings, where single-use cups are now actively

discouraged. This shift has also been deeply personal for many. One team member committed to never having a coffee in a disposable cup, which meant rethinking habits at weekend football games, airport stops, and even family holidays.

These changes, while small, demonstrate how education, and awareness, has helped support our goals. Every step—whether through individual or collective action—brings us closer to our goal of reducing materials to landfill by 75% by 2028.





Planet | Impact: Circular Business Models

End goal: To extend the life of our products as much as possible and implement a solution for their end of life.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Develop the process and procedures needed for a pre-loved take back programme at Deane.	●			We have done extensive documentation and trialling of this process both here and in Australia. In many cases, it's cost prohibitive based on the initial low sale value of uniforms. Whilst it's a challenge, we have successfully launched a pilot programme with Briscoes (NZ) and currently run a simplified take-back model with Department of Conservation (see case study on next page) and Air NZ.
Develop a thorough 'garment care guide' for all customers for our key fabrics and distribute.		●		We have not developed this yet.
In partnership with BlockTexx, explore the option of using the recycled raw materials to make new fibres.			●	The technology is not currently in NZ or Australia for fibre-to-fibre recycling and it's currently more expensive to process (courier, sort, decommission & recycle) than sending to landfill which can be a barrier to some organisations. Blocktexx have announced that they are doing some testing in Europe for fibre-to-fibre recycling, but we are yet to hear these outcomes.
Launch pilot project with Blocktexx to recycle suitable discarded uniforms and set a target for growth.			●	Several pilot projects are underway, and we will be able to report more next year.
Investigate the total volumes of used textiles that could be returned if all customers participated in the BlockTexx recycling programme, and what costs would look like.	●			We have pulled the data, and if we were to recycle all used textiles across our NZ and Australian business, this would cost approx \$2.5 million NZD. A significant investment, which is why keeping products in use for longer is such an important road for us.



Case Study: Preloved Uniform Programme for DOC

To help utilise the reuse of uniforms by short-term workers, the Department of Conservation (DOC) launched a “preloved” uniform initiative in 2019. To help grow the initiative, DOC partnered with us in 2021 to introduce a preloved uniform management programme, SILK. By 2023, it was possible for the DOC team to upload their preloved stock onto the SILK database.

All preloved stock is warehoused and managed on location at a DOC site in Nelson. Stock levels are

managed through stock-takes and data is sent through to us monthly for upload into SILK. Preloved garments are available for purchase online by DOC staff, and once ordered, are shipped out from the DOC location. New garments ordered by the DOC team are managed separately and processed by us as usual.

Since the implementation of this programme in 2022, a remarkable 10,000 preloved garments have been ordered and managed through the SILK platform.



Tables of Progress: People

Period Jan - Dec 2024



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People | Impact: Ethical Sourcing & Transparency

End goal: Ensure we have complete visibility of all tiers of our supply chain to ensure no human right violations are occurring.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Develop a Supplier Code of Conduct that follows industry best practice. [P1]	●			Our Supplier Code of Conduct was sent out at the end of 2023, and 100% of our Tier 1 suppliers have now signed this.
All Tier One suppliers to have signed Code of Conduct.	●			As above
Develop and conduct a Supplier Discovery Questionnaire and Supplier Risk Assessment for our Tier 1 suppliers, to understand the risks in our supply chain. [P1]	●			We conducted the risk assessment through the middle of 2024, which outlined our key risks and gaps in our supply chain to dig deeper.
Investigate different auditing companies that offer industry collaboration.	●			We have reviewed but have decided to stay with our current provider WCA.
Organise annual audits for all our Tier 1 factories.	●			All our factories have completed a social compliance audit in the last year. There are a few who still do not, but we have made our values clear, that all supply partners must have an audit, or we will cease doing business with them.
Investigate supply chain mapping technologies and blockchain opportunities that can help us map our supply chain.	●			We have investigated some of the mapping and tracing solutions out there, including blockchain. However, we will find this easier to implement when a client is committed to going through this with us.
Organise annual a Investigate a Digital Product Passport (DPP), and the solution providers available. Audits for all our Tier One factories.	●			We investigated what this is and would need to decide what this would look like for Deane.



People | Impact: Ethical Sourcing & Transparency – Continued

End goal: Ensure we have complete visibility of all tiers of our supply chain to ensure no human right violations are occurring.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Define the information we would like to be captured on our DPP, e.g. ownership, repair information, factory information, where to order spare parts, etc.	●			We have defined what we would like to capture if we implemented a DPP. This would include information on end of life, fabric, care, inspiration/story on development of the garment.
Create a Supplier Onboarding Process.	●			We developed this process to ensure anyone who procures goods across the company will use due diligence to ensure suppliers meet our values and standards.

Case Study: Supplier Risk Assessment

In 2024, we undertook a comprehensive Supplier Risk Assessment to enhance transparency and assess potential risks within our supply chain. As part of this process, a Discovery Questionnaire was distributed to all our Tier 1 suppliers to evaluate their policies, training programs, and standards for mitigating modern slavery risks. Suppliers were also requested to disclose details regarding any subcontractors or partners they engage with.

In addition to the questionnaire, relevant documentation—including social compliance audit reports, certifications, and internal

policies—were reviewed to assess the likelihood of human rights or environmental risks occurring within our supply chain.

The 2024 Risk Assessment covered 45 factories across 12 countries, identifying key areas for improvement and opportunities for enhanced supplier engagement. The assessment also highlighted positive supplier initiatives that align with our commitment to reducing modern slavery risks and supporting local communities. We remain dedicated to collaborating with our suppliers to strengthen due diligence efforts and drive meaningful progress in ethical sourcing.



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People | Impact: Working at Deane

End goal: Deane is seen as a safe, inclusive, and diverse place to work, where the health, wellbeing, and development of our people is upheld.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Establish a Diversity, Equity, & Inclusion (DEI) Team that represents a diverse cross-section of employees from across our business.		●		This will be actioned following the development of our Policy.
Create and conduct an annual DEI survey of our employees to establish baseline metrics and develop a policy with our commitment to improving DEI within Deane.			●	We conducted a DEI and wellbeing survey in mid 2024 which revealed some key actions for us as a business to take. We are still working through these results and plan to work on the Policy early 2025.
Create and conduct an annual health and wellbeing survey of our employees to establish baseline metrics and develop a plan for improvement for CY25/26.			●	As above.
Create quarterly social/team-building events for the whole business (including all locations and warehouse staff) to help bring everyone together to create an inclusive culture. [P1]	●			We have created an 'Events Team' and an events calendar that will help guide our annual events to make sure they are inclusive and diverse.
Create a policy for team events that ensures that all events are socially inclusive and cater to all team members, ensuring cultural and dietary preferences are considered.	●			We have created an Events Policy for all team members to make sure events are culturally respectful and inclusive.



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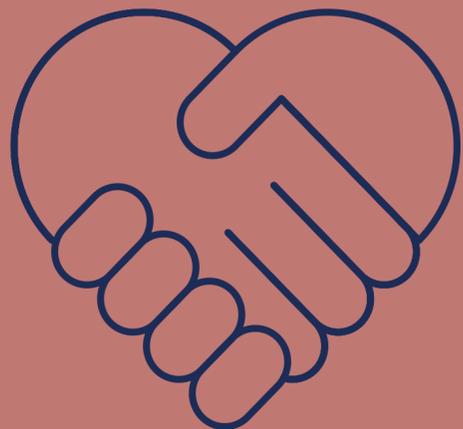


Case Study: Celebrating our Communities

In 2024, we were honoured to celebrate three of our Pacific neighbours' cultural days. In July 2024, we celebrated Samoan and Tongan Independence Days, where the team was very proud to showcase their culture through dance, food, and a wonderful display of outfits and various other items of significance.

In September 2024, we celebrated Cook Islands Constitution Day, where the team showcased a video presentation detailing the significance of the day, held musical and dance performances, sarong (pareau) tying, and shared a huge variety of delicious food.

We are proud to celebrate the many cultures that make up our Deane family. We take every opportunity to listen, learn and participate in culturally significant events and celebrations, embedding a culture of belonging and inclusion for all our staff.



Tables of Progress: **Prosperity**

Period Jan - Dec 2024



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Prosperity | Impact: Supporting Local & Indigenous Communities

End goal: Understand our community needs and make meaningful contributions to support them, prioritising local and indigenous businesses where we can.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Identify upcoming procurement opportunities for regional suppliers. As part of annual procurement plan and other strategic procurement planning, allocate certain opportunities for tender with Māori or Pasifika businesses, or Aboriginal or Torres Strait businesses in Australia.			●	In FY24 we partnered with Outback Global in Australia, who helped us produce accessories for Commonwealth Bank. Outback Global are helping to promote self-determination and financial independence for Australian Aboriginal and Torres Strait Islanders.
Look at partnering with Amotai to help with indigenous procurement. [P1]		●		We have not looked into this yet.
Investigate cultural awareness training on Māori, Pasifika, and indigenous culture for all staff.	●			Have completed the investigation but would need to do Maori and Pasifika training separately.
Create a Reconciliation Action Plan (RAP).		●		This is currently sitting with the ALSCO Uniforms team to develop.
Create formal budget for charitable giving.		●		We have not committed a formal budget this year.
Discuss and review current community/charitable partners.		●		We have been donating on an ad hoc basis this year and need to focus on this in early 2025.
Review take up of staff volunteer day. Understand from employees the main barriers for not utilising their volunteer days.	●			We have reviewed and found that there was no pushback on this from staff.



Prosperity | Impact: Supporting Local & Indigenous Communities – Continued

End goal: Understand our community needs and make meaningful contributions to support them, prioritising local and indigenous businesses where we can.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Collate a list of at least five individual volunteer options that employees can engage with.	●			Many of the charitable organisations we investigated need partners to commit regular hours, rather than one off which makes it harder to arrange across Deane. Also, managing this across our workforce requires additional administration. However, our department reps asked their teams about where they would like to volunteer – their feedback was: Cancer Society, Look Good Feel Better, Pink Ribbon, Blue Ribbon, SPCA, Chained Dog Rehabilitation, Riding for the Disabled, Beach Collection, Planting Trees, Reading to Children at a library.



Prosperity | Impact: Communication & Education

End goal: All our staff, customers, and suppliers are aware, informed, and inspired by Deane's sustainability ambitions.

End of 2024 Target(s)	Achieved	Not Achieved	In Progress	Notes
Develop a Communications Plan to help effectively communicate our sustainability goals.	●			We developed a Communications Plan with the help of Go Well Consulting and published our strategy at the end of 2023.
Actively share our Sustainability Strategy with our staff, suppliers, and customers, and talk them through our key goals so they are all on board with our journey.	●			In October 2023 we launched our strategy to all our customers and staff.
Share our Sustainability Strategy on our website.	●			This was shared in late 2023.
To build and educate our Sustainability Team who are responsible for the oversight and action of this strategy.	●			We have split our teams into two and meet fortnightly with Go Well Consulting to help keep us motivated.
Sustainability Team to meet bi-annually with the SLT to report on achievements and challenges.	●			The Sustainability Team is the SLT team – it is also talked about at quarterly business review sessions.

2024 Snapshot

Total Targets	Achieved	Not Achieved	In Progress
Emissions & Energy			
9	7	1	1
Responsible Materials			
14	11	3	0
End-of-Life Materials			
4	1	1	2
Circular Business Models			
5	2	1	2
Ethical Sourcing & Transparency			
9	9	0	0
Working at Deane			
5	2	1	2
Supporting Local & Indigenous Communities			
8	3	4	1
Communication & Education			
5	5	0	0
59	40 (68%)	11 (19%)	8 (13%)

Key Learnings, Challenges & Achievements

This year has been a pivotal one for our sustainability journey, with significant progress made in embedding responsible practices into our operations. While challenges remain, the strides we've taken in ethical sourcing, waste reduction, and supply chain transparency have positioned us well for the future. We feel proud of our achievements and the progress we have made to date but will keep working hard to ensure sustainability initiatives are prioritised going forward.

Of our 59 targets set over eight impact areas, 68% were achieved, 13% are in progress and 19% were not achieved.

Key Achievements

- **Carbon Reduction Plan:** The development of a carbon reduction plan has given Deane a focused approach, giving us clear actions on how to reduce our emissions, and making it a core priority rather than a broad, overwhelming task.
- **Stronger Supply Chain Transparency:** The implementation of our Supplier Risk Assessment has laid the groundwork for greater accountability and transparency in the supply chain. It has allowed us to see where the risks lie and which of our suppliers meet our values and standards in regards to sustainability.
- **Sustainable Product Trials:** Progress has been made in trialling more sustainable fabrics, particularly in suiting's, with promising developments in performance and durability.
- **Cultural Shift in Sustainability:** The company's sustainability strategy has influenced both leadership and teams, shaping attitudes towards recycling, ethical sourcing, and responsible procurement.
- **Structured Governance & Accountability:** Regular monthly sustainability meetings have significantly improved our progress, ensuring that sustainability goals remain a priority across all teams.

Key Learnings, Challenges & Achievements

Key Learnings

- **Focus is Key:** At the start of the year, the team attempted to tackle too many initiatives at once, which created a sense of overwhelm. Narrowing the focus to key priorities each month proved to be a more effective approach.
- **External Expertise Matters:** Engaging an external sustainability consultant provided both accountability and efficiency, helping the company focus on the most relevant areas and build internal expertise.
- **Wearer Trials Are Essential:** Testing sustainable fabrics in real-world conditions has been crucial in understanding performance challenges, particularly with recycled polyester, which has durability and wicking concerns. More customer engagement in wearer trials will be key moving forward.
- **Collaboration is Crucial:** Many organisations are facing similar sustainability challenges, and sharing knowledge within the industry is a great way to accelerate progress.

Challenges

- **Lack of Recycling Infrastructure in NZ:** The absence of a fibre-to-fibre textile recycling plant in New Zealand remains a significant barrier to circular business models. While offshore options exist, local solutions are needed.
- **Recycled Polyester Performance Issues:** Transitioning to recycled fibres has been slower than anticipated due to challenges in maintaining the same durability and functionality as virgin polyester.
- **Time & Resource Constraints:** With sustainability sitting alongside business-as-usual operations, balancing workloads has been a major challenge. Prioritisation will be key moving forward.
- **Evolving Ethical Compliance:** The fast-moving landscape of ethical due diligence, particularly in relation to modern slavery, requires constant adaptation to stay ahead of new regulations and expectations.
- **Supply Chain Complexity:** Increased demand from major customers has added pressure to ensure continuous supply while integrating sustainable sourcing and corporate procedures effectively.
- **Data Complexity & Conflicting Information:** Accessing reliable sustainability data remains a challenge, with conflicting information making it difficult to determine the most responsible choices. For example, comparing the net environmental impact of cotton vs. polyester in uniforms or assessing whether the carbon footprint of the pre-loved process—factoring in additional freight and dry cleaning—is truly lower than producing a new garment. The cost and effort required to source accurate data add another layer of complexity.

Final Word from Go Well Consulting



It has been a pleasure working with the Deane Apparel team over the past twelve months, helping them implement their Sustainability Strategy. The team have remained committed and driven to meet their goals, even when ‘business-as-usual’ has been hectic.

It has been great to see how sustainability has started to be absorbed into every part of the business, and how the team have gone above and beyond the strategy’s actions, to really dig in and find the solutions and processes they need to embed going forward.

After reflecting on the progress they have made so far, it will be important for the Deane team to keep motivated over the next year. Below are the key areas that should be focused on for the year ahead:

- Cotton should be a focus for FY25, due to it being the highest risk fibre of modern slavery to the Deane business.
- Supply chain due diligence should also become a priority, working with suppliers to ensure audits have been conducted, and corrective action plans have been created.
- Start to implement carbon reduction plan actions to help reduce emissions.
- Continue to review all our packaging to reduce where we can, and ensure we are using certified recycled materials where possible.
- Formalise and communicate material systems at Deane HQ to ensure materials are being collected, separated and data is being captured.
- Investigate and push harder to find solutions for fibre-to-fibre textile recycling.
- Evolve your work on Diversity, Equity and Inclusion and create a plan for going forward.
- Decide on charitable partner and develop a commitment for engagement and support for the next 12 months.
- Communicate your actions and goals across the business and with customers to ensure you are being transparent and accountable.

Thank You

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