

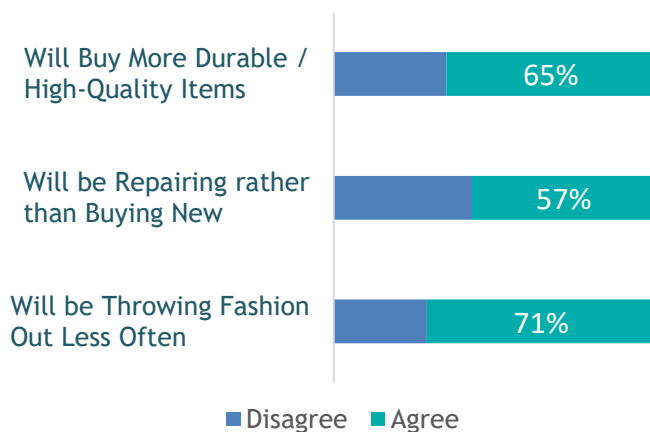


BUREAU
VERITAS

DURABILITY VERIFIED BY BV MARK

- ✓ *Verifiable Durability Claims*
- ✓ *Demonstrate Green Credentials*
- ✓ *Leverage BV Brand*
- ✓ *Stand out from the Crowd*

After the COVID-19 crisis, consumers are open to purchasing more durable fashion items, as well as repairing and keeping them for far longer.*



Source: McKinsey Consumer Sentiment on Sustainability in Fashion

YOUR CHALLENGES

How do you satisfy your customers who are willing to purchase more durable products? **How do you verify your product is durable?** Is your special functional claim (e.g. water resistance) verified by a 3rd party lab?

What are the scientific proof methods you using to demonstrate your products' **durability and performance** before you are making your marketing claims such as **"colour remains like new after XX* washes"**, **"appearance Looks New/Same after X washes"** and etc.?

By leverage BV's performance testing protocols, you can enhance your customer trust with verifiable durability claims with BV Mark.

DURABILITY CLAIMS STATEMENT EXAMPLES:



"Water resistance after 20 washes as per care instructions"



"Wearable after 20 commercial dry-clean for knit garment"

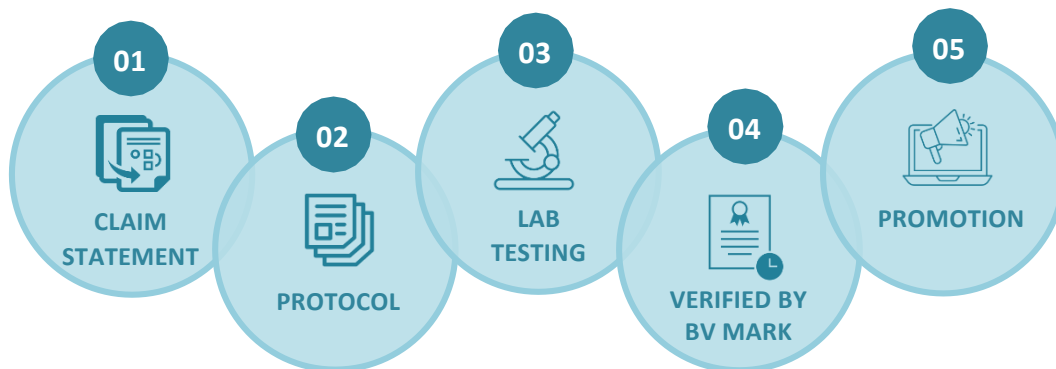
DURABILITY VERIFIED BY BV MARK

Improving the durability of your garment and textile products is crucial, and it can fail in many ways, for example, the way it washed and dried, the way it used and sometime could be the product itself. To prevent the risks of failures, laboratory testing is crucial. At Bureau Veritas, we **have full quality lab testing capabilities** with uniquely designed protocols to meet your durability and performance requirements. You can leverage you our **BV Mark to verify your product durability and performance claims**, in which you can **enhance your end customer trust**.




BV MARK – SCAN QR CODE BELOW TO SEE EXAMPLE:



BV MARK VERIFICATION PROCESS:



TYPE OF DURABILITY TESTS AND CLAIMS VERIFICATION

 <p>Colorfastness</p> <p>“Colour remains like new after XX* washes”</p> <p>“Colour remains like new after soaking in water for XX hours”</p> <p>“Colour remains like new after exposure to XX lux”</p> <p>“Colour remains like new after sweat exposure”</p>	 <p>Appearance</p> <p>“Appearance Looks New/Same after X washes”</p> <p>“Shrinkproof to X washes”</p> <p>“Anti pill/Anti-bobbling* for up to X washes”</p> <p>“Shrinkproof to X dry cleans”</p>	 <p>Fabric Strength</p> <p>“Seams durable to X grabs”</p> <p>“Seams durable to X force”</p> <p>“Fabric durable to X washes”</p> <p>“Seams durable to X washes Used in conjunction with other properties”</p>
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*REMARK: Actual statement to be verified based on client final agreed numbers (e.g. after 20 WASHES)



Your Sustainability and Product Quality Partner.

Bureau Veritas has long partnered with different industry stakeholders to assist in product quality and compliance. With our BV Mark and our comprehensive testing solutions, you can improve your product quality at the same time to enhance your competitiveness with a trusted and verifiable claim.

We are accredited by **internally recognized standards and certification bodies** including:



Interested to learn more about what we have to offer? **Contact us today to book an appointment** with our representatives and discuss your needs.

About Us

Bureau Veritas Consumer Products Services provides testing, inspection and audits, certification and advisory services to assist businesses in validating and delivering consumer and technology products.

We help our clients across all industries to address increasing market and industry challenges and to improve their performance in quality, health and safety, environment protection and social responsibility.

With a global network, we assist businesses to produce safe, quality and sustainable products and gain faster market access while mitigating risks of recalls and returns.

Interested?

Would you like to learn more about our services?

Contact us today!

 www.cps.bureauveritas.com

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Shaping a World of Trust

