

## The Sustainable Corporate Uniform

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The uniform is a powerful symbol of corporate identity and considerable time, money and effort is spent by companies trying to project the right image. The design and manufacturing process, however, is usually conducted with little consideration to the environmental and social impacts that occur across the lifecycle of the garments. There is great potential for companies to reduce these impacts; from initial design conception to disposal. Coupled with the growing demand for business to demonstrate commitment to sustainable growth through initiatives to reduce social and environmental impacts, procuring a sustainable uniform is one area where companies could not only make a positive change but also add to their portfolio of CSR commitments.

Oakdene Hollins, a consultancy specialising in sustainable technology and innovation together with the Salvation Army Trading Co. (textile recycling) and the Nonwovens Innovation and Research Institute, are seeking partners (from industry and academia) to collaborate on a project to produce a sustainable uniform, including those interested in trialling clothing construction techniques. The project will address the use of materials, incorporate sustainable design strategies and look at options for dealing with clothing when it reaches the end of useful life - whilst at the same time upholding the corporate image. It is hoped that this will lead to the production of a prototype uniform. This is an exciting opportunity to become involved in a research and design project that will contribute towards improving the environmental and social performance of businesses.

For more information or to express interest in the project, please contact:

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