

KUSTOM KIT®

OUR APPROACH TO BETTER



WELCOME TO OUR APPROACH TO BETTER



Kustom Kit has been redefining the personalised corporate uniform market since we started in the 1990's. Our core values of quality and innovation have endured but as the brand has evolved, sustainability has become one of our key areas of focus.

With our Buy Less, Buy Better campaign, we want to make people stop and think about the quality of the uniform they're buying. How will it perform? How long will it last? Will it continue to look good wash after wash? We encourage buyers to consider value over the lifetime of the garment rather than the purchase price alone.

New textile regulations such as GPSR, ESPR and DPP point towards an increasingly sustainable future for the apparel we wear. This brochure shows in concise form how we're meeting these new standards and how together we can make sustainability in uniforms practical, clear and achievable without compromise. If you have any questions please reach out via our website and we'll be happy to assist you.

BUY BETTER DESIGNING FOR LONGEVITY

QUALITY DESIGN IS SUSTAINABLE DESIGN	P.4
MADE FROM CONSIDERED MATERIALS	P.6
BETTER THAN NEW	P.7
RIGOROUSLY TESTED	P.8
A CUSTOMER'S VIEW	P.10

BUY LESS REDUCING UNNECESSARY IMPACT

SLOWING DOWN FASHION	P.12
MAKING AN IMPACT BY REDUCING OURS	P.13
HOW WE'RE HAVING A POSITIVE IMPACT	P.14
MINIMISING THE IMPACT OF DYEING	P.16
PROCESSING WASTE WATER FROM DYEING	P.17
OEKO-TEX® STANDARD 100	P.18
UNPARALLELED TRACEABILITY	P.20

PARTNERS THAT CARE

CARE AT EVERY STEP	P.22
WHERE OUR CLOTHING IS MADE	P.24
OUR SUPPLY CHAIN CODE OF CONDUCT	P.25
LET'S END MODERN SLAVERY	P.26
OUR FACTORIES SUPPORT THEIR WORKERS	P.30

QUALITY DESIGN IS SUSTAINABLE DESIGN

For over 30 years, we've focused on making clothing that lasts as we believe that high quality, responsibly sourced garments are vital for reducing our environmental impact.

BUT WHAT DOES QUALITY DESIGN LOOK LIKE?

We purposely set a very high bar for our factories to meet. From tensile and tear strength, to abrasion resistance and colour fastness, all our clothing is rigorously tested to meet every necessary compliance standard.

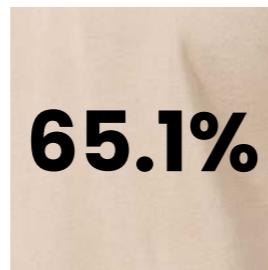
Our designers consider each detail of a garment's construction, whether it's optimising stitches per cm or strengthening the areas that get the most wear. A commitment to producing stylish clothing that feels great and lasts longer, is in our DNA.



MADE FROM CONSIDERED MATERIALS

We use natural fibres wherever they meet the performance requirements of the garment. In some cases, we utilise polyester to improve durability, colour fastness and laundry performance. Over 80% of our collection contains natural fibres and 54% of Kustom Kit garments are made with cotton rich fabrics.

An increasing amount of our cotton is sourced through the Better Cotton Initiative which aims to create long-term positive change in the cotton farming industry by supporting sustainable farming practices.



COTTON



VIRGIN POLYESTER



RECYCLED POLYESTER



ACRYLIC



ELASTANE

BETTER THAN NEW

10% of our styles have switched from virgin to recycled polyester.

Reducing the use of virgin materials is one of the greatest design challenges of our time, which is why we've invested time and effort in introducing recycled materials into our range. Recycled materials can result in inferior performance. Many brands accept this compromise. Not us. In fact, our Recycled Superwash 60 Polo (KK423) outperforms all garments in its class, acting like virgin polyester at a molecular level.

10% of the styles in our range are now made with recycled polyester. Our Poplin shirts, for example, are made from 65% recycled polyester and 35% virgin cotton. More recently, our sweat range is 80% virgin cotton, sourced through the Better Cotton Initiative, and 20% recycled polyester.

The recycled polyester we use in our Poplin Shirts is sourced from post-consumer PET bottles in Japan, using a GRS-certified process. This advanced sorting technology results in whiter whites, purer colour and better continuity. And as of this year, we have 4 products in our range that use this material.

This process and combination of materials allows us to make strong and responsibly produced garments.



RIGOROUSLY TESTED

At Kustom Kit, every garment we produce is designed to perform and endure. To ensure this, we test our fabrics and finished garments to 20 different British and ISO standards. This means you can trust that they meet the highest standards for quality, durability and appearance.

What we check:

Strength & Durability – Fabrics withstand stretching and tearing. Seams stay strong and garments resist wear and abrasion.

Appearance & Comfort – We test for pilling and twisting to maintain a soft hand feel and smooth surface for flawless decoration.

Dimensional Stability – Shrinkage and stretch are measured to ensure garments keep their shape wash after wash.

Colour Performance – Colours are tested for fading, running and rubbing to ensure garments stay looking new for longer and prints stay vibrant every time.

Garment Functionality – Zips, buttons and fused details are tested to perform under real world conditions.

How we test:

Whether in our factory’s accredited labs or in our in-house facility, we use standardised washing and drying procedures (BS EN ISO 6330) to replicate real world laundering. Every performance measurement, be that colour, fit or durability, is therefore consistent, reliable and provable.

The result:

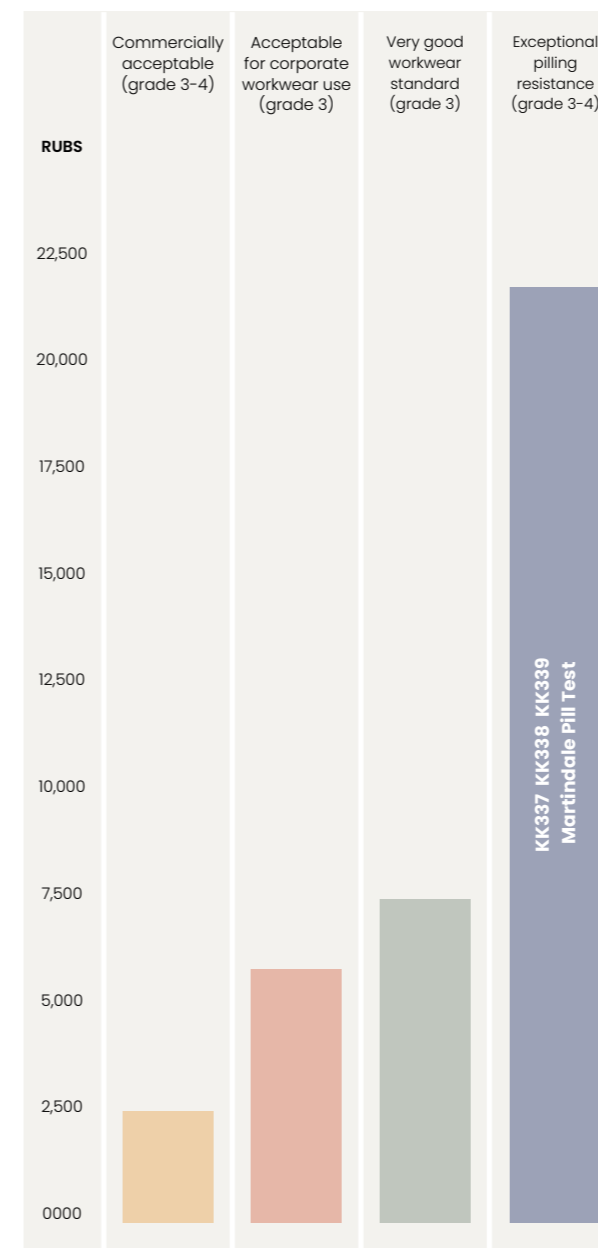
Garments that are strong, dependable, and made to last, combining quality, performance and sustainability.

Test results are available upon request.

Martindale Pilling Test (BS EN ISO 12945-2)

The Martindale Pilling Test measures how prone a fabric is to pilling.

To test this, a fabric sample is rubbed repeatedly against a standard abrasive surface in a controlled, circular motion to simulate everyday wear. At set intervals, the fabric is assessed and graded based on the amount of pilling observed. The more rub cycles a fabric withstands before showing visible pilling, the better its resistance and long-term appearance.



KK337 Pique Sweatshirt



KK338 Pique Hoodie



KK339 1/4 Zip Pique Sweatshirt

A CUSTOMER'S VIEW

WHY QUALITY
KEEPS CUSTOMERS
COMING BACK

We Do Workwear, Sheffield, UK

We Do Workwear has been supplying branded clothing to businesses for over a decade. We caught up with James Smith, who set up the business with his dad back in 2014, to understand how the market and customer expectations have changed.

In that time, they've seen both the business and market shift significantly. "When we started out, the eco stuff was pretty non-existent. But over the last five or six years, we've seen it become more and more popular" James explains.

But in practice, most decisions still come down to one thing: **price**.

Customers often begin by asking about sustainable options. And as We Do Workwear show the options available, from organic cotton to recycled materials, the reality of budgets quickly brings the conversation back to cost.

That's where James sees the problem.

While low-cost garments might win upfront, they often fall short where it matters. They shrink, they lose shape, they feel thin, and ultimately, they don't last. After a few washes, the garment no longer represents the business wearing them. This creates frustration for both the customer and supplier.



Let the product speak

So rather than always competing on price, James and his team take a different approach.

They invite customers into their showroom and let the garments speak for themselves.

"Customers instantly recognise the best quality garments", says James. "They feel the weight, the quality. These are hard to put across on a screen, but when it's in front of you, it's obvious."

In those moments, the conversation shifts from finding the cheapest option to finding the best value option.

“While low-cost garments might win upfront, they often fall short where it matters. They shrink, lose shape, feel thin, and ultimately, don't last”

What quality means in practice

For We Do Workwear, quality isn't a marketing claim. It's the ability to deliver an exceptional experience for their customers.

James explains, "one of the drawbacks of using the more budget brands is that the quality control is often not as good. So you're going to have inconsistencies in sizes and maybe they'll shrink a little bit."

In practice, quality shows up in small but important ways:

- Consistent sizing across orders
- Fabrics that hold their colour
- Durable trims and components
- Garments that wash well and keep their shape
- Clean and reliable results in embroidery or print

These details matter in a B2B environment where clothing represents a brand.

Quality creates trust

One of the biggest benefits of focusing on quality is what happens after the first order.

"Once someone's put a nice garment on, they'll come back a few months later and say either they've got a new starter or they just want to order more for themselves", explains James.

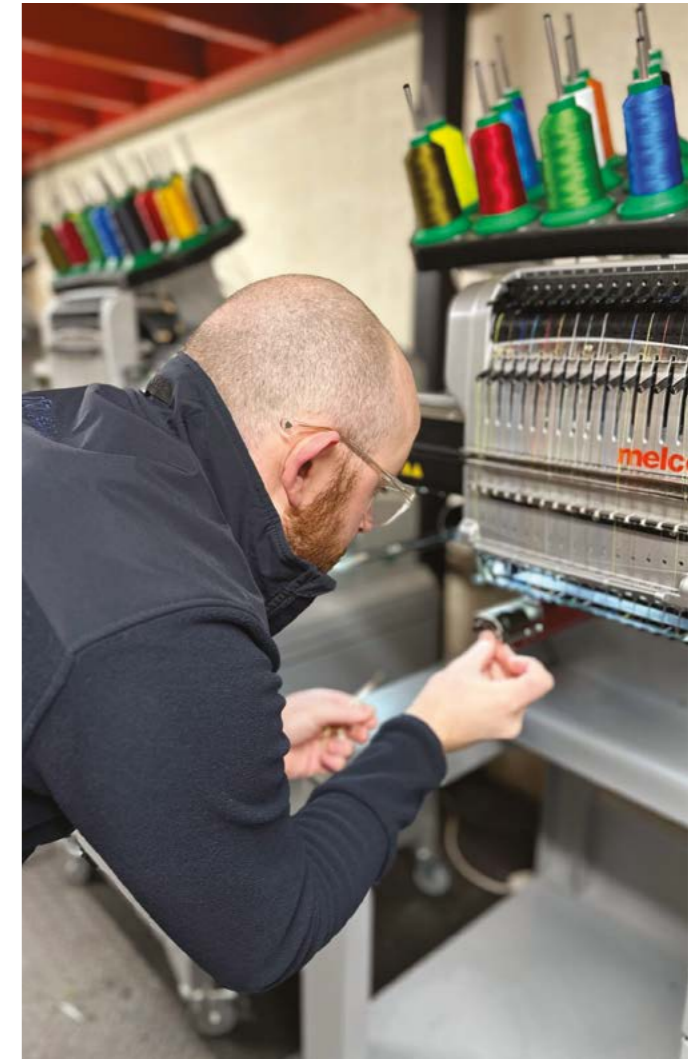
So while sustainability is becoming a bigger part of customer conversations, James is finding that there's a gap between intention and reality. Many clients want to buy more sustainable products, but the high price tag often puts people off.

But what buyers do understand is quality and long-term value.

If a garment lasts longer, it doesn't need to be replaced as often. And that saves money.

After 12 years, We Do Workwear has built its reputation on one principle: deliver garments that perform and reflect the standards of the businesses wearing them.

As James put it, "when people see and feel the difference in quality, it stops being about price and becomes 'we just want that garment.'"



“One of the drawbacks of using the more budget brands is that the quality control is often not as good. So you're going to have inconsistencies in sizes and maybe they'll shrink a little bit”

We Do Workwear have been a Kustom Kit customer since they opened in 2014.

Find them at www.wedoworkwear.com

SLOWING DOWN FASHION

With new trends and low prices, the fashion industry has a problem with overproduction. Annually, it produces 1.2 billion tonnes of carbon emissions*, making it the second largest polluting industry on the planet.

That's why we promote slow fashion.

Slow fashion prioritises quality manufacturing over poor workmanship, classic style over short trends and responsible production over mass production. While this might seem small, its impact is bigger than you think. Our slow approach helps to:

- Reduce inventory risk as there's little to no dead stock
- Reduce transport costs as stock is moved in larger batches
- Remove the need for high-polluting air shipping, as clothing does not need to land quickly to meet trends

We understand that the clothing and fashion industry has a long way to go. But by adopting a slower, more considered approach, we believe we're tackling one of the core systemic challenges the fashion sector faces.

* Information sourced from <https://carbonliteracy.com/fast-fashions-carbon-footprint/>



MAKING AN IMPACT BY REDUCING OURS

Our operations have an impact on the environment and it's our responsibility to reduce them as much as possible.

While producing high quality, long-lasting products is important to reducing our impact, we're also on a journey to continuously improve our systems and processes.

HOW WE'RE ACHIEVING THIS...

<p>1 Meet or exceed legal environmental requirements relating to our operations and products.</p>	<p>5 Increase supplier awareness of sustainable manufacturing practices and support them in adopting any new practices.</p>
<p>2 Constantly evaluate our operations to minimise waste and extend the lifespan of our products.</p>	<p>6 Ensure every component in our products holds a valid OEKO-TEX® STANDARD 100 certificate, guaranteeing chemical safety and no forever chemicals (PFAS).</p>
<p>3 Only ship via land and sea to reduce our transport related environmental impact. We never use air freight.</p>	<p>7 Test garments and fabrics for durability and strength, with garments additionally tested for dimensional stability. Every production run is tested for colour fastness.</p>
<p>4 Actively design clothing to be long-lasting, durable and repairable, reducing the need to replace it.</p>	

HOW WE'RE HAVING A POSITIVE IMPACT



We never ship by air. We only use sea freight and send full cartons to make shipping more efficient.

We've installed 664 solar panels at our UK headquarters. These produce 44.5% of the energy we use at our head office and warehouse.

Sample clothing is donated to local charities, while fabric samples are offered to schools and craft groups.

Our brown craft cartons are made from card that's 70% recycled. We've also removed plastic strapping and switched to brown, water-activated gummed tape.



The lighting in our UK headquarters is motion-sensitive to reduce energy usage.

Any old or damaged cartons and cardboard are shredded and reused as packaging in our UK warehouse.

Transitioning to a more electrified fleet. We currently have 6 EVs, 11 plug-in hybrids.

Maintaining green space on our site for staff enjoyment and wildlife.






- 1** We use 100% recycled yarn for all our labels.
- 2** All our polybags are made from 100% recycled and recyclable plastic.
- 3** We only use 4 components in our shirt packaging.
- 4** We use recycled card collar stands in all our shirts.
- 5** All our shirts come with no internal plastic packaging.
- 6** We've removed all swing tickets and button tabs from our garments.

MINIMISING THE IMPACT OF DYEING

Dyeing fabrics is typically a water and energy-intensive process, with some dyestuffs being harmful to the environment if not disposed of properly.

We only use high quality, branded dyes for our fabrics. This means we need less dye to achieve the same results, reducing consumption and making it easier to clean waste water.

 <p>TO REDUCE THE AMOUNT OF WATER AND DYE REQUIRED, OUR MAIN FACTORY USES A LOW LIQUOR RATIO DYEING MACHINE.</p>	 <p>WE USE DYES THAT REACT AT LOWER TEMPERATURES TO REDUCE ENERGY USAGE.</p>	 <p>ALL THE CHEMICALS USED IN DYEING, WASHING AND FINISHING COMPLY WITH REACH REQUIREMENTS.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

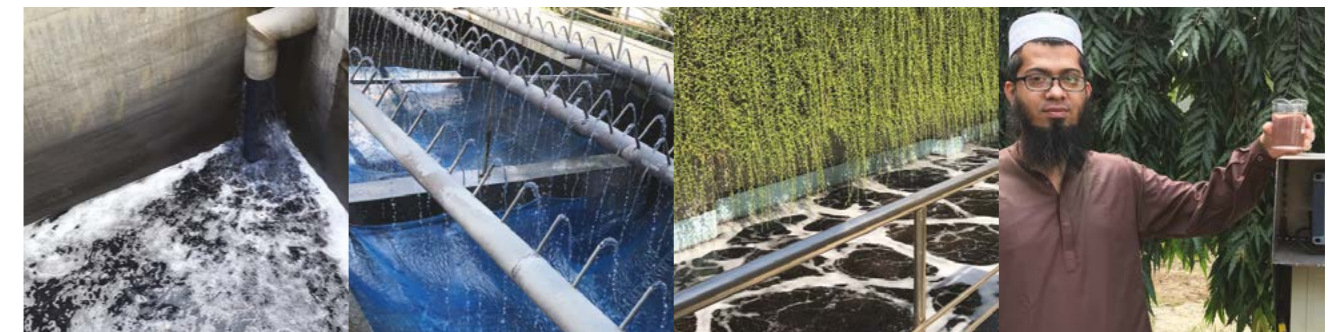


PROCESSING WASTE WATER FROM DYEING

A crucial step in reducing the impact of fabric dyeing is processing waste water responsibly. The wastewater from 92% of our production is processed through an effluent treatment plant.

This process uses bio-organisms to break down any contaminants present in the water from the dyestuffs. The end result? Clean water, ready for re-use.

The Process



<p>1</p> <p>WATER FROM THE DYE HOUSE ENTERS THE SYSTEM.</p>	<p>2</p> <p>WATER IS FILTERED TO REMOVE ANY SOLIDS.</p>	<p>3</p> <p>BIO-ORGANISMS EAT SUSPENDED AND DISSOLVED SOLIDS FROM THE DYE AS IT PASSES THROUGH THE SYSTEM.</p>	<p>4</p> <p>RESULTING IN CLEAN WATER, READY TO BE USED AGAIN.</p>
--------------------------------------------------------------------	----------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------



EVERY BUTTON,
THREAD, LINING
AND ZIP IS
OEKO-TEX®
STANDARD 100
CERTIFIED



TO PROTECT PEOPLE AND PLANET FROM HARMFUL SUBSTANCES

WE TEST EVERYTHING TO OEKO-TEX® STANDARD 100

And when we say everything, we mean it! From our outer fabric to interfacing, each and every button, zip, label and even the thread.

OEKO-TEX® is an independent, globally recognised testing and certification standard. The STANDARD 100 certification tests for substances in clothing that could be harmful to people and planet, with every single Kustom Kit product being 100% compliant with this standard.

STEPPING UP OUR ENVIRONMENTAL PERFORMANCE

To support long-term, sustainable production, we prioritise factories with OEKO-TEX® STeP certification and are supporting all our manufacturing sites to move onto this auditing scheme.

The STeP certification is a comprehensive assessment, covering environmental and social conditions which is only awarded to factories that reach the highest standards.

It assesses 6 key areas:

- | | | |
|-------------------------|-----------------------------|----------------------------------------|
| 1 Chemical Management | 2 Environmental Performance | 3 Environmental Management |
| 4 Social Responsibility | 5 Quality Management | 6 Health Protection and safety at work |

95% of our shirt fabric is produced in a STeP certified factory.

UNPARALLELED TRACEABILITY



OEKO-TEX® MADE IN GREEN labelled products have been extensively tested according to OEKO-TEX® STANDARD 100 safety criteria for consumer health and produced in an OEKO-TEX® STeP certified and audited production facility. It is a traceable digital label that applies exclusively to textiles and communicates the combination of safety and sustainability. 40% of our range now holds its own OEKO-TEX® MADE IN GREEN digital label, meaning these products are traceable throughout the production lifespan. Always check for the OEKO-TEX® MADE IN GREEN digital label on our technical specifications as this guarantees they meet strict safety, environmental and social standards, providing our customers with added reassurance and confidence.

- Combines safety and sustainability.
- Provides transparency and traceability.
- Strong consumer confidence at the point of sale.
- Supports continuous environmental and social improvements.
- Enhances brand trust.



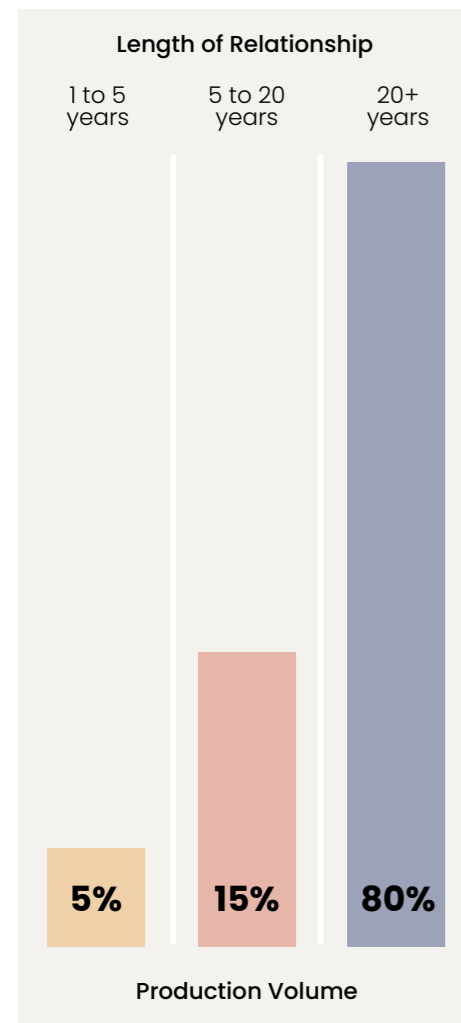
CARE AT EVERY STEP

When we work with someone, it's not only because they share our obsession for premium quality. They also have a drive to make a positive impact on the planet and their community.

Currently, 80% of our products are manufactured in two factories that we've been working with for over 20 years. This length of partnership is extremely rare in the clothing industry, with fashion brands often swapping suppliers at short notice and leaving them with dead stock. Our relationships are built on trust and a deep understanding of processes and expertise.

A reliable order book allows these factories to invest in their people, practices and facilities. This investment helps to ensure a more stable workforce, delivering better craftsmanship and more consistent garments.

Production volume by manufacturing partner relationship length



Our partners have planted over 10,000 trees, including distributing saplings to their employees to plant in their local communities.

We're proud to say that all our factories are exceeding their waste reduction targets. In fact, our partner in Pakistan has reduced waste by 15% in the last year whilst our Bangladeshi partner has managed to divert 100% of its plastic waste and build a rainwater harvesting system to improve water conservation.

In addition, all our factories have installed modern boiler systems to increase energy efficiency. Solar panels and LED motion-sensor lighting further improve energy consumption at three of our manufacturing sites.

Several of our manufacturing partners run gardening projects to protect local biodiversity and provide a recreational space. Some also grow produce for their staff shop and canteen.



Trees were planted by our factories

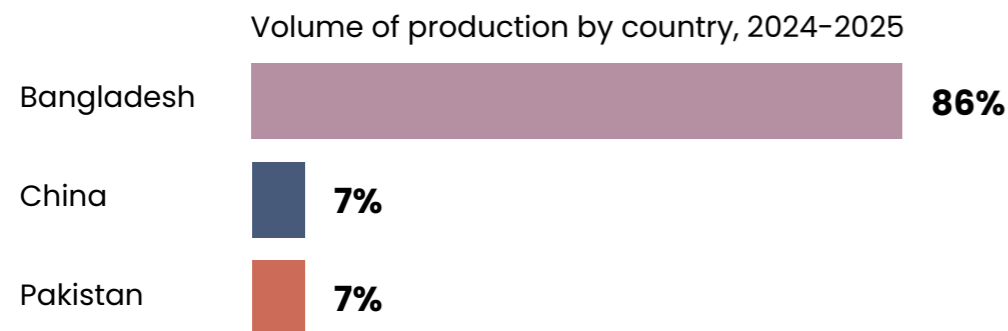
Waste reduction in the last year

We've worked with our two biggest factories

WHERE OUR CLOTHING IS MADE

In 2025, we worked with 6 manufacturing partners operating 8 sites across Bangladesh, Pakistan, and China, with most of our apparel being made in Bangladesh. Our partners employ over 28,000 people who cut, make and trim our products.

We've been working with some of our partners for over 20 years, building strong relationships that ensure quality products and enhanced worker welfare.



OUR SUPPLY CHAIN CODE OF CONDUCT

We have a responsibility to protect the workers making our products, so we ensure good working conditions, fair wages, regular employment, no discrimination and equitable treatment.

All our suppliers must comply with our Supply Chain Code of Conduct:

- 1 Must hold a valid audit from at least one of the following bodies: WRAP, amfori BSCI, or SEDEX.
- 2 Children must not be employed below the legal minimum age required by the law of the individual country.
- 3 Employees are to be paid above the legal minimum wage, as required by the law of the individual country.
- 4 Working hours must not exceed those set out by local legislation. Overtime must always be voluntary and remunerated at a premium rate.
- 5 Maternity leave must be made available to all female employees.
- 6 Employment is freely chosen and no discrimination is practised. There is no use of forced or involuntary labour and employees are free to leave their employment after reasonable notice.
- 7 Good working conditions must prevail. The provision of adequate washroom facilities and a canteen are essential.
- 8 Primary medical care must be provided on site.
- 9 Correct procedures and policies should be in place to ensure employee health and safety.
- 10 Workers' representatives are not discriminated against and are allowed access to the workplace to carry out their representative functions.
- 11 Ensure that their own supply chain is compliant to this code of conduct.
- 12 We do not accept outsourcing or the use of homeworkers. Failure to adhere to this condition will result in breach of contract.
- 13 Agree to an independent audit as specified by Kustom Kit.

LET'S END MODERN SLAVERY

We're committed to eradicating modern slavery and forced labour. As such, we audit each supplier to ensure compliance.

Before we engage with a supplier, we ensure they've never been convicted of modern slavery offences. We conduct on-site audits, reviewing their everyday working conditions.



Our suppliers must:

- 1** Adhere to our Supply Chain Code of Conduct.
- 2** Hold current, valid certification from one or more of WRAP, SEDEX or amfori BSCI.
- 3** Make audit reports available to Kustom Kit.
- 4** Have documentation proving they are taking the steps to end modern slavery in their business.
- 5** Hold their own suppliers to account over modern slavery.
- 6** Pay employees, at least, the local minimum wage.
- 7** Allow UK employees to audit factories when requested.
- 8** Accept that their contract will be terminated if evidence of modern slavery is found.

OUR FACTORIES SUPPORT THEIR WORKERS...

We're proud to say that all of our partners treat their workers with respect and dignity. They all offer medical support and invest in their local communities, while many help sustain local education.



ON-SITE MEDICAL FACILITIES

All our factories offer free health care support and basic procedures. One of our factories in Bangladesh provides enhanced on-site medical care to all employees including:

- 1 Registered Doctors and experienced nurses.
- 2 An operating theatre for routine procedures, pathology lab, ECG and X-ray facilities.
- 3 A pharmacy.
- 4 A company-owned ambulance.
- 5 Public health education.





EMPOWERING WOMEN

Our largest supplier in Bangladesh runs herHealth Project™, a collaborative initiative that empowers low-income women working in global supply chains with education and peer-to-peer support.

Due to its overwhelming success, this program has been rolled out to another factory we work with.

Here, women are taught about health awareness, financial issues and dealing with family conflict. Women also have access to trained counsellors for domestic violence issues, with funding available.

Finally, our Bangladeshi partner provides free sanitary products and iron tablets to 6,500 female employees each month. Free on-site childcare with facilities for nursing mothers is also available.

BETTER EDUCATION

Our factories understand the importance of education, with many providing financial support to local schools.

Our primary factory in Bangladesh is responsible for two schools, running a scholarship programme for employees' children who excel academically, and also supporting staff through higher education.



GENEROUS CHARITY

12 Clean drinking water facilities have been installed so far

Our partner in Pakistan is committed to providing clean drinking water to rural areas, having installed 12 facilities so far which benefits around 10,000 local people. During the pandemic, the factories acted as essential resources, providing clean water and food to the most vulnerable.

One of our partners in Bangladesh manufactured thousands of face masks and distributed them to those who could not afford them.

And to help people in the cold winter months, sample apparel and fabric surplus is often made up into clothing and donated locally.

KUSTOM KIT®

kustomkit.com

