



BLU CONNECTION INFORMATION | DECEMBER 25, 2019

# 2019 YEAR END REVIEW FOR CUSTOMERS, RETAILERS AND TO WHOM IT MAY CONCERN



moving **ahead** ↑



BLU CONNECTION  
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# TAKEAWAYS FROM 2019

globally, it was a politically and economically turbulent year. the conflicts among the world's superpowers were negatively impacting global trade and financial markets. we witnessed several grassroots movements fighting for a range of different causes, such as civil rights, democracy and equality, demanding political, economical and social change all over the world. in our opinion, one of the most prominent and defining movements of 2019 was the climate change movement and the call for sustainability.

in the denim industry, sustainability questions were raised on a daily basis involving the whole supply chain. many promising and great efforts to improve the CO2 footprint of denim and to meet the retailers requests were gaining momentum, such as waterless dyeing and washing applications. unfortunately, besides the positives, there were also an increasing number of irrational and unreasonable requests from retailers which were not grounded in facts, but to support questionable marketing messages ("green washing campaigns"). in parallel we saw a growing number of "free riders" who wanted to take advantage of the situation, not improving sustainability but to make money with irrelevant "green certificates".

## **since 2009 ...**

bluconnection is committed to and stands for sustainable denim solutions

## **... but 2019 ...**

taught us that we cannot keep silent in regard to the fake marketing attempts and irrational requests from some market players.





**2019 YEAR END REVIEW**  
**FOR CUSTOMERS, RETAILERS AND TO WHOM IT MAY CONCERN**



**in 2020 ...**

we will increasingly focus on water reduced dyeing and washing applications and we will proactively provide full traceability of our products. our communication and marketing will continue to be directed to content, facts and figures. you can count on us that we will voice our opinion on latest developments in the denim supply chain.

**for 2020 and for the next decade...**

we wish for more consideration and the common understanding that only together we can solve the problems now and in the future. in the denim industry we wish that all of us address prevailing topics responsibly and thoughtfully. only jointly, with respect and tolerance for each other can we achieve a new atmosphere of constructive debate, based on knowledge, facts and figures that can drive forward the denim industry.

**we would like to express our sincere appreciation for your support over the past year and we are looking forward to grow our partnership in the new year.**

**we wish you all a peaceful and joyous festive season!**

**MERRY CHRISTMAS AND  
A HAPPY NEW YEAR!  
FROM THE  
BLU CONNECTION  
TEAM.**



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