



Fair Wear Foundation



B&C, Switcher, Continental, Gildan, Result, Russel, Kariban, Jerzees, Slazenger

www.sparklingideas.com

member since

01/2007

Organisational chart

Philippe Rijks-General Manager

Frederic Tenret- Financial Manager

Bert Anthonissen- Sales & Mkt Manager

Caroline Wilmot- Planning

Tom Enthoven-Account Manager

Marianne Ide- Account Manager

Philippe Jouret- Account Manager

Vincent Pierard- Account Manager



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1. Summary: goals & achievements 2010

Sparkling Ideas has cooperated with FWF affiliates for:

Special productions in China and Bangladesh: 70% with Pama and with the new Belgian member WYDWYG with whom we started a new professional partnership.

Stock: 64 % B&C, Continental and Switcher

Sparkling ideas was presented on the "Schone Kleren" website and replied to over 70 requests from customers directly interested in our Fair Wear Foundation membership.

Informed all our clients about the fact that B&C became an active member of the FWF.

2. Sourcing policy

2.1. Suppliers' overview

Switcher, Continental, Pama, Wydwyg are members of the FWF

Falk and Ross, Toptex, Textet, M shirt and Wic distribute the B&C t-shirts but also other brands without being members of the FWF

Limtex was our only partner until February 2010 in China and was no member of the FWF.

2.2. Sourcing strategy

All our European textile suppliers who visited Sparkling Ideas received the FWF flyer and are informed that special productions are not an option for them if they are not a member of the FWF.

2.3. New suppliers

There were no new suppliers added to the supplier list.

2.4. Termination of suppliers

Sparkling Ideas stopped the cooperation with Limtex in February 2010 as they showed no interest in signing the verification code. The last production we ran in 2010 was a reorder of a 2008-2009 delivered winter jacket.

This jacket will not be reordered from them

2.5. Share in turnover

Special production: 70% of the special made production was ordered from FWF members. The 30% was a reorder of a 2008-2009 order.

We aim at a 90% rate in 2011 as we are only cooperating with FWF members

Stock:



Fair Wear Foundation

64% was ordered from FWF members.

The other 36% was ordered from Toptex and Falk and Ross, distributors of Russel and Jerzees, high quality/price products with no real competition within the FWF group.

Toptex and Falk and Ross are distributors with over 25 brands, including B&C.

Sparkling Ideas will try to contact Russel and Jerzees directly to inform them about the FWF.

3. Training and capacity building

3.1. Activities to inform staff members

Sparkling Ideas is a small company of 8. After each "FWF member day" we inform the whole team about the most recent information gathered.

3.2. Activities to inform suppliers

Every year, Sparkling Ideas visits 3 main fairs: PSI DUSSELDORF AND AMSTERDAM and the BAPP fair in Brussels. The Account Managers are informed about the fact that Sparkling Ideas is a member of the FWF and that our buying policy takes into account that we have to reach the goals set for the FWF.



4. Transparency & communication

As B&C became a member of the FWF, it was quite hard to convince our existing customers to buy B&C. For 3 years we tried to convince the clients to buy Switcher and Continental, the only 2 member “stock keepers” of the FWF. The products of Continental and Switcher have another price level compared to the B&C brand. The approach to our customers explaining that FAIR WEAR products are more expensive due to the minimum respectable wages, respectable hours etc could no longer stand as the prices of B&C are much lower.

It takes also some time to explain to final customers that it is important to buy from FWF affiliates so the entire “chain” is controlled by the FWF.

5. Corporate Social Responsibility