



Environmental Policy Statement Jofama AB

Jofama was founded in Sweden in 1926. The company is Scandinavia's largest distributor of leather and motorcycle garments. Jofama's vision is the continued delivery of fashionable and high quality leather and textile clothing for fashion, as well as motorcycling and snowmobiling. Sustainability forms an intrinsic part of Jofama's values which also include: behaving in a sound and ethical manner; maintaining long term working relations with clients and suppliers; producing high quality goods; providing good customer service and supporting innovative product development.

With its head office in Malung Sweden, production in Asia and sales across Europe, Jofama has an international presence and, as a result, faces a range of environmental challenges. As a private company on the international market, Jofama is aware of the need to take responsibility for the environmental aspects of activities that fall under its control. Jofama is committed to complying with statutory and other applicable policy requirements; striving to prevent pollution and continually improve the company's environmental performance. Jofama considers environmental management to be an integral part of sound financial management.

Jofama's objectives are:

- ❖ Increased environmental awareness amongst staff, clients and suppliers
- ❖ Effective management of natural resources
- ❖ Reduced transport emissions
- ❖ Reduced waste production and increased recycling
- ❖ Use of materials with reduced environmental impact

Ingrained behaviours must be reviewed in order to achieve a successful result in environmental management. Initiatives supporting this shall be encouraged and supported, and positive outcomes recognised. Jofama's environmental work shall be monitored and reviewed regularly. The environmental policy statement shall be updated continuously.

Jan Elfström

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Date

ANNEX A – case studies Materials

KNOWLEDGE + INNOVATION = CONSCIENTIOUS FASHION

Leather is one of the oldest and most sustainable materials known to mankind. A quality leather jacket becomes a garment for life and can be treasured by generations. With more than 88 years of experience within the leather industry, Jofama has the know-how to create a garment for consumers that are conscientious. The production of leather and textiles is not without its impact on the environment hence the use of chemicals is a challenge for the industry. In addition to complying with applicable legislation Jofama has, since 2007, strived to identify innovative materials that have the right look, but are less harmful to the environment. It is an exciting commitment with successful results: EcoSoft, a leather produced with less chromium; and Thermore 100%, a heat insulating material produced from recycled plastic bottles, are increasingly used materials. The hard work has paid off and Jofama is now proud to showcase three leather jackets without chromium in the 2015 spring collection. This contributes to Jofama's environmental policy objective to use materials with a reduced environmental impact.



Cole Chromefree



Saseline 2 Chromfree

LEATHER AND FUR - A CONSCIENTIOUS CHOICE

Jofama continuously strives to identify and use materials that are both fashionable and have a reduced environmental impact. Jofama stopped using leather and fur from farmed animals in the autumn of 2010 and is currently only using by-products from the slaughter industry or fake fur. An added environmental bonus is that the use of by-products from the slaughter industry contributes to Jofama's objective to reduce waste production and increase recycling.



Kenza 10 with fake fur collar