

COMPANY APPROACH

In 2016, VR|46 Racing Apparel decided to undertake an evaluation process of its supply chain in order to verify the level of environmental and social impact and start, over the next few years, an improvement process with the collaboration of its suppliers. The VR|46 commitment is also to raise awareness among customers by increasing their consciousness on environmental and social issues related to the VR|46 products while purchasing and using.

SUSTAINABLE SUPPLY CHAIN

The Supplier Code of Conduct

VR|46 is committed to develop its supply chain responsibly.

The suppliers of the main and more sold VR|46 products (t-shirts, caps, sweatshirts and polo shirts) are explicitly bound to the values of social and environmental responsibility through the "Supplier Code of Conduct." This code is based on the respect for the human rights and the protection of the environment and it is applied to the Italian and foreign suppliers who have signed it.

THE SUSTAINABILITY OF OUR PRODUCTS

VR|46 Sustainability Product Rating

VR|46 developed a classification system in order to help customers to choose the most sustainable products and to inform them about the efforts to reduce the environmental impact of its supply chain.

The label applied on the main VR|46 products (t-shirts, caps, sweatshirts and polo shirts) sums up the overall «sustainable friendliness» of the product, i.e. whether suppliers are environmentally and socially virtuous, from «5», the best, to «1».

This simple representation helps customers to be aware of the level of environmental and social sustainability while purchasing the VR|46 products.

Post Purchase Environmental impact

VR|46 wants to transcend the product and influence the post-purchase care.

The VR|46 Sustainability Product Rating label suggests how to take care of the item in a way that respects the environment.

Here are the basic tips:

1. Wash your clothes less frequently and at low temperatures
2. If it is possible, do not use the centrifuge or the dryer but hang your clothes and let them air dry. It is good for your clothes and the planet!
3. Use eco-friendly detergents
4. Donate clothes, that you no longer wear, to vintage shops or charity associations
5. Upcycle: transform your old clothes creatively
6. Reuse bags and boxes containing new clothes
7. Choose and prefer products with certification labels and/or the manufacturer's indication of the environmental and social impact generated.

