COLOUR CONNECTIONS

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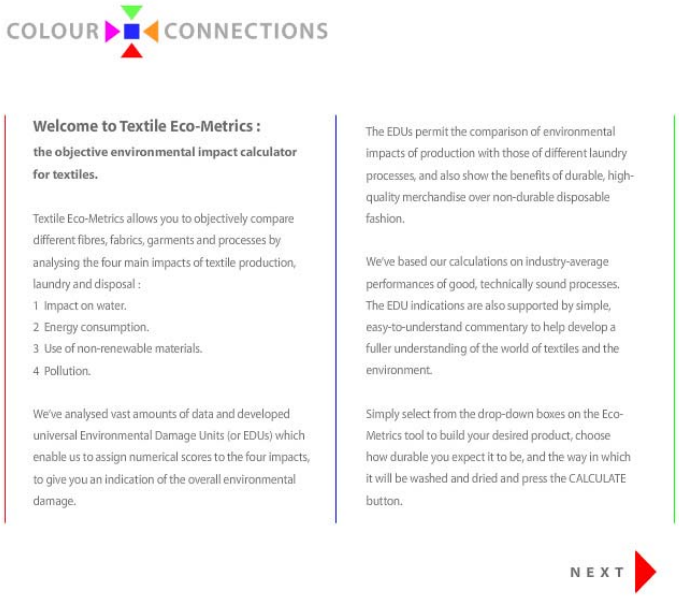
MCL
MOWBRAY COMMUNICATIONS LIMITED

Welcome to Textile Eco-Metrics

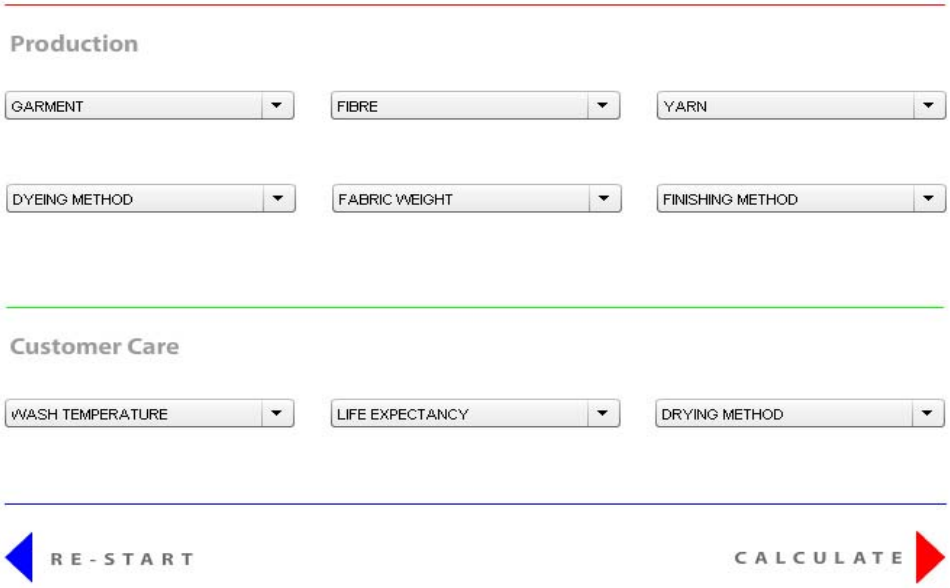
Eco-Metrics is a new, unique and extremely powerful environmental impact calculator for the textile industry, which compares different fibres, fabrics, garments and processes in a simple drop-down menu format and comes up with a score or rating based on 'Environmental Damage Units'.

For a reasonable annual subscription you get unlimited access to the Eco-Metrics tool which allows you to calculate the environmental impact of virtually any item of clothing that is produced.

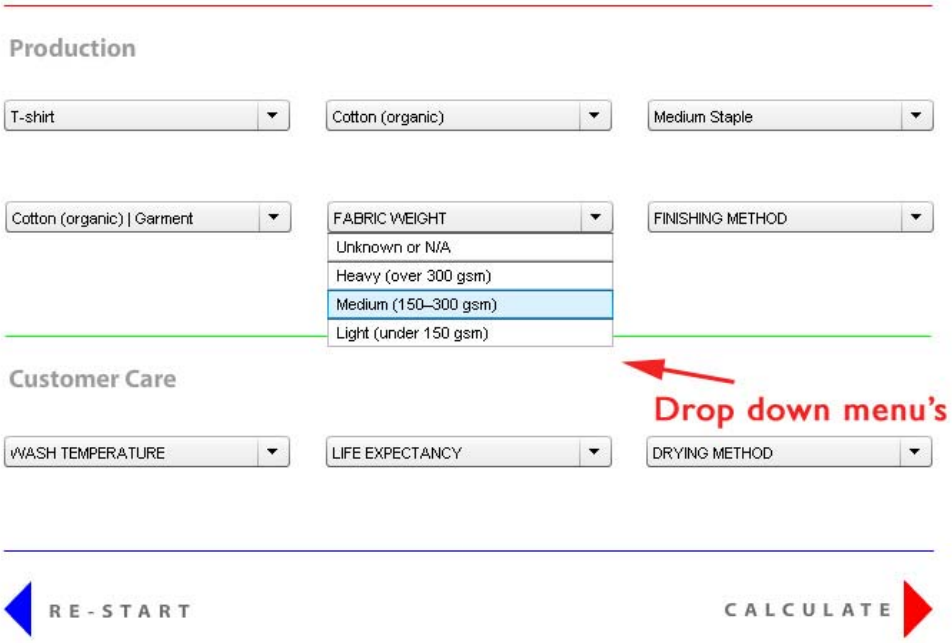
1) **The first step is to subscribe to Eco-Metrics via our web-site after which you will receive a secure username and password which will be locked to your computer and allow you to access the tool.**
2) **Once you have logged in you will see the following welcome screen (below), which outlines what exactly the Eco-Metrics tool is. CLICK NEXT.**



3) Subscribers to Eco-Metrics will then see the following screen which has nine different drop down menus based on how a garment is produced and how it can be expected to be laundered.



4) Please select any combination of the drop down menus which correspond to the type of garment you want to assess. Note: <u>all options must be selected.</u>



5) **When you are satisfied you have correctly selected the right production and laundering pathways for your garment you can click the 'Calculate' button.**

6) **The Eco-metrics tool will then immediately calculate the environmental impact of the particular type of garment you have chosen (see below).**

7) **As you can see, your chosen garment get's assigned three EDU (Environmental Damage Unit) scores.**

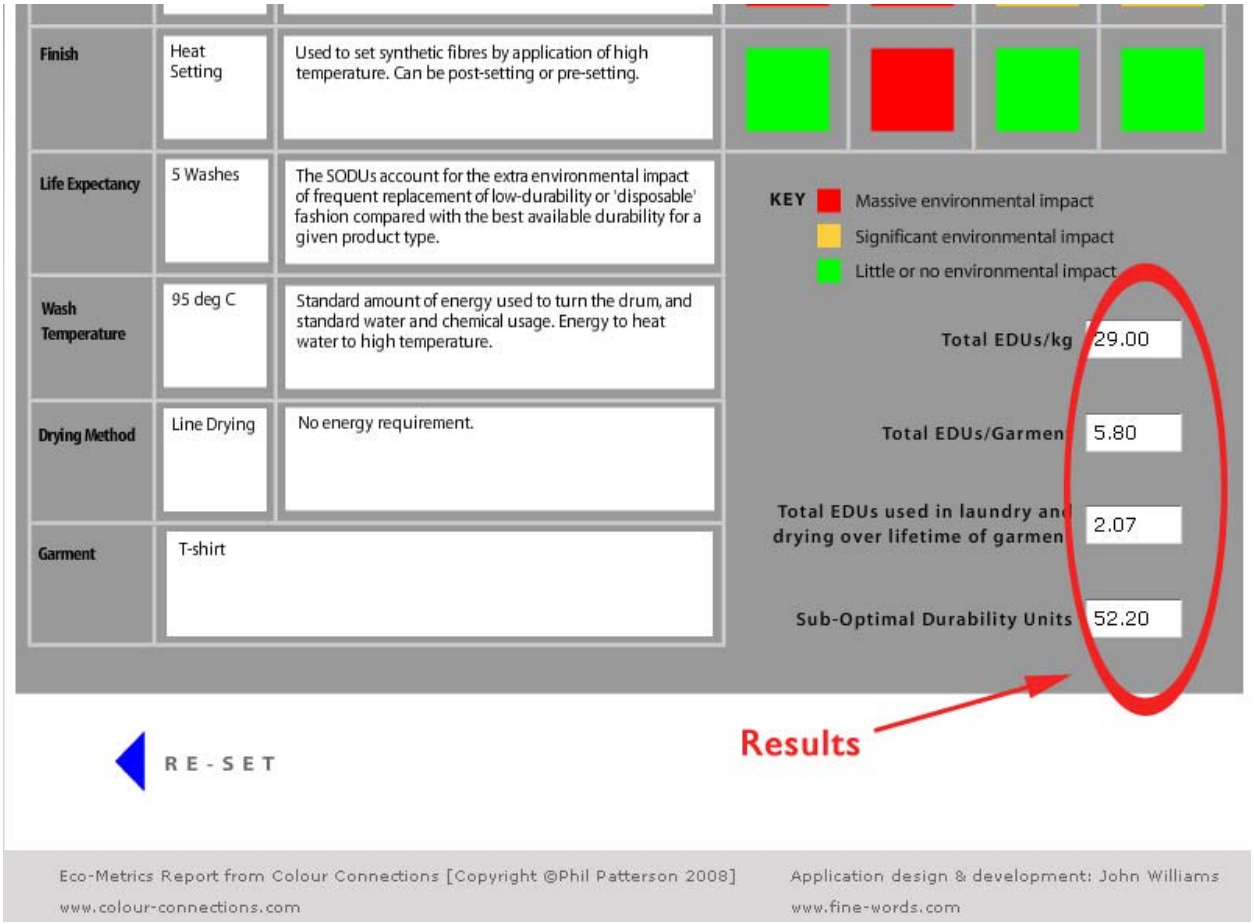
Per kilogram of selected textile article

Per garment

EDU's for laundry and drying over the selected life-time of the garment.

8) **The Eco-Metrics tool also calculates 'sub-optimal durability units' for each particular selection. This is a measure of the impact of having to replace non-durable merchandise. Again this is based on huge amounts of data and industry knowledge. The tool will calculate a high SODUS score for a low durability product. And conversely it can be as low as zero for high durability merchandise. 1 SODU = 1 EDU.**

9) **There is also a colour coded assessment of each individual step in the production process.**



10) **Simply click the blue re-set button to return to the beginning and to calculate the environmental impact of another type of textile or garment.**