



Jeanologia®
THE SCIENCE OF FINISHING

ENVIRONMENTAL RESPONSIBILITY REPORT 2020



01 CEO MESSAGE

02 ABOUT JEANOLOGIA

- 04 Our roots
- 07 Landmark calendar
- 08 A company with purpose
- 08 Our Mission
- 10 Blue Book
- 12 The Best in Service
- 13 International presence, multicultural spirit

03 CREATING POSITIVE IMPACT THROUGH TECHNOLOGY

- 15 Innovation in the process and the product
- 16 People and planet

04 SUSTAINABLE JOURNEY

- 18 Strategy
- 18 From fabric to finish
- 22 Move towards a more responsible & sustainable industry
- 22 EIM as standard measure
- 24 Green workplaces
- 25 Adhesion to the UN Global Pact
- 26 Mission Zero

05 FOR THE WORLD

- 30 Team
- 31 Jeanologist in action
- 32 1 + 1 policy
- 33 1 + 1 benefits
- 36 1 + 1 time
- 37 Raise awareness
- 40 Covid-19

Dear Friends, customers, suppliers and members of Jeanologia family.

At Jeanologia we don't want to be the biggest, our target isn't even to be the best in the world, we just want to be "the best company for the world".

Knowledge is important, attitude crucial, but that's not enough. Success in the future will mainly be based on VALUES. Our social responsibility is to improve our world and to measure the ethical and environmental impact we have on it. Business, definitely, is not only a way to make profits or progress but it should be, in our opinion, also a force for good.

With a multidisciplinary team of fashion experts and technocrats we work every day with passion to transform the textile industry and the way jeans and textiles are produced. We strongly believe that only the organizations that provide sustainable solutions to eliminate environmental problems will succeed. But it is important to understand that our first commitments are ethics, people and the environment. Our planet is "the communal house".

The three pillars for this transformation are: talent, technology, and values. Opportunities and room for improvement are great, and we believe that transformation will be fast, but growth is as important as consolidation and we know that the best is yet to come.

Finally, in the name of the entire Jeanologia family, I would like to thank all our customers and business partners for your trust in our products, services, and concepts. Definitely, you are all a crucial part of our social commitment.

Enrique Silla

Jeanologia[®]
THE SCIENCE OF FINISHING

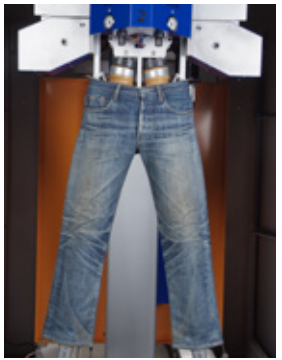


OUR ROOTS

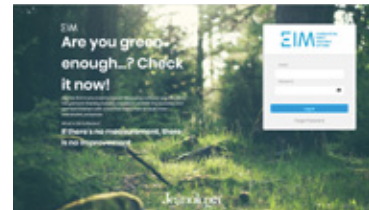
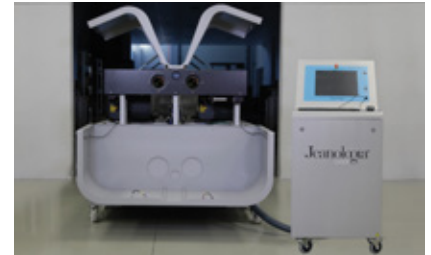
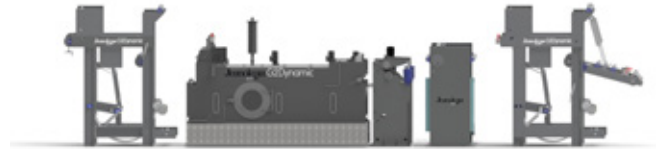
The company was founded in 1994 by Jose Vidal and his nephew Enrique Silla with innovation and human values as primary columns. With consultant and denim finishing background, Jeanolgia soon became a technology manufacturer, offering sustainable textile solutions and creating new operation models.



04



Today Jeanologia leads the transformation of the textile industry with disruptive technologies: laser, ozone, and e-flow technologies which are capable to enhance productivity, reduce water and energy consumption, and eliminate damaging emissions and waste, guaranteeing ZERO contamination.



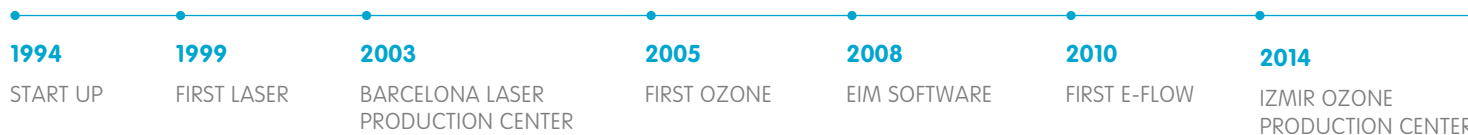
1999 \ MARCATEX
100
The first textile laser



2001 \ MARCATEX
100 PLUS
Getting better



LANDMARK CALENDAR



A horizontal blue line with an arrow pointing right, featuring a single dot in the center.

THE BEST IS YET TO COME

A COMPANY WITH PURPOSE

At Jeanologia we believe that companies can be a motor for change. We are convinced that our daily work contributes to create a better world, that's why we work with passion and enthusiasm.

Our aspiration is to put creativity, innovation, technology, and the driving forces of business initiative not only at the service of financial profit, but also at the service of a prosperous and sustainable world. We believe in the virtuous circle that generates this change and we believe that it is the only way to make benefit sustainable.

Our vision is to become a transformative vehicle in our world, creating a positive impact on society.



**AT JEANOLOGIA
WE WANT TO BE
THE BEST FOR THE WORLD.**

OUR MISSION

Our Mission is to create an ethical, sustainable, and eco-efficient textile & apparel industry. Partnering with our customers on their transformation journey, offering disruptive technologies and the best in service.

We strive towards an **Ethical industry**: eradicating production methods that are harmful to the health of workers. **Ecological**: reducing and even eliminating the consumption of water, chemical products, and the elimination of waste in production processes. **Eco-efficient**: offering solutions that are both sustainable and profitable. Reducing production costs through the simplification and automation of manual processes.

Our objective is to become the technological partner to our clients, accompanying them through their process of change, and adding value at each step. Offering them disruptive technologies that break the norm, enabling innovative and transformative ways of doing things. We are not here to improve textile industry 10% but to make it 10 times better.





"We believe in business as a force for good"



WE BELIEVE IN BUSINESS AS A FORCE FOR GOOD

10



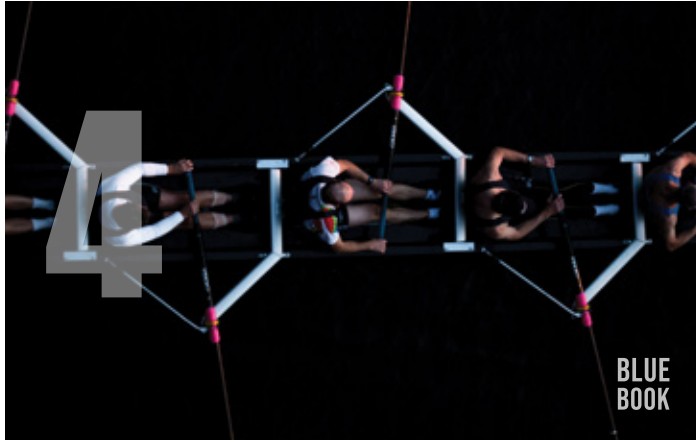
PEOPLE & PLANET COME FIRST



WE ARE A
VALUE-DRIVEN
ORGANIZATION



JEANOLOGIST ARE AUTHENTIC, OPTIMISTIC, CREATIVE, REBEL



MAKE OTHERS SUCCESSFUL



WE ARE A BRIDGE CONNECTING PEOPLE AND IDEAS



WE GO! MOVE FAST & LEARN FROM FAILURE



WE ARE FASHIONISTAS & TECHNOCRATS

OUR PHILOSOPHY; THE BEST IN SERVICE

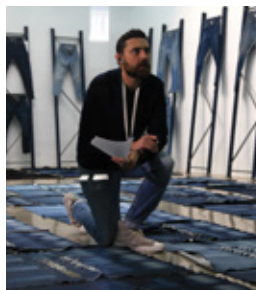
We attain the rigor and service quality of a multinational, but with the capability to react and the closeness of a local business. We inspire loyalty in our clients by providing them with the best service that they have ever experienced.

Jeanologia does not only offer a one-time service, we build a business relationship. Apart from becoming the technological partners of our clients, the key of our success is our teamwork and the added value we provide to our customers in everything we do, creating a business network.

12



**ADDING VALUE
IN EVERYTHING
WE DO**



INTERNATIONAL PRESENCE, MULTICULTURAL SPIRIT

Jeanologia has a global presence with strategically located offices & technical service hubs ALL OVER THE WORLD.

VALENCIA

73 Jeanologist

- Headquarters

BARCELONA

35 Jeanologist

- Laser manufacturing

VICENZA

10 Jeanologist

- Smart Box manufacturing

USA & MEXICO

9 Jeanologist

- Service

DHAKA

11 Jeanologist

- Service

CAMPINAS

6 Jeanologist

- Service

IZMIR

17 Jeanologist

- Ozone manufacturing

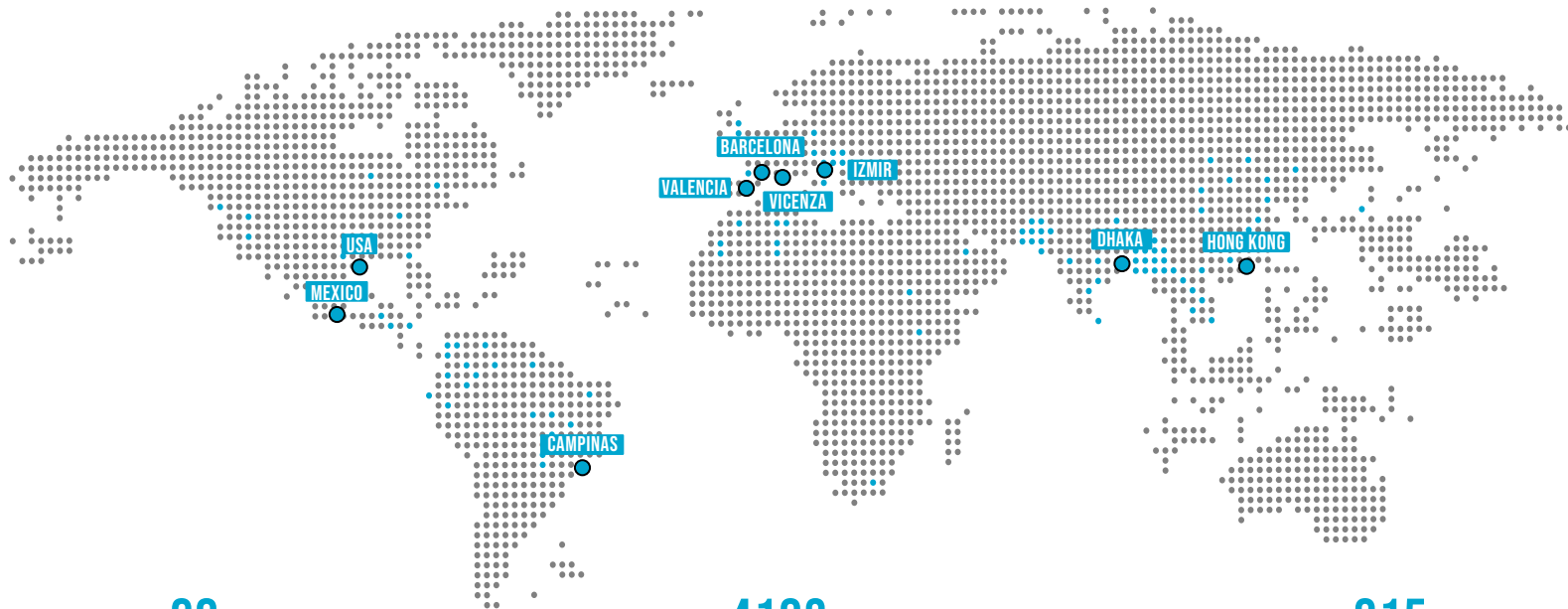
HONG KONG

7 Jeanologist

- Innovation Hub

OTHERS

39 Jeanologist



68
COUNTRIES

4103
MACHINES IN THE WORLD

915
CLIENTS



**CREATING
A POSITIVE IMPACT
THROUGH TECHNOLOGY**

INNOVATION IN THE PROCESS AND THE PRODUCT

From the conception of the idea to the final product, the following requirements needs to be met:

- 1. SOLVING AN ECOLOGICAL PROBLEM** and therefore reduce water, energy consumption, and use of safer chemistry. The EIM software measures these variables to support decisions.
- 2. SOLVING AN ETHICAL PROBLEM.** Eliminating manual operation and hazardous chemicals with a huge negative impact on worker health.
- 3. BE ECONOMICALLY EFFICIENT.** Not increasing product manufacturing cost to be rapidly adopted. New technologies, processes or services will be only launched if we can achieve the perfect product at a neutral cost.
- 4. BEING DISRUPTIVE,** and in consequence allowing real improvement. We do not want to improve the current model of 10 or 20 %, we want it 10 or 20 times better.

For more than 25 years, Jeanologia has led the way jeans are manufactured by implementing Laser, G2 ozone, and e-Flow technologies into traditional manufacturing. It is when we integrate all these technologies together with our latest Smart Boxes and H2Zero water cleaning technology when the real revolution happens. To complete our solution, the innovative software eDesigner and EIM (environmental impact measuring tool) allow us to produce on demand improving manufacturing cost and reducing drastically product time to market.



An aerial photograph of a mountain valley. In the foreground, a rocky, brownish mountain slope descends towards a large, calm lake. The middle ground features a lush green valley with a small town or village nestled in a valley. The background is dominated by a range of majestic, snow-capped mountains under a clear blue sky with some light clouds. The text 'PEOPLE AND PLANET' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PEOPLE AND PLANET



COME
FIRST

Jeanologia
THE SCIENCE OF FINISHING

STRATEGY

The product is our target and sustainability our way to achieve it. Environmental and social responsibility is woven into **OUR DNA**.

We have long pursued a sustainable journey on four key pillars:



PEOPLE PLANET PRODUCT PROFIT

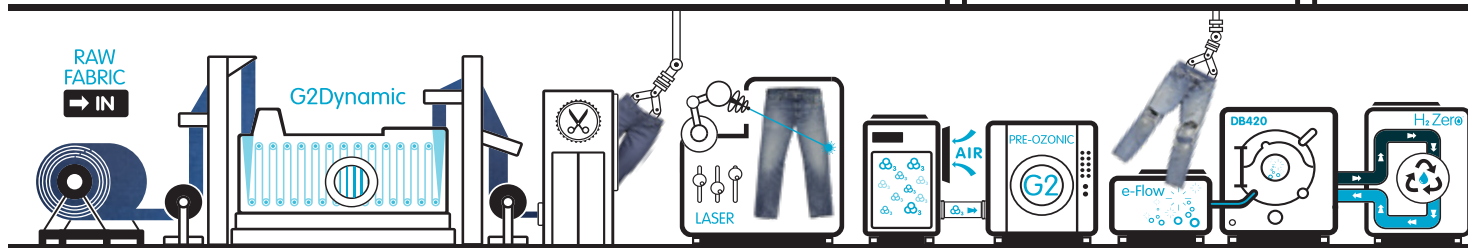
As an additional contribution towards a more responsible and ethical industry, Jeanologia opens EIM to the textile industry, and not only to our partners. EIM is an allied to motivate the transformation of responsible use of resources and providing solutions to generate a positive impact in the textile industry.



18

FROM FABRIC TO FINISH

From fabric to finish, we acknowledge responsibility for the social and environmental footprint of our technologies and operations.



2012	1.300.000 M ³	2017	7.800.000 M ³
2014	2.200.000 M ³	2018	10.000.000 M ³
2016	5.600.000 M ³	2019	13.050.000 M ³

STARTING FROM MEASURING WATER SAVED BY EVERY JEANOLOGIA TECHNOLOGY INSTALLED IN THE WORLD, OUR TARGET IS TO EXTEND OUR ENVIRONMENTAL PROFIT AND LOST ACCOUNT TO CO₂ EMISSION AND TOXIC CHEMICALS REPLACEMENT.

15.417.870 M³

OF POLLUTED WATER SAVED IN 2020

Enough for the yearly water consumption of Amsterdam population



AFTER

BEFORE

logia
LASER

logia
R

logia



BEFORE

AFTER

MOVE TOWARDS A MORE RESPONSIBLE & SUSTAINABLE INDUSTRY

EIM is the unique software that measures the environmental footprint of garment finishing processes, it is a powerful self-accreditation tool that allows producers, brands, and retailers to monitor the amount of water, chemicals, and energy used in their production, as well as the impact they may have on workers' health.



EIM® ENVIRONMENTAL
IMPACT
MEASURING
SOFTWARE

22

Our target is to elevate EIM turning it into an open platform that integrates other industry initiatives incorporating to the tool management a working group to update EIM software scaping from individual interest.



Benchmark and process classification depending on the EIM score:



EIM AS STANDARD MEASURE

Who is using it



+50 BRANDS

+250 LAUNDRIES



BECAUSE
TRANSPARENCY,
SUSTAINABILITY,
INNOVATION &
TECHNOLOGY
ARE THE KEY
TO THE NEW
INDUSTRIAL ERA.

#MISSIONZERO

Jeanologia

EIM[®] ENVIRONMENTAL
IMPACT
MEASURING
SOFTWARE



GREEN WORKPLACES

In Jeanologia we are committed to achieve a more sustainable world, because there is no Planet B.

Throughout the years we have been implementing several policies that pursue our objective of being more respectful with the environment.

As inner actions, to reduce the electricity consumption and to convert our centers and hubs into more resilient and green facilities, we have started by installing solar panels in Valencia and Italy centers and an automatic system that turns off the lights at the end of the working day in Sant Quirze (Barcelona) center.

The existence of local hubs is also a great help to the environment, because they allow to reduce the number of international flights. This impacts directly to the CO₂ emissions of the company, reducing them.



LESS TRAVEL



LESS CO₂



Regarding the waste generation, in Jeanologia we have implemented the **“Plastic Free”** policy, substituting all the plastic materials we used, by others made from more environmental friendly and recyclable materials.



ADHESION TO THE UN GLOBAL PACT

Jeanologia is part of the solution but we are not alone in this journey. We shared our vision with thousands of worldwide enterprises. We have the opportunity and at the same time the challenge to fulfill the agenda of Sustainable Development Goals set by the United Nations. In 2019, we joined the UN Global Pact as a formal declaration of our compromise to achieve a better world, where sustainability and social welfare are key.

The Adhesion to the UN involves the compliance of the 17 Sustainable Development Objectives imposed and launched by the United Nations and its 10 Principles. This will help Jeanologia take advantage of all the power we have as a textile and technological industry organization to improve the lives of our future generations and to save our planet.

THE GLOBAL GOALS



MISSION ZERO



Jeanologia has developed an initiative called Mission Zero, which consists in transforming the textile industry into a more sustainable industry, environmental, and human friendly because the traditional production model in this industry is completely obsolete, neither efficient nor sustainable.

Mission Zero appears to call all the technocrat and textile companies to join forces and fight together in order to achieve the textile industry that we want for our society and planet. By working together through the same path, we join forces towards a common ambitious goal:

TO ACHIEVE THE TEXTILE INDUSTRY'S
DEHYDRATION AND DETOXIFICATION.
ELIMINATE 100% OF WASTE AND POLLUTION
IN THE GLOBAL JEANS PRODUCTION BEFORE 2025



DEHYDRATION & DETOXIFICATION

Despite the black stage in which it became one of the most polluting garments in the sector, our technologies and the re-engineering of jeans make it the most sustainable garment.

WE ENCOURAGE THE DENIM COMMUNITY TO JOIN FORCES
TO MAKE JEANS AN ICON OF REBELLION AND FREEDOM.

From the yarn to the finish, we will eliminate hazardous chemicals and water from the life process of jeans, as well as their introduction into circular economy processes, jeans must become the iconic garment of the new generations, of the **NEW REBEL that wants to protect the environment and planet.**



#MISSIONZERO

Jeanologia
the science of sustainability

BUILD A CLEAN FUTURE
PRODUCE WITH ZERO WASTE





FOR THE
WORLD

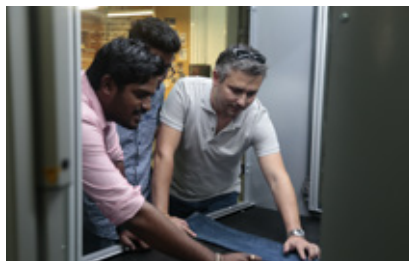
TEAM

Being a Jeanologist is a question of identity:

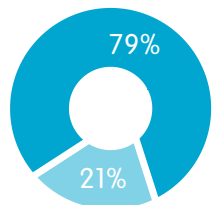
- Sharing a way of understanding the world and taking a stance on challenges.
- Choosing a specific attitude.
- Guiding ourselves through common values.
- Being thrilled to pieces with the very same dream and working for Our Mission.

Due to all of these aspects, in Jeanologia, we face challenges in a completely different way!

Our Jeanologist are far-sighted enough to build a dream and with our energy and passion we give Jeanologia both soul and life.

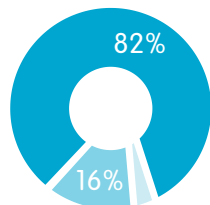


30



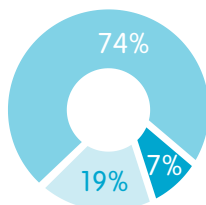
GENDRE

- 79% Male
- 21% Female



EDUCATION LEVEL

- 82% University degree
- 16% No titulation
- 2% Doctors



AGE

- 7% -25
- 74% 26 to 45
- 19% +45



28 NATIONALITIES

Spain	106	Italy	14	China	14	Pakistan	8
Turkey	21	Brazil	6	Mexico	5	Bangladesh	11

Tunisia, Indonesia, Taiwan, India, Malaysia, England, Serbia, Moldova, France, Czech Rep., Egypt, Israel, Venezuela, Romania, Singapore, Argentina, Mauritius, Vietnam, Colombia, Japan.

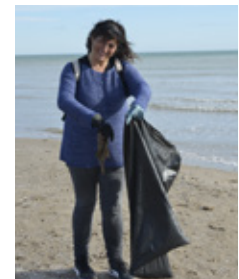
JEANOLOGIST IN ACTION

Special days, moments of action and party!! that we share as a team, with our families and friends.

1. We chose an action: cleaning the beach of plastic, practicing a sport, cleaning the forest, planting trees.
2. We invited our friends from a NGO: Down Syndrome Association, Bioegradables - environmental activists, Fundación Levante, sport and disability, people without home of the "Casa de la Caridad".
3. We invited our families, kids, parents, friends, providers, grandparents, neighbors...
4. Together, it's time to act!! Let's get down to work!!
5. Time to party!! Let's celebrate and share experiences, laughs, food and drinks!!



AN EXPERIENCE THAT LEAVES A MARK



1 +1 POLICY

We aren't satisfied with only transforming the textile industry and directing our business development towards the world's improvement. We want much more than that! We want to be part of the environment transformation, to support the communities we live within, to get involved in the big challenges of our time, to help both and learn from the people surrounding us, to give back to the society part of what we're receiving.

For this purpose, we've created our 1+1 program!

- By means of this program, **1% of our benefits** is allocated to institutions in which we trust in order for them to develop social projects. This way, we build with them strong and long-term relationships.
- We also encourage our Jeanologist to dedicate **1% of their working time** to personally collaborate with this social projects. How? We can enjoy an extra week of holidays (or the weekly/monthly equivalent time) for carrying out any kind of volunteering work!

**PEOPLE AND PLANET
BEFORE PROFIT**



1% BENEFITS COLLABORATION WITH FAR








Burkina Fasso is in the 182 position out of 189 countries, in the ranking of the Human Development Index.

Ouagadougou, its capital. Rimkieta one of its poorest neighborhoods, but in 2004 our friends from FAR started their work there. Jeanologia and FAR have a lot in common, we share one of our co-founders, so from the very beginning we have been working closely. It is our main project and the one which we are proudest.

Today, 15 years later, the life of the families in Rimkieta neighborhood has hugely improved. The achievements are truly incredible!



YEARLY ACHIEVEMENTS (2020 DATA)

 22.000 Liters/day	 600	 420 Children	186	 520	 FOOTBALL SCHOOL	 415 BICYCLES	 231.000 Rations
3 WATER WELLS	TREES PLANTED	2 KINDERGARTEN	LITERACY	SCHOLARSHIPS			CEREAL BANK

1% BENEFITS COLLABORATION WITH ASINDOWN

Asindown works since 1989 for the integral development of people with Down Syndrome and for their full family, educational labor and social integration as active members of society. We have been working together since 2013.

We have learned from our genetical rebel friends that no two people are alike, and that is why we all have very different abilities. Our friends with intellectual "disabilities" teach us to live slowly, to

be grateful, to look into people's eyes, to let us surprise, to always put people in the center and be interested in them from our hearts.

We love collaborating with them and helping in all their actions, especially in those related to leisure and job placement for people with Down Syndrome and intellectual disabilities.



**“COMBINING CAPABILITIES,
WE MAKE DREAMS COME TRUE”**



1% BENEFITS

IESU COMMUNIO

How not to collaborate with this special order of nuns who have decided to show off their habits on denim? We are excited to sponsor the habits of more than 200 nuns since 2011.

This last year we have donated them a nano laser so they can prepare customized and creative products. These products will help to collaborate in the self-sustainability.



A PARTNERSHIP FOR HUMANITY



CASA DE LA CARIDAD

They have worked for more than 100 years in the care and inclusion of the homeless and people at risk of social exclusion.

They serve more than 500 people daily in their soup kitchens and manage one of the only shelters for homeless in Valencia.

We have been collaborating with them since 2008 and they have recognized us with the "Empresa Valor Oro" distinctive.



1% TIME



TIME TO VOLUNTEERING!!

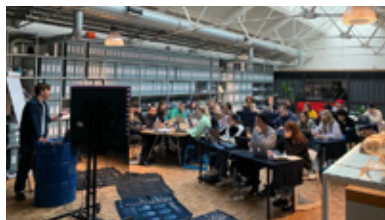
Being an activist allows us to do our bit and learn from the best, the most committed and rebel, share their dreams, and being infected by their values: generosity, humility, openness, creative struggle, and greatness of spirit!!



RAISE AWARENESS

THE MORE PEOPLE WE WORK TOGETHER, THE BETTER WORLD WE WILL BUILD!!

We, jeanologist, collaborate in the training of next generations, the awareness of professionals, the education of consumers, we share our experience with entrepreneurs and industrials in each local context. We create personal ties, ecosystem, alliances... to accelerate the transformation of our world!!



SHARE OUR VISION, SPREAD OUR SPIRIT, EVANGELIZE OUR SURROUNDINGS

STARTING WITH US AND OUR FAMILIES

Improving our habits ... every year one more mile!!

- A plastic free company.
- A second life for our garments.
Collect, review, recycle, donate. Our clothes have a second chance now with our homeless friends from Casa Caridad, or they are sent to Africa, where our friends from Formación Senegal turn them into bags, cases, or any creative accessories.
- Continuous internal trainings and awareness sessions.
- Jeanologist in action.



GIVE OLD CLOTHES A NEW LIFE

RAISE AWARENESS

BEING AN ACTIVE PARTICIPANT IN OUR COMMUNITIES AND OUR INDUSTRY

THE SCHOOL FOR JEANS LASER DESIGN

The School is a scholarship program that gives designers an opportunity to learn all the skills and know-how needed to design and produce jeans using Jeanologia's laser technology.

10
EDITIONS

47
STUDENTS

64%
STILL IN TEXTILE



COLLABORATIONS



Spanish Companies with the greatest potential in the middle market. We share vision, knowledge, best practices, and experiences.



As an active member of the CCE we collaborate with the University of Valencia, its professors, and students, together with the best companies in the region, our objective is to promote the entrepreneurial spirit and bring sustainability closer to future professionals.



**WE GO THERE WHERE
WE ARE REQUIRED!!!**





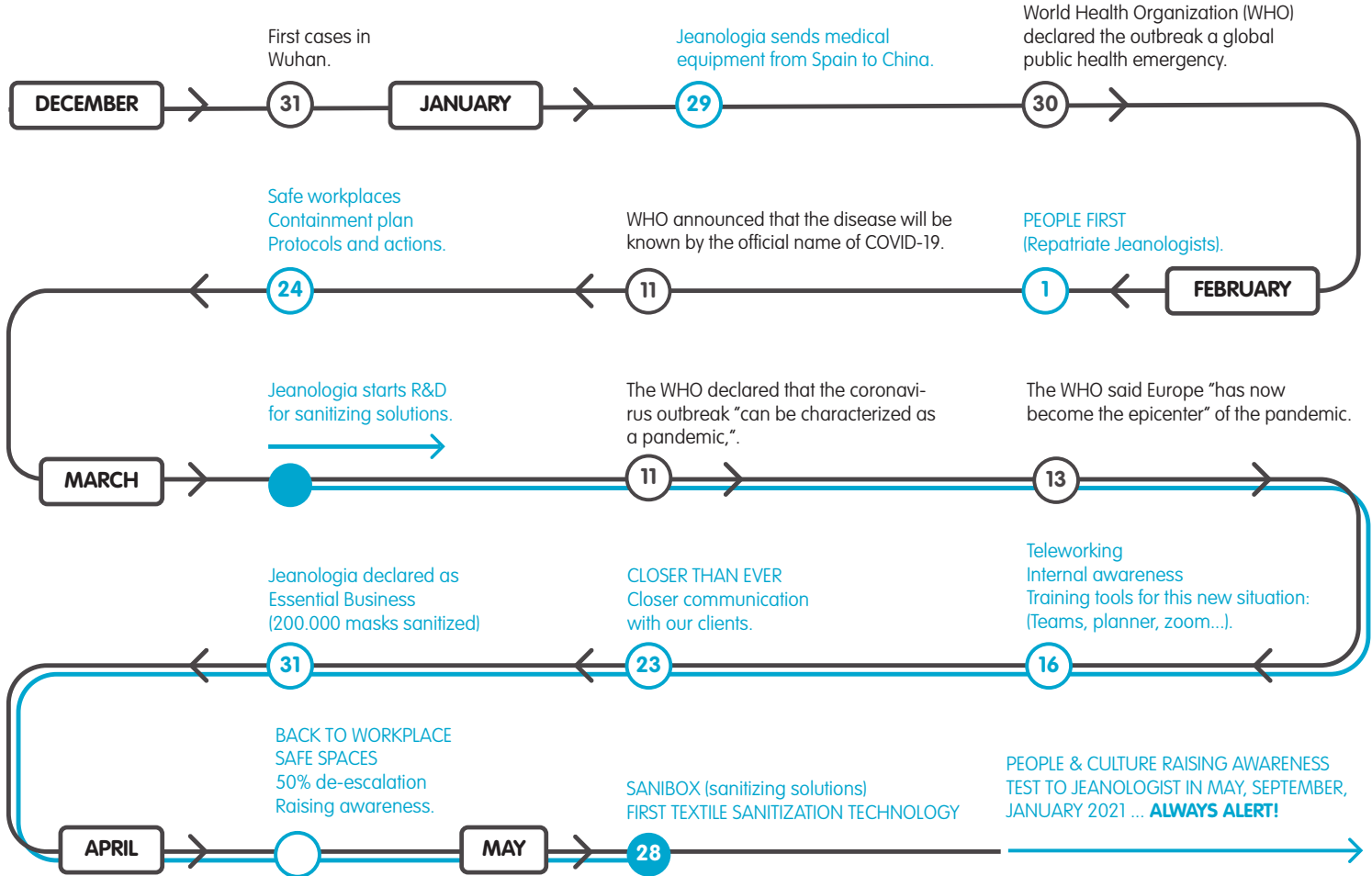
DIFFICULT
ROADS
LEAD TO
BEAUTIFUL
DESTINATIONS



JEANOLOGIA

■ FIGHTING AGAINST COVID-19

- COVID-19
- JEANOLOGIA REACTION





200.000 MASKS SANITIZED



An aerial photograph of a rocky coastline. The water is a vibrant turquoise color, and the surf is bright white. The rocks are dark and jagged, forming a rugged shoreline. The overall scene is dynamic and visually striking.

Jeanologia®

THE SCIENCE OF FINISHING