

**patagonia<sup>®</sup>**



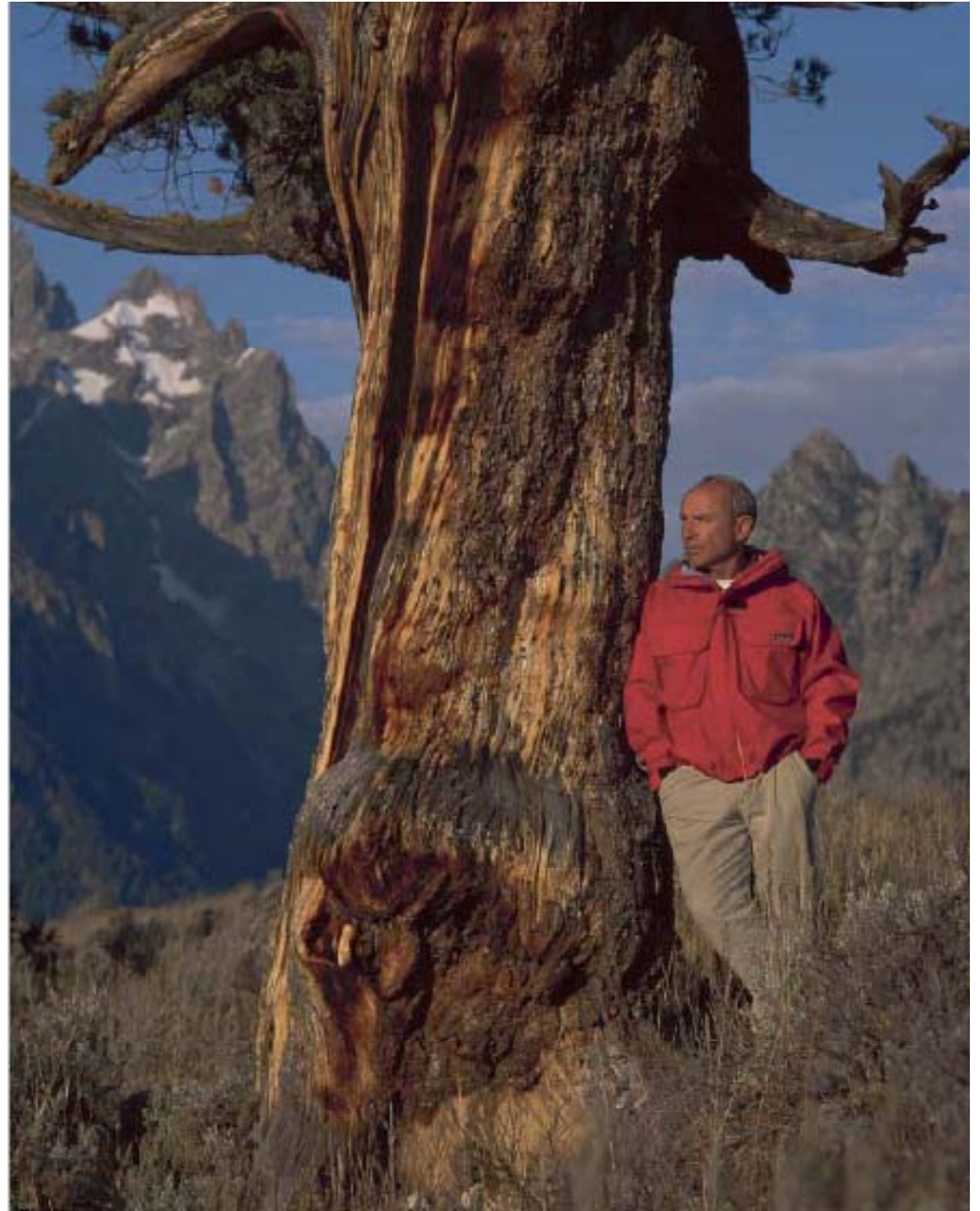


## **Mission Statement**

**Make the best product, Cause no unnecessary harm, Use business to inspire and implement solutions to the environmental crisis.**

“Without a healthy planet there are no shareholders, no customers, no employees”

*Yvon Chouinard*



bluesign®

The  
independent  
industry  
textile  
standard

bluesign®

**MEMBER**

Patagonia - The Footprint Chronicles: Tracking the Environmental and Social Impact of Patagonia - Microsoft Int...

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address [http://www.patagonia.com/web/us/footprint/index.jsp?slc=en\\_US&sct=US](http://www.patagonia.com/web/us/footprint/index.jsp?slc=en_US&sct=US) Go

Google footprint chronicle Go Bookmarks PageRank 1336 blocked Check AutoLink AutoFill Settings



## Build the best products and cause no unnecessary harm.

This is our mission. Yet we're keenly aware that everything we do as a business – or have done in our name – leaves its mark on the environment. There is still no such thing as sustainable business but every day we take steps to lighten our footprint and do less harm.

The Footprint Chronicles allows you to track the impact of a specific Patagonia product from design through delivery.

[CHOOSE A PRODUCT](#)

[DIGGING DEEPER](#)

[JOIN THE DISCUSSION](#)

Call us anytime: 1.800.638.6464 or visit [patagonia.com](http://patagonia.com) | © 2009 Patagonia, Inc.

patagonia

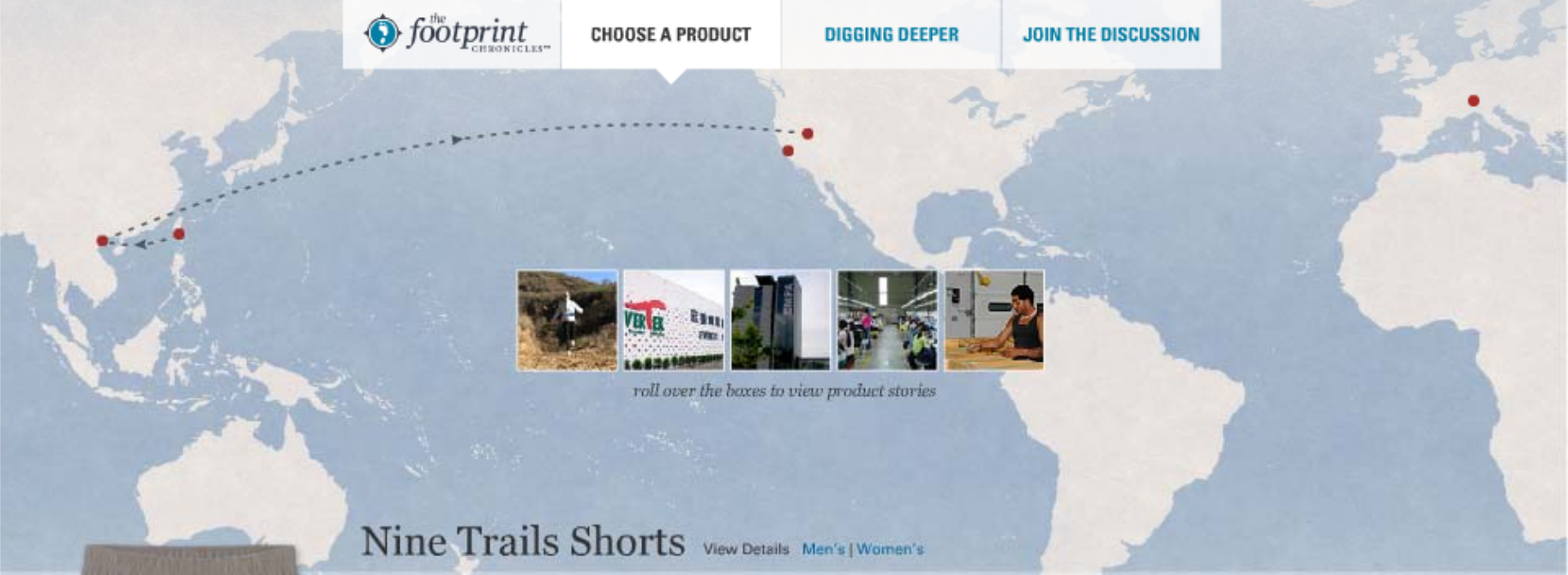
[website](#)



Choose a product whose footprint you'd like to track



[Learn the environmental impact of other Patagonia products](#)



roll over the boxes to view product stories

## Nine Trails Shorts [View Details](#) [Men's](#) | [Women's](#)



### CARBON DIOXIDE EMISSIONS

Total CO<sub>2</sub> emissions generated by the garment's production, from origin as fiber through garment delivery to Patagonia's Reno Distribution Center, is 3.2 pounds (1.4 kg).

The amount of CO<sub>2</sub> is equal to the weight of approximately 8.5 pairs of Men's Nine Trails Shorts.

### What We Think

The spandex prevents us from being able to recycle it in the same process as our 100% polyester garments. And is this finish critical to performance?



roll over the boxes to view product stories

Fabric:  
Tainan Hsien, Taiwan  
Click to Learn More

## Nine Trails Shorts [View Details](#) [Men's](#) | [Women's](#)



**The Good**  
The fabric is technically excellent and now developed to include 91% recycled polyester and 9% spandex. And Everest Textile, the supplier, has achieved certification from bluesign® for environmental health and safety for this fabric.

**The Bad**  
The water-repellent finish contains perfluorooctanoic acid (PFOA), a synthetic chemical that is now persistent in the environment. We're researching alternatives, but for the present this finish is being used.

**What We Think**  
The spandex prevents us from being able to recycle it in the same process as our 100% polyester garments. And is this finish critical to performance?

# DMF Recovering System

**Invest USD 1.1million**

**DMF distillation  
system**



Click here  
to sign up

Ads by Google

### BPA-free Water Bottles

Durable, Safe, Non-leaching, Stainless Steel Water Bottles

[www.innate-gear.com](http://www.innate-gear.com)

### Bottles, Jars, Containers

Choose From Glass, Plastic & Metal. Buy Wholesale At Competitive Rates!  
[www.ContainerAndPack.com](http://www.ContainerAndPack.com)

### 5 Valuable IT Investment

Steps for Tough Economic Times IT Financial Management White Paper  
[www.planview.com/5stepwhitepaper](http://www.planview.com/5stepwhitepaper)

## Transparency is the New Black

by Lloyd Alter, Toronto on 09. 1.09

**BUSINESS & POLITICS**



SNEWS, which broke the SIGG story two weeks ago, does an update where they suggest that Laken would tell customers and retailers that their bottles contained BPA- if they asked directly. SNEWS doesn't let them off the hook:

..before we start hearing about the scientific data that such-and-such study showed BPA did not leach into liquids or that BPA is not the hazard everyone thinks it is, let us just say this is not about science. It is about transparency to the public. It is about consumer choice and what consumers assumed to be true -- that they were buying bottles they thought were BPA-free when in fact they were not. In 2008, consumers flocked by the thousands to stores and online to purchase alternatives to polycarbonate bottles that were known to contain BPA. Many chose aluminum bottles, even though they were lined with epoxy that

Get to the head of the class with green tips, supplies, projects, and more.

Sprint



People were not too happy with me for using pretty much the same words. And as Trendwatching notes, we are in the middle of a transparency revolution.



They make some very interesting points about how it isn't so easy to get away with this kind of stuff today:

Corporate transparency doesn't stop at product reviews or price comparison. In fact, it's going to be crucial for companies to understand that because individuals/consumers are opening up in many ways, if not becoming 'transparent', especially online, they will expect companies to be more transparent, too (read: to become more human).