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”
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.
Nine Trails Shorts

CARBON DIOXIDE EMISSIONS
Total CO₂ 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 CO₂ is equal to the weight of approximately 8.5 pairs of Men’s Nine Trail Shorts.

What We Think
Patagonia’s spandex prevents us from being able to recycle it in the same process as their 100% polyester garments. And is finish critical to performance?
Nine Trails Shorts

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 1.1 million

DMF distillation system
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
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).