



thr making
people
smile **ad**

2015 IMPACT REPORT

LETTER FROM THE CEO

The things we buy have life.

They were made by the hands of people we won't ever meet, but who are affected more than we know in their creation. We are connected to these women and men through our purchases. It's a connection that instills vibrance into the things we own. In this way, our gifts and our clothes, our phones and computers, even our food, are inherently powerful and drastically undervalued. Not only are they symbols of who we are, they're powerful reminders of the people who made them. They are indicators of our choices to support or deny those people dignity.

To date, we've set up an economic system where dignity is still denied more than it is encouraged, and opportunity fails to materialize for those in areas affected by conflict or disaster. Tell me about new investment in factories in post-ebola Liberia, or an economic future in Afghanistan that doesn't have to do with growing opium. Ask a teenager outside of Damascus, or in Flint, what their prospects are. Progress within this system can only come from participation, but it is unreasonable to expect all of us to move to the corners of the map where opportunity and equality are in such short supply. Sending our clothes, shoes, and medicine there can do more long-term harm than good. How are we supposed to change anything?

The biggest difference we can make for the future of our planet comes at the cash register. We make a difference with what we buy. That's the game, set, and match.

A more conscious consumerism has the power to be our greatest weapon in the fight for our future. We need simply to acknowledge the inherent humanity in our things, and define their value not only in dollars, but in whether or not they help people and the environment by being made. We can demand dignity be offered to the people behind what we buy by choosing products that reflect this same thinking and ignoring the things that don't offer us that simple level of transparency. What's more, by demanding an end to opacity in supply chains, and expecting that brands make and source things in the parts of the world our mothers get nervous about us visiting, we can expect a richer buying- and owning- experience, one that makes us proud to acknowledge both the depth and dimension of the people critical to our products' production. Where our things come from is just as important as where we take them.

This is the third year we've published a report detailing Thread's impact. We've spent those three years setting up our first and second supply chains, prototyping our first fabrics, and finding our initial customers. We've become a certified B-Corp and raised a venture round as a Benefit Corporation - a network we're proud to be a part of. Most of all, we've worked hard to make the products we sell matter to the people who make them.

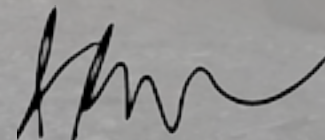
This report shows that Thread materials are better - dramatically better - for people and planet than other materials on the market. In our minds there is no reason, that in the next three years every apparel brand on the planet, consider and buy Thread Ground to Good™ fabric and the stories behind it. In 2016 we'll work hard to expand both our supply chains and your opportunities to participate in them. But we need your help.

“WHERE OUR CLOTHES COME FROM IS AS IMPORTANT AS WHERE WE TAKE THEM.”

[CLICK TO SHARE THIS QUOTE](#)

When you buy this year, buy with intent. Give your money and support to brands that acknowledge the human value inherent to their products' construction. Demand that more brands produce this way. Most of all, recognize that whether it's a sweater, a new set of luggage, or the salad you just brought home from Whole Foods, the things you buy are alive. They matter. Not just to you, but to thousands of humans you will never meet.

On behalf of all of the women and men in our own supply chains, thank you. Here's to what's possible together in 2016.



IAN ROSENBERGER
FOUNDER // CEO

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“I AM SO EXCITED TO SEE HOW COLLECTORS DON’T ONLY SEE THE BOTTLES AS A SOURCE OF INCOME, BUT AS A WAY TO PROTECT THE ENVIRONMENT.”

RICHARDSON ANTOINE
THREAD // HAITI FIELD MANAGER

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NEW FABRIC

Our Materials and Production team is constantly working to expand the possibilities of our fabric. From improving plastic material testing in Port-au-Prince to experimenting with new yarns, weaves, knits, and finishes. Thread's Ground to Good™ fabric catalog has grown to include a bunch of new, useful materials:

JERSEY

Commonly known as 't-shirt material,' jersey is a knit fabric loved for its everyday comfort and versatility. Made from 50% post-consumer recycled bottles (polyester) and cotton, Thread's Ground to Good™ jersey is an excellent choice for polos and draped garments too, like dresses, yoga-wear, and women's tops.

CANVAS

For the perfect mix of rugged softness and responsibility, we developed light and heavier weight polyester/cotton blends and a 100% polyester option. This suite of durable, plain and fine-woven fabrics are used in footwear, bags, apparel, and accessories where both sturdiness and a good handfeel are key.

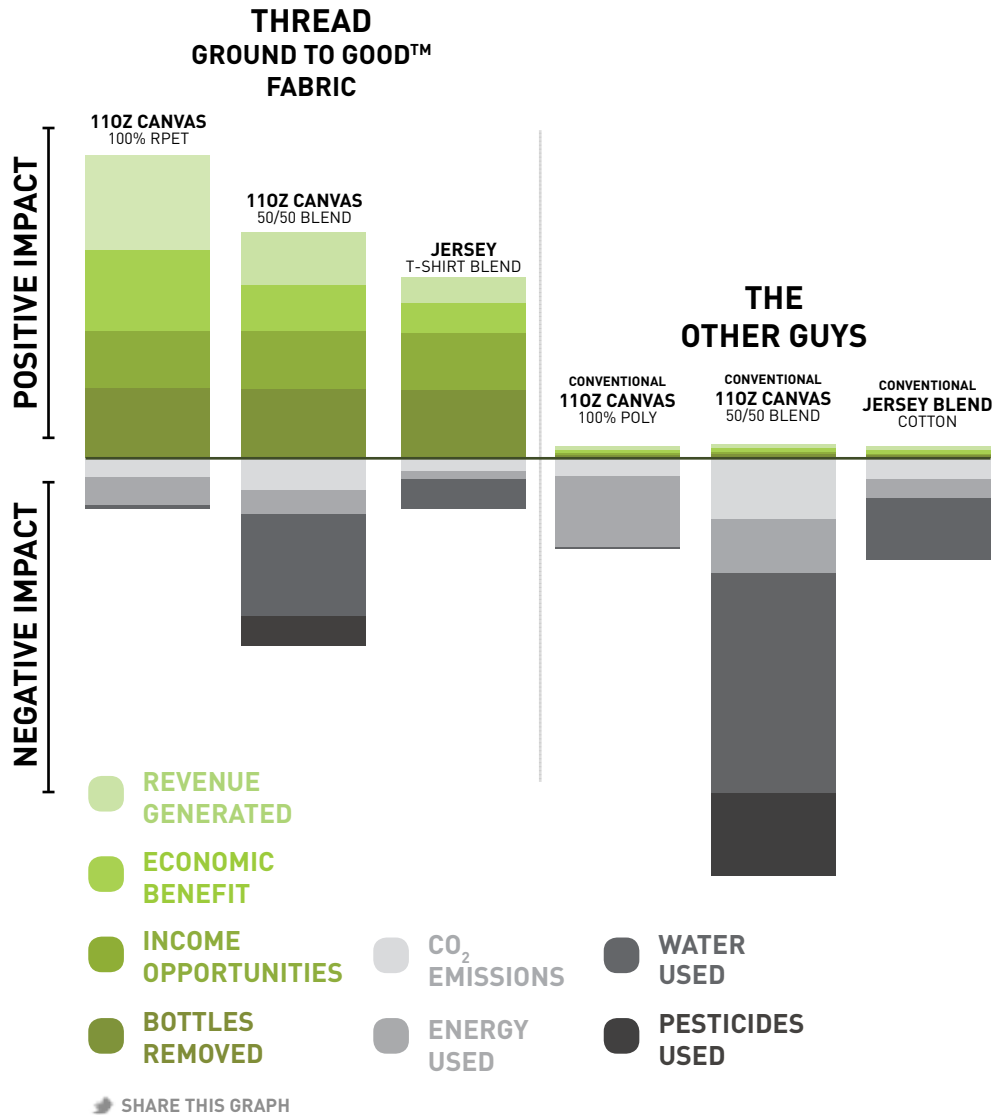
DENIM

We were presented with an interesting challenge: reinforce a material we all know and love, denim, with the added sustainability and performance benefits of recycled polyester fiber. The result? Authentic, American-crafted denim that feels like we stole it from someone's closet.

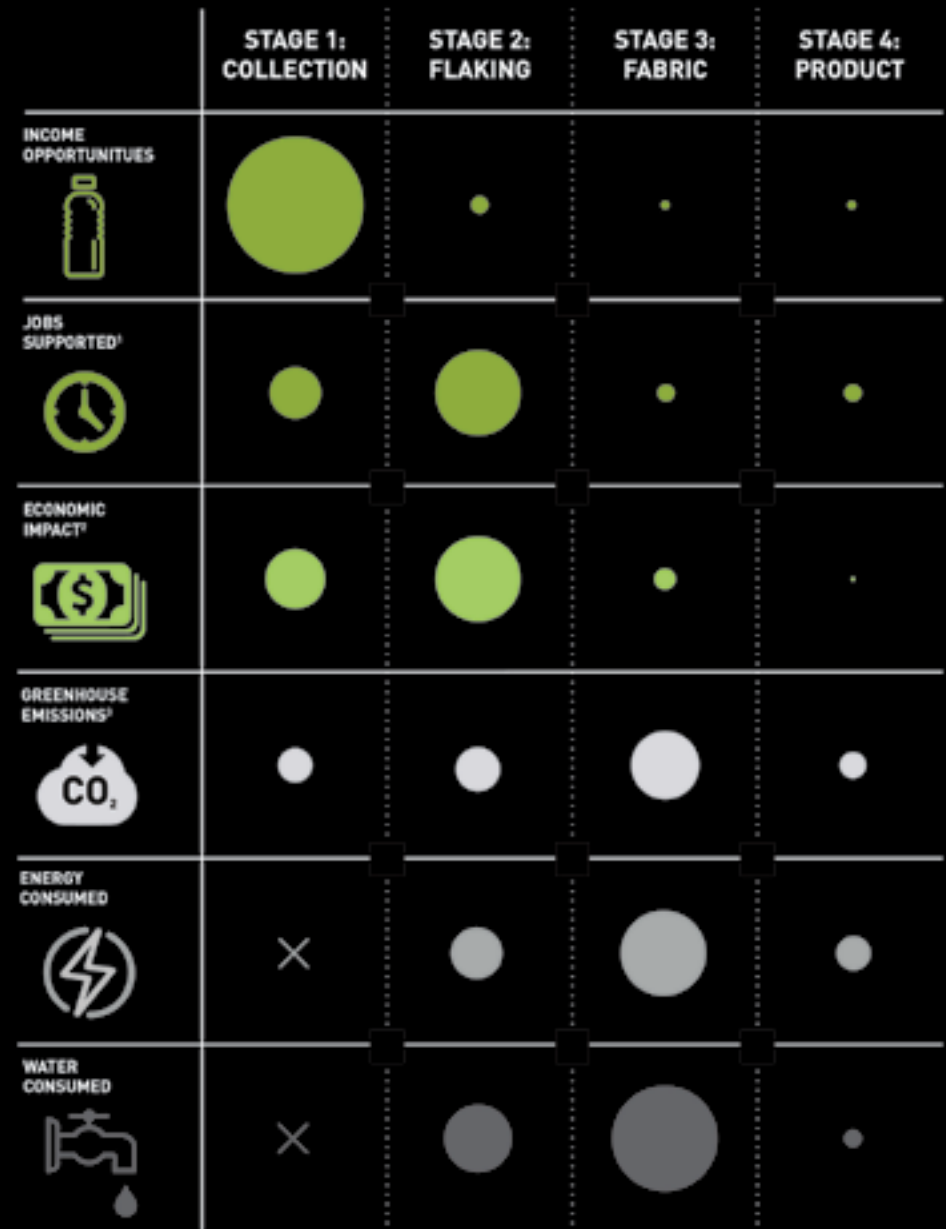


NOT ALL FABRIC IS CREATED EQUAL

The production of any fabric utilizes natural resources and human labor, so all fabric has impact. That impact can vary substantially depending on the fibers, dyes, and working conditions where that fabric is manufactured. Thread is creating the most responsible fabric on the planet, minimizing the use of water and energy while maximizing the social impact of our supply chains. See how our Ground to Good™ fabric compares to conventional textiles.



RELATIVE IMPACT OF GROUND TO GOOD™ FABRIC ACROSS PRODUCTION



¹FULL OR PART-TIME EMPLOYMENT, NOT INCLUDING SUPPLEMENTAL INCOME EARNED BY COLLECTION

²ECONOMIC IMPACT IS BASED ON REVENUE GENERATED

³CO₂ EMISSIONS ACCOUNT FOR TRANSPORTATION FROM THE PREVIOUS STAGE

SHARE THIS GRAPH

GROUND TO GOOD™

RESPONSIBILI-TEE

Our limited-edition, sold-out Responsibili-tees do a lot of good. It's a 50/50 recycled poly-cotton blend. The recycled poly was made from plastic bottles collected in Haiti, supporting more than **3,575 income opportunities** and jobs in collection and recycling across the country. The people working in this supply chain were paid fairly and the recycling facilities provide safe working conditions.

All of the fabric manufacturing as well as the cut and sew occurred in the United States. The dyeing and printing was done by a company that specializes in environmentally friendly dyes. The tees also use a proprietary printing process cutting down on the amount of water used and uses no plastisol. The supply chain is localized, reducing transportation emissions, especially when compared to supply chains that ship from the U.S. to Asia.

Most importantly, when you wear it - you know what it's made of, where those materials came from, and who they helped along the way.



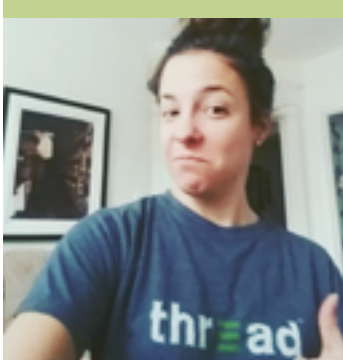
2.25 BOTTLES
PER SHIRT



DOMESTICALLY GROWN
COTTON. FABRIC MADE
IN THE USA



RESPONSIBILI-TEES IN THE WILD // #GROUNDTOGOOD



@ANNIE_PANTZ



@KELLYBKUJ



@LRK2 (ON A HORSE)



JOHN JULES



@RAASHIBHALLA



@SETHMOSER



50% REDUCTION IN
WATER USED
COMPARED TO 100% COTTON



NO PLASTISOL,
PVC, OR HARMFUL
PHTHALATES USED

ANNUAL IMPACT

Job* Creation in Haiti

Goal: Support 350 jobs.

Actual: Supported 287 jobs.

*Full or Part-time employment, not including supplemental income earned by collection

Support Haitian + Honduran Businesses

Goal: Support \$300K USD in revenue for business in Haiti and Honduras.

Actual: Supported \$124,098.37 USD in revenue for business in Haiti and Honduras.

Income Opportunities Through Collection

Goal: Support 4,500 income opportunities across Haiti and Honduras.

Actual: Supported 3,575 income opportunities.

Pounds of Waste Exported

Goal: Export 1.1 million pounds of waste as valuable raw material.

Actual: Exported 440,000 lbs of waste as raw

Professional Development and Training

Goal: Provide 150 hours of professional development and training for staff working in Thread supply chains.

Actual: Provided 187 hours.

Employment Opportunities for Women

Goal: Maintain a 20% female gender breakdown in Thread supply chains.

Actual: Maintained a 35% female gender breakdown.

100% Post-Consumer Content

Goal: Maintain 100% post-consumer recycled plastic in all Thread polyester.

Actual: All Thread polyester is 100% post consumer material.

 GOAL
 ACTUAL

Each year, when we set our revenue and sales goals, the Thread team also sets annual impact goals determining the social and environmental benchmarks we hold ourselves to. Monthly updates are given, allowing us to regularly check in on our progress. Impact Report devotees may notice that the goals published here are different than those that were published for 2015 in last year's report. In June, Thread received the funding we needed to expand our team and increase production. While this funding has given us the resources to accomplish much to be proud of in 2015, when we originally set 2015 goals, it was under the prediction of a different funding timeline than the one that actually occurred. In June, when the funding process was complete our team re-grouped and set new annual goals for finances, environment, and social impact to be carried out over the next 6 months.



IN 2015, THREAD SUPPORTED \$124,098.37 IN REVENUE GENERATION FOR HAITIAN AND HONDURAN BUSINESSES - \$26,400.00 IN COLLECTION OF PLASTIC IN THE POOREST NEIGHBORHOODS IN THE WESTERN HEMISPHERE.

 [SHARE THIS STAT](#)

These updated goals and their progress are reflected in this year's report. Each year we become better at predicting the reality of our business' growth and setting appropriate benchmarks. We look forward to achieving the goals we are setting for ourselves over the next 12 months.

Thread is proud of the goals we've met in 2015. We remain committed to creating the most responsible textiles on the planet, providing positive impact to both humans and ecology at every step of our supply chain.

HISTORICAL IMPACT

“BOTTLES ARE MY HOPE. INSTEAD OF WAITING FOR SOMEONE TO GIVE ME SOMETHING, I CAN AFFORD IT BY MY SWEAT. I AM PROUD OF WHAT I’M DOING.”

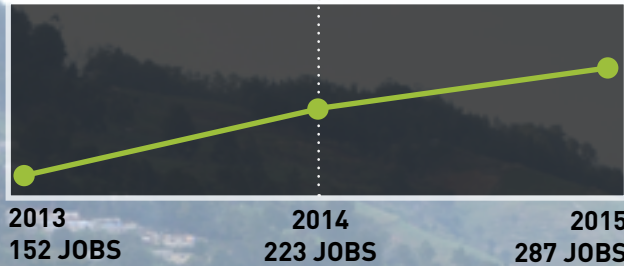
VENNA BELANTON

HAITI RECYCLING COLLECTOR // COLLECTING SINCE 2011

SHARE THIS QUOTE

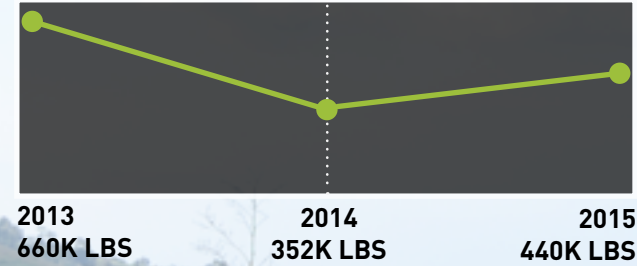
JOB CREATION IN HAITI

The number of men and women employed by Thread’s suppliers have increased steadily since 2013.



POUNDS OF WASTE EXPORTED

We experienced a decrease in the amount of plastic moved as we shifted focus to fabric R&D. As production ramps up, we foresee an increase in the amount of waste exported in 2016.



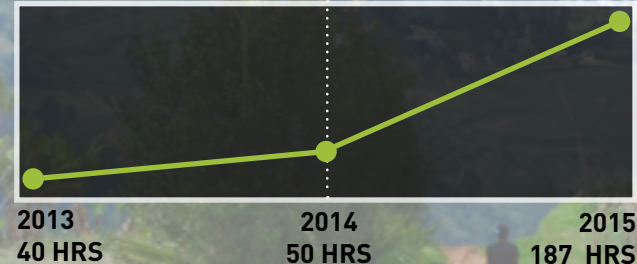
REVENUE GENERATED IN HAITI AND HONDURAS

The revenue Thread has paid to our suppliers in Haiti and Honduras has decreased, keeping in line with the drop in plastics prices globally. We hope to improve this metric with increased production in 2016.



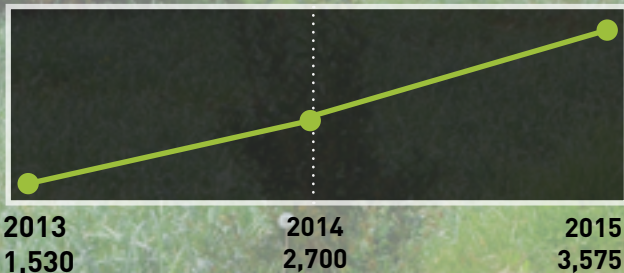
TOTAL PROFESSIONAL DEVELOPMENT HOURS

Thread recognizes the importance of well-trained, engaged employees at every level. We continue to spend more time on the ground ensuring training and learning opportunities for everyone.



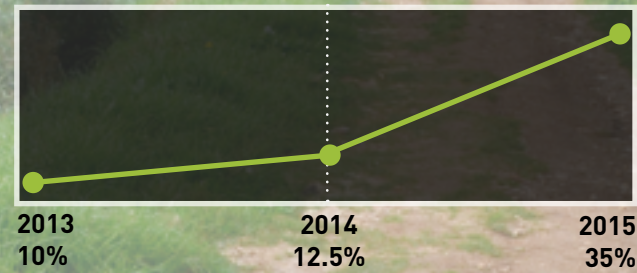
INCOME OPPORTUNITIES

As Thread’s supply chains have expanded, so too have the number of people earning income from the collection of plastic in our supply chains.



FEMALE EMPLOYMENT ACROSS SUPPLY CHAIN

There is strong correlation between positive community impact and investment in women. Thread is dedicated to providing professional opportunities for women.



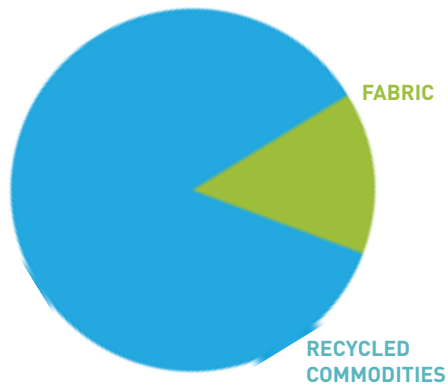
FINANCIALS

Investment raised in 2105 changed the structure and capabilities of Thread. We are proud to be among the first Certified B Corporations to receive venture capital funding.

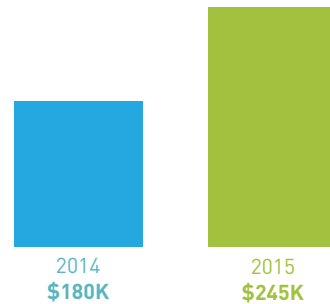
We are grateful to our investors for their support, advice, and belief in the mission and vision of Thread.

FINANCIAL PERFORMANCE

2015 REVENUE



RESEARCH AND DEVELOPMENT GROWTH



With little innovation in the textile industry over the last 100 years, apparel companies are having a tough time meeting market demand for transparent, socially conscious materials. We believe Thread's unique production process creates an incredibly powerful story that can strengthen the trust and authenticity of a brand to help meet market demand.

JAY KATARINCIC // MANAGING PARTNER // DRAPER TRIANGLE

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Thread prides itself in complete financial transparency within the company. All Thread employees have access to financials, which are reviewed by the entire staff on a quarterly basis.

SERIES A FUNDING

In June 2015, Thread closed a Series A Round of \$2.8M, led by Draper Triangle Ventures. The financing has expanded production capabilities, while growing data and content collection throughout Thread's transparent supply chain.

Our lead investor, Draper Triangle is a venture capital firm that partners with the Midwest's most extraordinary entrepreneurs who set out to change the world.

Investors in the round include Draper Triangle, Riverfront Ventures, DNS Capital (representing the business interests of Gigi Pritzker Pucker and Michael Pucker), and Bill Besselman.

Combined with Thread's Angel and Seed investments, the Series A Round brought Thread's fundraising total to \$3.5 Million in 2015.

ANGEL INVESTMENT



EARLY-STAGE INVESTMENT



VENTURE CAPITAL ROUND



TRI TIP SECURITIES MANAGEMENT // DNS THIMBLE LLC //SUSQUEHANNOCK FUND

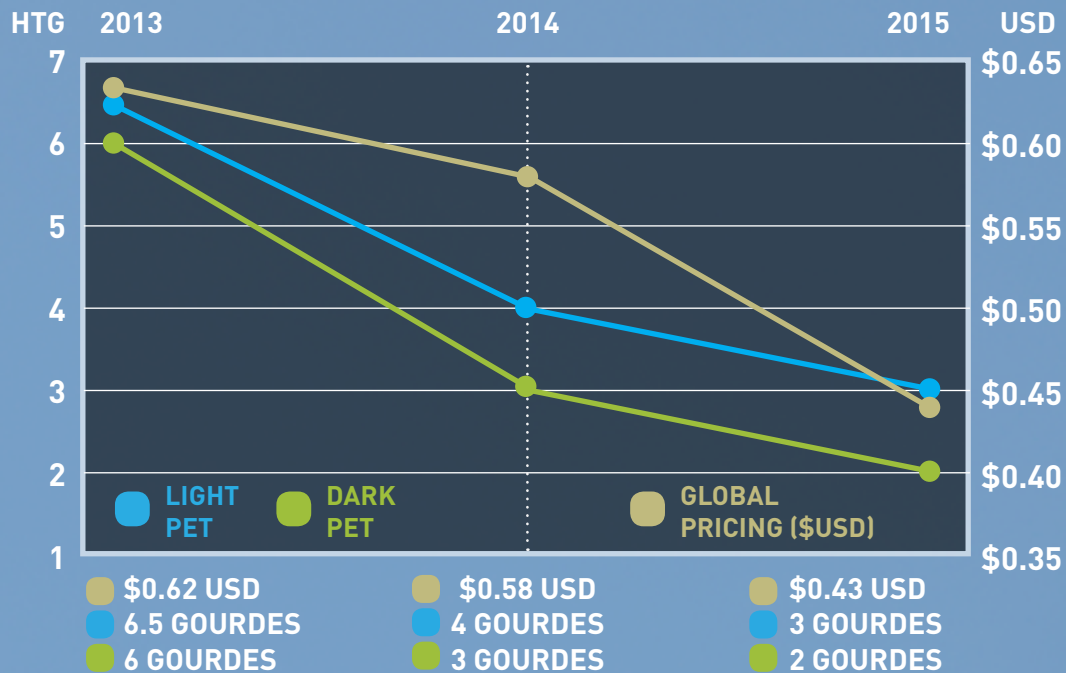
THE EFFECT OF OIL

2015 saw unprecedentedly low oil prices, causing a crash in the value of recycled plastic. While recyclers around the world have taken a hit in the price of plastics, the people most affected by this depressed market are the individuals making a living from plastic collection.

The collectors and recycling collection center owners in our supply chains are frustrated. For many of them this livelihood is what allows them to provide food for their families and send their children to school. As you can see from the graph below, average collection prices in Haiti have fallen by nearly half since 2013. While a couple pennies difference may not seem like much on the global commodities level, these pennies make a huge difference to the individuals in our supply chain.

Commercializing fabrics and increasing volume will allow us to help stabilize the price of recycled plastic and leave our collector stakeholders less susceptible to global price fluctuation.

PLASTIC PRICES (2013-2015)



ENVIRONMENTAL CLEANING SOLUTIONS S.A. (ECSSA)

Thread added a new recycling facility to our Haiti supply chain, ECSSA. ECSSA employs 85 Haitians and supports a collection network of 1,177 suppliers. The Executive Director, Edouard Carrie shares our passion for creating dignified employment.

PLASTIC BANK

Plastic Bank is a non profit organization dedicated to turning plastic waste into a currency to help people ascend from poverty. In 2015, Plastic Bank joined the Ramase Lajan partnership, founded by Executives Without Borders. Plastic Bank manages and invests heavily in the infrastructure of 28 recycling collection centers independently run and operated by Haitian entrepreneurs.

“BOTTLES ARE FEEDING 6 PEOPLE IN MY HOUSE. MY 5 CHILDREN AND MYSELF COUNT ON THAT.”
 RENEL MATIN
 ECSSA SUPPLIER//COLLECTING SINCE 2012

SHARE THIS QUOTE

HAITI RECYCLING + INVEMA

Thread continues to work with Haiti Recycling and INVEMA. Haiti Recycling is a division of GS Industries, a Haitian run business operating in Port au Prince for more than 50 years. INVEMA is based in San Pedro Sula and has grown to become one of the largest recyclers in Central America, supporting thousands of income opportunities and hundreds of jobs.

2015 HOLIDAY PARTY

In December, Thread sold a limited-edition Responsibili-Tee. The proceeds from each tee allowed us to host our first Holiday party in Haiti. The event was an opportunity to thank more than 30 of our suppliers and recycling collection center owners for their hard work during this challenging year.

In 2016, Thread is committing to holding quarterly meetings with our suppliers and collection center owners. These meetings will be run by the suppliers, giving them the chance to collaborate around solutions to the challenges they face and present Thread with ways that we can have the most effective impact at this level of our supply chain.



“I HAVE 5 YEARS IN THE PLASTIC BOTTLES BUSINESS. THIS WAS THE FIRST TIME I WAS INVITED TO A PARTY FOR PEOPLE WORKING IN PLASTICS.”

PIERRE SOVENIN // ECSSA SUPPLIER

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U.S. SUPPLY CHAIN

Thread's mission is to turn waste from the poorest places into dignified jobs and useful stuff people love.

In addition to our partnerships in the developing world, we are proud to support a long-standing tradition of textile production in the United States. These relationships ensure world-class quality, support American business, and reduce our negative impact on the planet by reducing our carbon footprint.

Partnerships with 21 domestic manufacturers up and down the eastern seaboard, in addition to supply chain partners abroad, make Thread's unprecedented combination of responsible impact and high-quality production happen.

STRATEGIC PARTNERSHIP WITH ITG

In 2015, Thread partnered with Burlington and Cone Denim, divisions of the International Textile Group (ITG) as our exclusive global woven manufacturer, to develop responsible fabric innovations.

Burlington has been a leader in technology and textile innovation globally since 1923. An official Bluesign® System partner, Burlington remains committed to reducing manufacturing impact on the environment and humankind.



Working to stimulate change in developing communities has become an exciting opportunity for all of us at Burlington... Consumers can feel good about these fabrics knowing that each yard is made with repurposed material that is creating jobs and supporting communities. ▀ ▀

JEFF PECK // CEO // BURLINGTON

Delivering our Ground to Good™ process with the experience and global reach of the Burlington platform allows Thread to scale quickly to help major brands improve their impact and hit their sustainability goals in short order. ▀ ▀

LEE KIMBALL // COO // THREAD

Thread is a proud supporter and partner of the long-standing textile tradition in the United States, partnering with organizations whose core values align with our own.

"Patrick Yarns is a world leading manufacturer of high performance technical and earth friendly yarns. We are proud of our partnership with Thread in their mission of being a premier responsible company incorporating full transparency in their supply chain."

GILBERT PATRICK // PATRICK YARNS

"After 35 years in the apparel industry I've seen first hand the devastation of what a non transparent textile supply chain can do to planet and people, so connecting with the folks at Thread has been exciting. We started eight years ago building the Cotton of the Carolinas brand, which is a "dirt to shirt" cotton supply chain. With Thread we can bring polyester to our story and feel confident about the source."

ERIC HENRY // TS DESIGNS

"National Spinning is proud to have over 700 associates in our employee-owned, NC factories that help us to provide world class products utilizing over 3 million lbs of reworkable waste each year. Our partnership with Thread will help us expand our goal of utilizing recycled fibers and eliminating landfill use. We look forward to working with the Thread supply chain to promote healthy relationships from raw materials through end users."

MITCHELL HENSLEY // NATIONAL SPINNING

"Opportunity Threads is excited about our growing relationship with Thread. As a U.S. based, worker-owned, cut and sew facility, our values and commitment to high quality align so well. Thread staff are also fun and thoughtful people- great to partner with them!"

MOLLY HEMSTREET // OPPORTUNITY THREADS

NEW THREADHEADS

UNITED STATES

2015 has been a year of growth for Thread. Not only did we triple our fabric catalogue and grow our customer base, we are thrilled to have added Threadheads to our team, both at our headquarters in Pittsburgh as well as in Haiti. We are pleased to welcome:

BEN PAWSEY // DIRECTOR OF CLIENT SERVICES

“The economy has to fundamentally change from focusing on growth to focusing on Sustainability. I’m part of a B Corp whose economic success alleviates poverty and cleans the environment, so working here is triply satisfying. I think we’re writing the new business gospel.”

DAN LEBER // PRODUCTION MANAGER

“What I do has a positive effect on others, and that’s something that I’ll never get tired of. I have the ability to make an impact that is direct, measurable, and very real. And that makes every day critical and challenging in the best way.”

JOHN GOLDSCHMIDT // BUSINESS DEVELOPMENT

“The culture at Thread consists of passion about having a positive impact, a belief that we can do this as a team, and a commitment to having fun along the way. Most importantly, there is a strong sense that what we work for is greater than ourselves. That’s a cool thing to be a part of.”

HAITI

RICHARDSON ANTOINE // HAITI FIELD MANAGER

At first, I was kind of skeptical of the success of recycling programs in Haiti. But, after the opening of the first center, the second and the third one I said, ‘Oh my God, we’re going to make a huge impact in Haiti’... and I was right.”



BEN PAWSEY



DAN LEBER



JOHN GOLDSCHMIDT



RICHARDSON ANTOINE

THREADQUARTERS

Thread diligently tracks the impact of our supply chains, but we also pay attention to the impact of Threadquarters in Pittsburgh:

VOLUNTEERING

Threadheads donated 610 hours of time in volunteer efforts for non-profit and educational organizations. Thread provides every employee with 40 hours of paid time off each year to be used for volunteering during business hours.

SHARE THIS STAT

OFFICE WASTE

Thread diverted 64.6% of our office waste from landfill through recycling and a Terracycle Zero-waste box.

- RECYCLING WASTE - 96 LBS
- LANDFILL WASTE - 55.2 LBS
- ZERO-WASTE BOX - 4.8 LBS

SHARE THIS STAT



CREATIVE RE-USE

Thread donates fabric scraps to Oklahoma City-based artist, Lisa Allswede. Check out her current work at [@theprojectboxok](#). The majority of our office furniture is second-hand or repurposed.

KEYSTONE INNOVATION ZONE

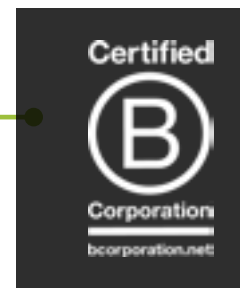
Thread remains advocates for and participants in the **Keystone Innovation Zone**, a tax incentive program for young companies growing in targeted geographic boundaries.



B CORP

Thread is proud to be a certified B Corp, a for-profit company certified by the non profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

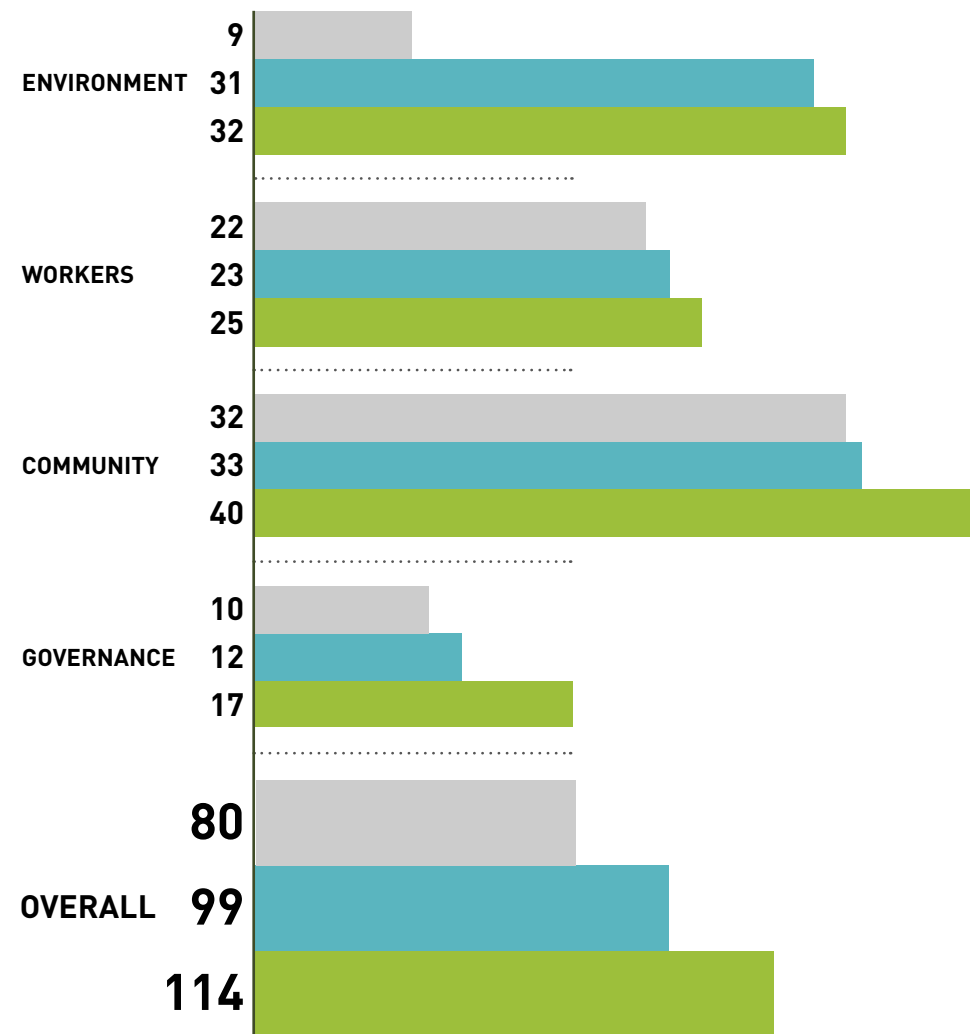
Thread was due for re-certification in 2015 and we are proud to report that our B Score increased by 15 points, from 99 to 114, placing Thread 34 points above the median B Score.



“B CORP IS TO BUSINESS WHAT FAIR TRADE CERTIFICATION IS TO COFFEE OR USDA ORGANIC CERTIFICATION IS TO MILK.” - B LAB

CHANGE IN THREAD B SCORE

● MEDIAN B SCORE
 ● 2013 THREAD B SCORE
 ● 2015 THREAD B SCORE



What makes us a better company?

B Impact Report

Certified since: November 2013

Summary:	Company Score	Median Score*
Environment	32	9
Workers	25	22
Customers	0	N/A
Community	40	32
Governance	17	10
Overall B Score	114	80

80 out of 200 is eligible for certification
 *Of all businesses that have completed the **B Impact Assessment**
 Median scores will not add up to overall

NOTES FROM THE FIELD

MISSION DRIVEN / INTEGRITY / TENACITY / CONSCIENTIOUS / OPTIMISTIC

Thread's core values are listed above. This year, we wanted to give greater context to these values, so we asked our team to submit, in their own words, a story of when they saw our core values being exemplified in our work.

Every time our manufacturing partners take time to co-design a new product on a tight timeline, or to build a more responsible supply chain where it didn't exist, I can see their belief in what we're doing together and I'm inspired by their tenacity to succeed. This movement is so much bigger than our team. I love that! ■■

JENNA // TENACITY

There was a whole lot of tenacity in the men and women who work for our suppliers in Port-au-Prince. I spent 12 days introducing them to an improvement plan that was challenging, and that I thought might be intimidating. I was wrong. They ran with the procedures I showed them and practiced again and again until it became second nature. I'm looking forward to even more in 2016. ■■

DAN // TENACITY

When things go sideways is when I'm most confident in our core values. We had a domestic shipment go badly (picture 40,000 pounds of ground-up caps and labels spilling out of a shipping container...confetti everywhere). We had two choices: our shipping partner could dispose of it for us - sending 40,000 lbs of waste to a landfill, **OR** haul it away, repackage it at a warehouse, and redeliver it to be used. The latter option costing Thread much more. I was pleasantly surprised with how little discussion there was when we chose that second option. It was one of those decisions few will ever know about, but our core values helped guide us toward fulfilling our mission of transforming waste, not taking the cheap or easy way out. Doing what's right when nobody is watching is a measure of a company's character. ■■

LEE // INTEGRITY



NOTES FROM THE FIELD

MISSION DRIVEN / INTEGRITY / TENACITY / CONSCIENTIOUS / OPTIMISTIC

- After spending some time working with the Threadheads, I could observe their commitment and willingness to do the work. Not just to do it, but do it right. That drove me to be more determined to do my work, and focus on results. ■■

RICHARDSON // INTEGRITY

- When our first batch of Thread tees arrived and it was time to deliver to customers, tasks were piling up - hundreds of brand tags needed to be created and attached, sizes sorted, packages filled and sealed. This could have fallen on one person's shoulders, but everyone happily pitched in and stayed until the mission was complete. ■■

JOHN // MISSION DRIVEN

- We had new employees join our very tight-knit-verging-on-codependency-team this year. We're also still a start up, which means that in addition to regular job responsibilities we're all responsible for super glamorous stuff like, taking out the garbage and washing the dirty dishes in the office. I've noticed Dan on multiple occasions clean up messes he didn't make, wash dishes he didn't use, and even leave notes on garbage and recycling weights for me when he takes out the trash so that I don't lose impact data. This is the kind of stuff that can go unnoticed and I want to make sure he knows how appreciated those actions are. ■■

KELSEY // CONSCIENTIOUS

- We spoke to many of the recycling collection center owners (in Haiti) who shared the many challenges they are facing - both professionally and personally. When we asked if they were planning to do something else, they all dismissively shook their heads. They're optimistic that this supply chain will hold strong. ■■ **BEN // OPTIMISM**

- We welcomed four new members to our team this year. I knew we were bringing aboard top-notch talent, but I didn't anticipate the unprompted, enthusiastic conversation about things that reach the absolute core of what we do - creating jobs, shrinking the environmental consequences of products, and generally making the planet a better place for us and our hypothetical grandchildren. Our team inspires me. Every day. Without fail. ■■

FRANK // MISSION DRIVEN



RECOMMENDED READING

If you made it this far, you've probably come to the conclusion that we're a bunch of responsibility nerds. You're right.

Most of us came into this world from other fields and use every opportunity to expand our knowledge.

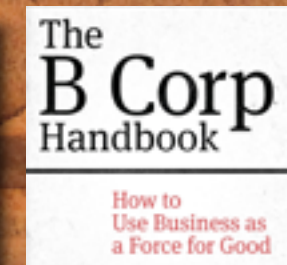
Below are some of our favorite books and articles from 2016 to help your inner responsibili-geek shine.

"I'M REALLY PROUD THAT WE'VE BEEN ABLE TO BUILD A CULTURE BASED ON BEING CURIOUS."

IAN ROSENBERGER // THREAD CEO

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CONCLUSION

Second only to oil and gas in terms of the pollution caused by its production, the textile industry is one of the dirtiest in the world. Clothing continues to be produced and sold as a cheap commodity, and the toll this is taking on human lives and our planet is unacceptable. I know it's possible to make a t-shirt that retails for \$5, but when you consider the natural resources that go into that shirt, not to mention the many human hands that touch it during production, there's just no way to responsibly or sustainably create a t-shirt at that price.

Consumers are beginning to take notice. Questions like, "who made my clothes?" and "what is in my clothes?" are becoming more and more commonplace. The demand for transparency in supply chains is growing. We can all ask more questions and make better decisions when it comes to the apparel we buy.

From a business perspective, climate change is already beginning to affect the supply of raw textile materials. The droughts in California this year alone have caused a 26% decrease in cotton production. Increasing temperatures and drought are also affecting the quality of natural fibers. Recycled materials offer apparel manufacturers the ability to decrease their reliance on these input materials, hedging against future scarcity and quality issues.

At Thread, we believe fabric can end poverty. We believe it is possible to make high-quality fabric that improves the lives of the people who make it and who wear it. We believe it is possible to produce fabric with less impact on our planet. We know this is possible because we're doing it. We'll continue to share the stories and data proving that this is possible and cannot wait to watch our impact numbers grow as more and more brands and consumers switch to Ground to Good™ fabric.

Happy 2016,



KELSEY HALLING
DIRECTOR OF IMPACT

"I KNOW IT'S POSSIBLE TO MAKE A T-SHIRT THAT RETAILS FOR \$5, BUT THERE'S NO WAY TO RESPONSIBLY OR SUSTAINABLY PRODUCE A T-SHIRT FOR THAT PRICE."

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