



ascolour.

PREMIUM BLANKS | BUILT TO LAST

Workwear Guide

ascolour.com

WHO WE ARE

Created in New Zealand

AS Colour is an NZ company established in 2005, operating six distribution facilities and 30+ retail locations across the US, UK, AU, NZ and mainland Europe. We offer **premium blank apparel** for the creators, decorators, artists & brands of today. We firmly believe that longer-lasting products are better for the environment. By creating exceptional quality garments that are **built to last**, we aim to reduce waste and encourage conscious consumption.

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Social Responsibility

From our inception in 2005, “doing the right thing” has been a cornerstone of our brand and a priority for our customers. Our guiding principles are centered around designing products for circularity and longevity, prioritizing sustainable materials, reducing waste, and ensuring a sustainable, ethical supply chain.

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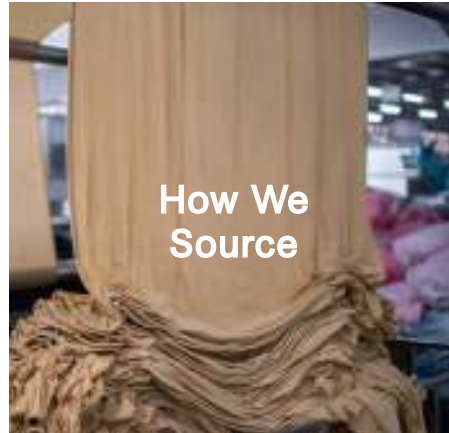


OUR INITIATIVES



Our Supply Chain

We prioritize transparency and traceability across all levels of our supply chain. We continuously monitor, improve and remediate processes, ensuring the safety, health and sustainability of practices for both people and planet.



How We Source

We find and work with factories who share our values, foster a culture of dignity and respect, are in for the long term, and who like us are willing to embrace change and continuous improvement.



Textile Recycling

To reduce textile waste we have partnered with Impactex. Providing a circular waste solution, Impactex diverts unwanted clothes to charities and unwearable clothing to be recycled locally into new resources.



Good-bye Plastic

We've been taking steps at each stage in our supply chain to reduce plastic and unnecessary waste. We know that even small changes are significant, and we continue to seek out more planet-friendly alternatives where we can.



amfori
Trade with purpose

Member of amfori, leading ethical compliance in supply chains. Supporting companies to drive social compliance and improvements within the factories and farms in their global supply chains.



better cotton

The Better Cotton Initiative exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.



OEKO-TEX®
CONFIDENCE IN TEXTILES

OEKO-TEX® Standard 100 certification is designed to ensure the effect the dyeing industry has on the environment is minimized and the garments are safe for consumers as well as the people who make and sell them.



REEMI

We have partnered with Reemi — a non-profit organization providing culturally appropriate, sustainable and innovative period products to people in developing countries.