

HEMA material policy

At HEMA we make beautiful, practical and better products for everyone. With consideration for people and the environment. From cotton for our rompers to wood for our kitchen items: much of what we make begins in nature. We are aware of the risks that come with this. It forces HEMA to look critically at the way we design our assortment. Part of this is consciously choosing the materials we use. With this we work step by step on a lower impact on the environment.

HEMA is aware that the extraction of raw materials and the use and production of materials not only have an impact on the environment, but can also have consequences for people in the chain. For more information on how we address these risks and impacts in our chain, we kindly refer to our [sustainability due diligence statement](#).

We work more and more with more sustainable and circular materials that have less impact on the environment. Our vision is that producing with these materials fits within a more sustainable business and contributes to local communities. With these materials we develop products that last longer.

Relation to other policies

In this policy we explain why we use certain materials and how we do this responsibly. How we deal with risks related to animal welfare can be read in our [animal welfare policy](#).

Products that last longer

We believe that good quality is the key to a better life in a more beautiful world. Products that last longer are, after all, better for the environment and your wallet. From the very first sketch, our designers consciously think about how a product can be made from more sustainable material and have a long lifespan. We never choose a more sustainable material at the expense of quality. Our quality teams test all our products extensively.

Textiles

The three pillars of our textile material policy are:

Recycled

We increasingly choose recycled materials. This way we save energy, water and raw materials. Ideally, the fibres come from worn clothing, but because that is not always possible yet, we also use leftover material from production such as cutting waste. In this way we give materials a second life.

Organic/regenerative

Some materials we cannot (yet) source recycled. In that case we prefer to choose natural materials that have grown in a restorative way and are smartly made, such as cotton grown with techniques that make the soil healthier and help nature recover.

Responsible

We like to use materials that take people, animals and nature into account. That is why we source materials as much as possible with trusted labels. These labels set requirements on various themes such as social, environmental or animal welfare. To decide which labels we source, we continuously investigate the [risks](#) in our chain.

Our objective is to use 100% responsible materials and 30% recycled fibres in our clothing and home items by 2030.

Our materials

Cotton

Cotton comes from fluffy bolls of the cotton plant. The fabric feels soft and is comfortable to wear, but ordinary cotton cultivation often uses a lot of water and pesticides. That is why since 2020 we have sourced at minimum cotton with the Better Cotton Initiative (BCI) label. BCI provides training to farmers to produce in a more environmentally friendly, social and economically sustainable way.

We prefer to use organic (GOTS, OCS), regenerative (Regenagri) or recycled (RCS/GRS) cotton. Organic cotton is grown without chemical pesticides. That is better for the soil, lowers emissions and is healthier for farmers. Regenerative cotton goes a step further: it helps the soil recover, stores CO₂ and creates more biodiversity. In this way farmers are better prepared for change.

Synthetic

Synthetic fibres such as polyester, polyamide and acrylic make products stretchy, wear-resistant and quick-drying. These materials are made from crude oil and have a large environmental impact. By 2030 we want to source only recycled (RCS/GRS) polyester, polyamide and acrylic. We make an exception for underwear and sportswear, where it is still difficult to maintain stretch, quality and stability with recycled material. Where possible we try to bring elastane down to 4% or less, so that the recycling process is not disrupted.

Cellulose

Cellulose fibres (such as viscose, lyocell and modal) are made from wood pulp. But if that wood is not sourced responsibly, it can lead to deforestation. By 2030 we want all our cellulose fibres to come from responsibly certified sources by sourcing from LENZING™ ECOVERO™ & TENCEL™.

Linen

Linen is a natural, strong and breathable material that comes from the flax plant. Flax needs little water and can grow on poor soil. This makes linen a low-risk crop with a relatively low CO₂-impact. We source flax from Western Europe (mainly the Netherlands, France and Belgium) where strict environmental - and labour rules apply.

Wool

Wool is a natural, warm and soft material and can come from various animal species. For example, Merino wool comes from the Merino sheep, a breed that often lives in mountainous areas and can therefore handle large temperature differences. From 2027, HEMA products made of Merino wool will be RWS-certified (Responsible Wool Standard), so that the farms meet high requirements for animal welfare and the cutting away of skin folds (mulesing) is explicitly prohibited.

Other sheep wool we source locally, for example from the Texel sheep. The use of local wool can contribute to reducing the waste of animal raw materials, since it is otherwise often burned or disposed of. When the sheep wool is of foreign origin, we require RWS certification on the product from 2028.

Mohair wool comes from the long curly hairs of angora goats. It is a glossy, light kind of wool. We aim to source yarns that are RMS-certified (Responsible Mohair Standard). This means that the yarns come from farms that meet strict requirements regarding animal welfare. If the whole chain, from farm to product, is certified, you will find the RMS logo on the product. By 2028 we want to sell only certified products containing mohair wool.

Cashmere wool comes from the soft undercoat of cashmere goats. When the land where the goats graze is not managed sustainably, overgrazing can occur. This leads to soil erosion and pressure on local ecosystems. To pursue both animal welfare and more sustainable land management, we will from 2028 source only products containing cashmere wool that are fully certified with the Good Cashmere Standard (GCS).

We do not sell products containing angora wool or fur, due to concerns about animal suffering in their production.

Down and feathers

Down and feathers come from geese and ducks. Down and feathers insulate well, are breathable and last long. We make sure that our products are made from recycled down and feathers. In this way we prevent the need for down and feathers from new animals.

Hardgoods

In our hardgoods too, we aim for increasingly more circular materials with a lower impact on the environment. Where possible we choose recycled materials. That saves on energy, water and chemicals during production. We use labels where they are available and relevant to manage risks.

Our materials

Wood and paper

Wood is a renewable raw material that, if responsibly sourced, offers a good alternative to fossil materials. To prevent deforestation and biodiversity loss, we use only FSC-certified wood and paper in our products.

Plastic

Plastic is versatile and functional, but has a large environmental impact when not well managed. A commonly used type of plastic is PVC. We use this material mainly in our inflatable toys. PVC takes a lot of energy and chemicals to make from crude oil and to recycle. That is why we are increasing the share of recycled plastic. We are reducing single-use plastic products and prefer to use the material for products that last a long time.

Ceramics

Ceramics are strong, food-safe and heat-resistant, which makes them a suitable material for products such as tableware. Firing ceramics takes a lot of energy and melting them down to recycle is not possible. That is why we use the material consciously for products that last a long time.

Stainless steel

Stainless steel is strong and wear-resistant, which makes it ideal for products that last a long time. Thanks to these properties it is highly suitable for use in damp environments and for

products that come into contact with food. Stainless steel is endlessly recyclable without loss of quality, which means the raw material lasts longer and can be used more often.

Aluminium

Aluminium is made from bauxite, a natural mineral extracted from the earth. This makes for a light material that can be easily processed into various shapes. It is a wear-resistant and infinitely recyclable material that does not rust, which means this material too lasts longer and can be reused more often.

Rubber

Natural rubber comes from the rubber tree; synthetic rubber is made from crude oil or gas. Rubber is flexible and water-resistant, which makes it ideal for making, for example, rain boots. We source natural rubber FSC-certified, so we can be sure that the rubber comes from responsibly managed forests.

Silicones

Silicones are made from sand. They are flexible and can withstand heat well, which is why they are useful for baking moulds and baby products. Silicones last a long time, but are less easy to recycle. So we use them mainly when the material has clear advantages and the product lasts a long time.

Leather

Leather is a strong material; at the same time, its production is taxing on the environment. That is why we set requirements for the tanneries we source from. These are certified by the Leather Working Group (LWG), at least Silver level. A Silver certification means that the tannery meets strict requirements in the areas of water use, energy efficiency, waste management and chemicals use.

In addition, we set further requirements regarding the use of chromium-6, in order to protect the health of workers and limit the impact on the environment. For example, we ask a tannery to share additional information about their production process, and if they use chromium-6, we determine through an audit whether the process runs in line with HEMA's requirements. At least once a year we or our partners visit the tannery to monitor.

Labels

One of the ways to improve social and environmental conditions in the chain is the use of labels. To carry certain labels, such as GOTS (organic), HEMA was certified by Control Union in 2022. As we gain more insight into our impact and sustainable innovations develop further, our objectives can be adjusted. Below you can find an overview of our objectives on labels.

Textiles

Material	Scope	Year	Certification
Natural materials	Cotton (minimum requirement)	2020	BCI
	65% cotton in Fashion	2025	GOTS/OCS
	80% cotton in Fashion	2030	GOTS/OCS, GRS* or regenerative (Regenagri, Good Earth Cotton)

	100% Merino wool	2027	RWS
	100% mohair wool	2028	RMS
	100% cashmere wool	2028	Good Cashmere Standard
	100% down and feathers	2025	GRS
Synthetic materials	100% synthetic materials within Fashion and Home**	2030	GRS
Cellulose fibres	100% viscose	2030	LENZING™ ECOVERO™
	100% lyocell and modal	2030	TENCEL™
Various	30% materials within Fashion and Home**	2030	GRS
	50% textile material within our party, school and gift department	2030	GRS/BCI

*We also accept the use of the Recycled Claim Standard (RCS) to demonstrate the use of recycled materials in textiles.

**An exception to this is the material elastane and the underwear and sportswear assortment. We will gladly extend the objective to this material and category when we see further possibilities for it.

Hardgoods

Material	Scope	Goal	Certification
Wood and paper	100% wood/paper	2020	FSC
Natural rubber	100% natural rubber	2025	FSC
Leather	100% tanneries	2025	LWG Silver

Transparency

Each year we map out our progress on labels per material. This way we can monitor whether we are actually meeting the requirements we have set. Are you worried about a possible breach of our material policy, anywhere in our chain? Then you can send your report to sustainability@hema.nl. Your report will be treated confidentially and we will not share your identity with others, inside or outside HEMA. More information on how we deal with complaints and reports can be found [here](#).