**alphabroder** is committed to being a leader in Corporate Social Responsibility (CSR). CSR is an ongoing, continuous process that evolves as new laws, guidelines, consumer expectations and industry initiatives come to light. We continually monitor global, national and local initiatives and implement refinements and improvements to our CSR platform on a regular ongoing basis.

We categorize our product assortment in the following three ways:

a) **Trade brand product**—products not exclusive to us, but rather distributed by all or many distributors industry-wide.
b) **Retail or Nationally branded products**—some exclusive to us, others not exclusive
c) **Private Label**—proprietary brands designed, sourced, and manufactured by alphabroder.

The focus of alphabroder's CSR initiative is on our Private Label brands. Information on our Trade and National Retail brands' CSR programs can often be found on their corporate websites.

Our commitment to our customers and their business encompasses all aspects of compliance: social compliance, product safety, product quality, supply chain security and environmental stewardship.

**Quality Certification Alliance (QCA)**

QCA is an independent, non-governmental, not-for-profit accrediting organization for industry suppliers. alphabroder is proud to have taken a leadership role in our industry's commitment to responsible corporate behavior. As a Founding Member and an active Board Member we take this commitment seriously. Additional information on QCA may be found at http://www.qcalliance.org/

The industry benefits through one unified leadership body to develop and uphold merchandise quality and safety standards - QCA exists to be this governing organization. QCA provides guidelines and a mechanism to test, assess, and verify compliance around complex safety, quality, environmental, and social issues.

**What does QCA mean for wholesale apparel purchasers?** QCA certification helps protect your brand and reputation by offering compliance with the highest product standards in the market.

**QCA’s mission** is to provide the supplier base for the Promotional Products Industry with a common set of third-party standards in an effort to consistently provide safe, high-quality, socially compliant, and environmentally conscious merchandise, while remaining transparent to its distributors, its clients and ultimately the end user.

QCA was established to uphold the integrity of the member organization’s quality standards through a comprehensive, systematic, independent third-party assessment and accreditation process of members’ compliance efforts and achievements. QCA is committed to ensuring that merchandise manufactured, imprinted and imported, by member companies conforms to the highest degree of established domestic and international product laws regulations and standards for that product.

**Social Compliance**

A copy of alphabroder's Social Compliance statement can be found on our website. All of our private label factories receive this as part of our Import Logistics Guide. Each factory must confirm receipt and understanding of the compliance code in writing. In addition to communicating and educating our manufacturing base regarding compliant social compliance, we engage globally recognized independent third party auditing groups to insure our manufacturing base in actively engaged and engaged in compliance to our standards. A requirement of our ongoing accreditation with QCA requires annual and bi-annual recertification of our manufacturing base. This is an important distinction from other accreditation organizations that do not require ongoing re-certification and it separates QCA members at a higher level.

**Product Safety**

Our corporate Private Label team works diligently to ensure that our private label branded products are made to strict safety standards. Our product safety policies are based on our core value of protecting our customers from unforeseen harm.

**Product Testing Initiative**

In collaboration with its entire supply chain: product development & sourcing, manufacturing base (and their supply chain) and accredited third party testing and auditing services, alphabroder applies rigid operating procedures designed to meet or exceed compliance with regulations and laws enforced by the U.S. Consumer Product Safety Commission (CPSC) and similar consumer safety agencies globally. We are continuously enhancing our safety requirement standards, which are based on a combination of U.S. law, international law and U.S. and International voluntary requirements.

**The Consumer Product Safety Improvement Act (CPSIA)**

The Consumer Product Safety Improvement Act (CPSIA) became law on August 14, 2008 and is applicable to consumer products (including textile wearables and non-wearables) manufactured on and after November 12, 2008. The requirements of the CPSIA affect the blank products you purchase from alphabroder and may also affect the decorated products you sell to your customers.

The CPSIA incorporates significant changes to the previous existing regulations surrounding consumer wearables and other consumer products. These changes involve formal compliance certification on flammability and other applicable testing for adult apparel as required by the CPSC. There are also sweeping changes regarding children's apparel and some non-apparel products testing for flammability, lead, sharp points and edges, small parts and phthalates.

The children's products (defined as products intended for use by children 12 years of age or younger) regulations are multi-faceted with phased implementation of various testing, hazardous substance contents and permanent tracking labels over the course of a two year period, commencing the date of the law's enactment.

**What is a General Certificate of Conformity (GCC)?**

The CPSIA requires all importers and domestic manufacturers of apparel and other applicable non-wearable consumer products to issue GCC’s for every lot manufactured on or after November 12, 2008. It is important to note that both imported and domestically made products will require GCC’s. The issuer of the GCC is responsible for maintaining all required testing materials that support the compliance certified by the importer or domestic manufacturer. It is important to note that for the imprinted sportswear industry, the importer or domestic manufacturer can only issue a GCC for the blank product they manufacture.

**January 2014**
How is the GCC made available to the CPSC and to the importers' and/or domestic manufacturers' customers?

For our trade and retail partners, instructions as to how to access the GCC's directly from their websites is included in their CPSIA statements on the BBC websites. Customers can also request GCC's by emailing cpsia@alphabroder.com.

For Private Label, customers can request GCC's by emailing cpsia@alphabroder.com

What is alphabroder doing to comply with the CPSIA?
As direct importers of most of our own Private Label products, we already have in place testing, compliance and GCC procedures with all of our Private Label manufacturers in compliance to CPSIA regulations.

Product Quality
alphabroder is proud of the quality and value of our private label products. It is our pledge to offer our customers consistent high quality at an honest and good value. We continually update and improve the quality processes for their Private Label products.

We conduct independent third party audits of our quality processes, procedures and capabilities at every factory manufacturing our private label products to insure they have the processes and procedures in place to comply with our quality standards.

Our Trade and Retail/National brands have quality standards unique to their brands. alphabroder works closely with these brands to insure their quality is consistent to the brand.

Supply Chain Safety
The C-TPAT (Customs Trade Partnership Against Terrorism) is a joint initiative between the U.S. Government and certified businesses to cultivate cooperative relationships based on the integrity of a company's security practices. These practices are vital in maintaining an overall efficient and compliant supply chain and strengthened border security.

In 2007 alphabroder achieved Level 1 C-TPAT validation and September 2008 we received Level 2 validation. alphabroder C-TPAT Status Verification Interface (SVI) Number is: 9d00e909-45bd-4013-94ec-327a1c460447.

This validation covers our entire Private Label supply chain including factories, freight forwarders, and customs brokers. It also verifies the security practices employed in our Corporate HQ and all of our Corporate DC's. C-TPAT is currently a voluntary program and US Customs has not determined a time frame for mandatory certification

Environmental Stewardship
alphabroder is passionate about preserving the environment for generations to come. We make every effort to operate our business in a way that promotes Environmental Stewardship in all aspects of the promotional product procurement process. From a client-customer's initial interaction through delivered product, our company strives to ensure we and our suppliers reduce use of natural resources, reuse where feasible and recycle whenever possible. With this in mind, we encourage our business partners to share in our vision by complying with or exceeding all international and local consumer and environmental laws and regulations.

Thank You!