

**CW** ON DEMAND  
GLOBAL PRODUCTION & PRINT SOLUTIONS



# INTRODUCTION.

---

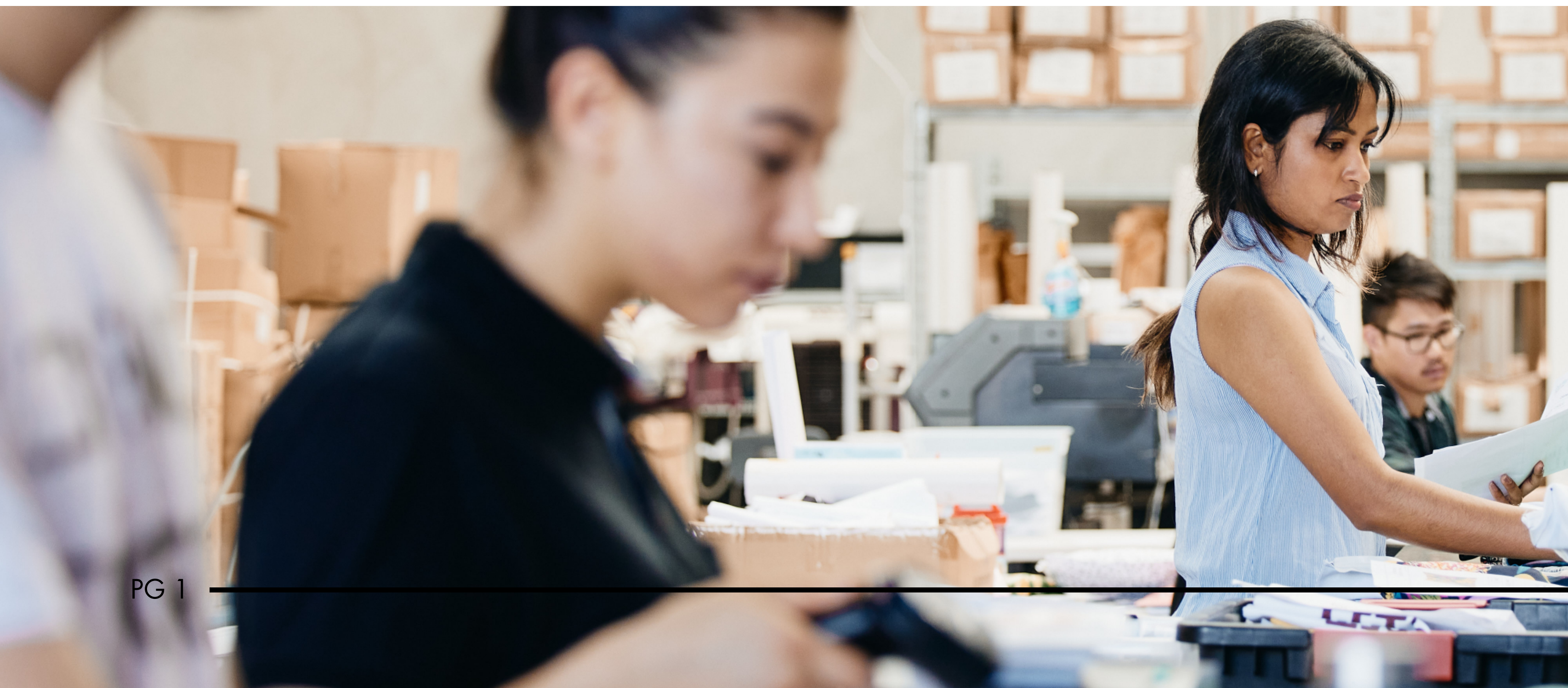
'Imagine a world where we can locally; conceive, manufacture and deliver items to a customers' doorstep in a few short days rather than transporting the products we buy globally. A supply chain that is shorter, resilient, faster and greener, whilst supporting local companies and promoting community growth.

CW on Demand and our caring for the world is beyond the standard approach to sustainability; it has a beneficial impact on individuals and communities and acts responsibly in whatever we do. Our customers can produce on-demand as much as they require, wherever and whenever they need it.

The CW on Demand practice extends to our global reach, lower supply times, lower costs, waste and carbon emissions. Our local production facilities and communities that boost our growth are the same as that of our customers and we are firmly devoted to ensuring that our customers can expand their business faster, smarter and greener.

We hope you will join us on this journey.' DOUGLAS C. (CEO & Founder of CW on Demand)

- 1 INTRODUCTION
- 2 ABOUT CW
- 3 DEFINING SUSTAINABILITY
- 4 PRODUCT INTRODUCTIONS
- 5 RECYCLED FABRICS
- 6 SOCIAL IMPACT
- 7 ENVIRONMENTAL
- 8 GOVERNANCE
- 9 THE FUTURE
- 10 ABOUT THIS REPORT







# ABOUT CW.

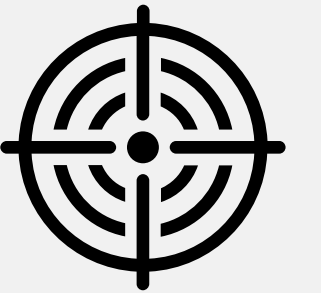
---

CW on Demand is a global supplier and worldwide manufacturer with the POD (Print on Demand) industry. We produce printed apparel, home products, and accessories using the highest grade materials and best print practices. CW on Demand, having been established for over 12 years within the on-demand printing and white label industries, employing over 400 experienced team members in over 5 countries, and collectively amassing new and innovative approaches with the industry, are a partner that you can trust.

With our Head Office located in the United Kingdom, we currently offer fulfillment sites in the United Kingdom, Australia, United States of America, Netherlands and Hong Kong.

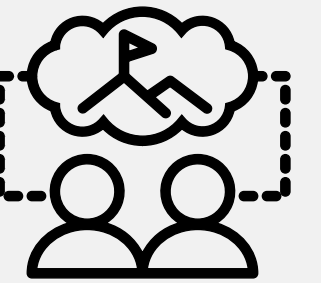
## OUR MISSION

To Provide The Fastest And Most Reliable POD (Print-On-Demand) Solution Without Compromising Quality.



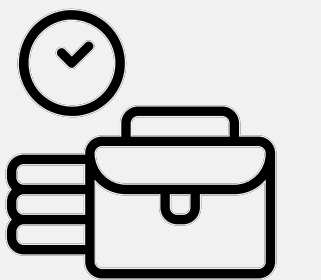
## OUR VISION

Create And Support Our Customers' Brands With The Latest Products And Technology.



## OUR WORK

We Have Collaborated With The Powerhouses Within The POD (Print-On-Demand) Marketplaces.



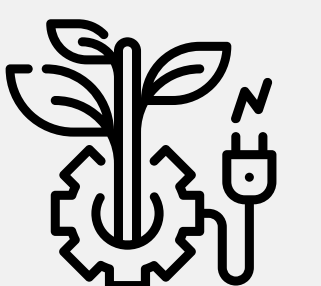
## OUR EXPERIENCE

Over 12 Years Of Experience As A POD Global Manufacturer And Worldwide Fulfiller.



## TECHNOLOGY

We Use Direct-To-Garment And Dye-Sublimation Latest Technologies Together With The Best Eco-Friendly Inks.





# DEFINING SUSTAINABILITY AT CW.

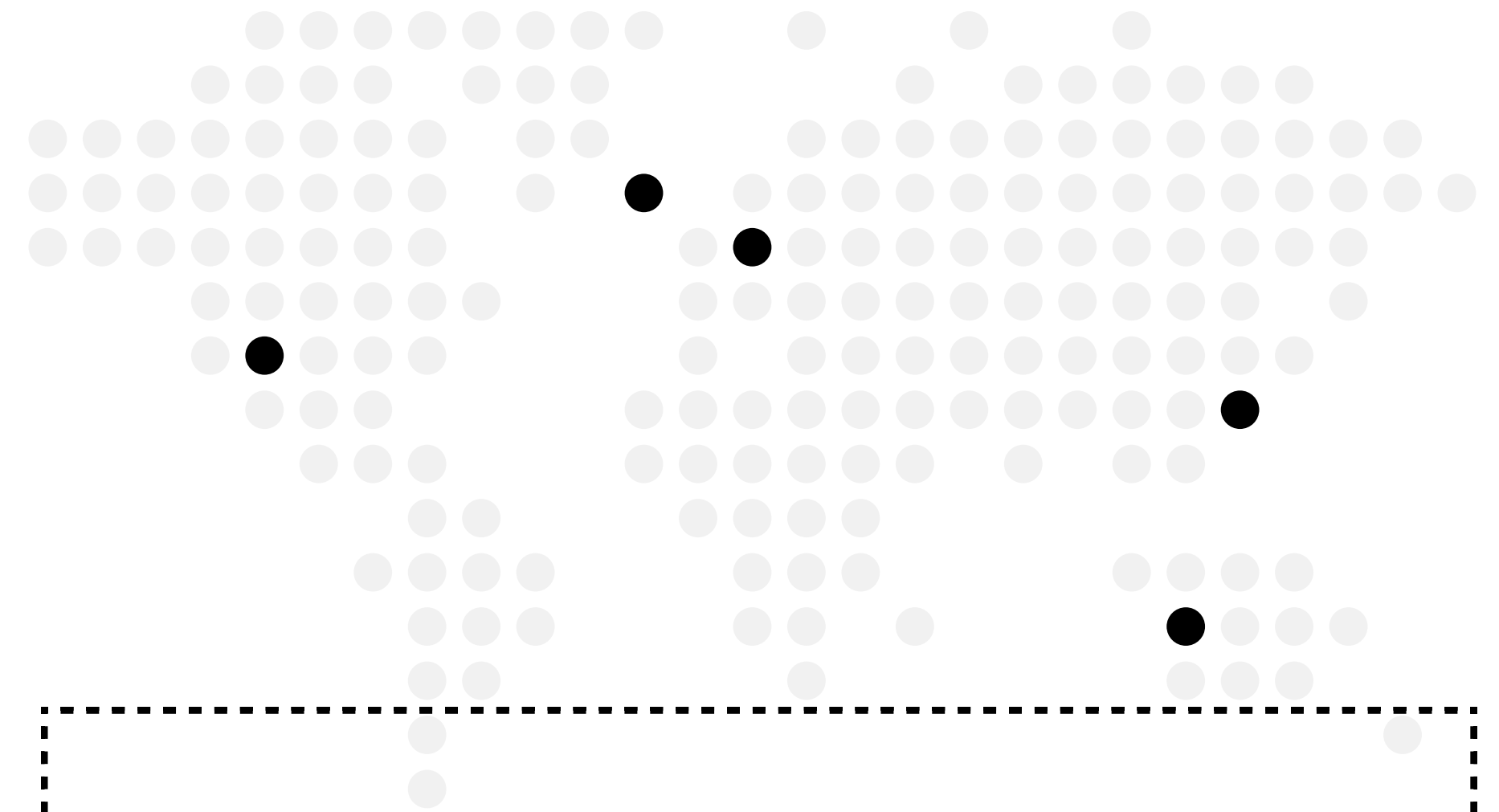
---

In accordance with Merriam-online webster's dictionary, 'Eco-Friendly' means 'not environmentally harmful', this is a broad definition, especially if everything we do is respectful of the environment. The term 'organic cotton' sustainable or recycled products, is understandable in many respects when it concerns fashion. Each business defines its own best (or not) point of view as 'eco-friendly' because the definition is too extensive. Shoppers can easily get confused without a clear definition and brands can take advantage of this confusion.

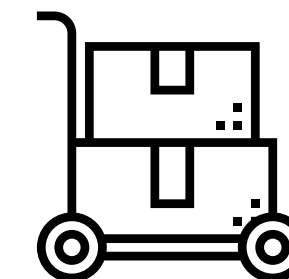
At CW on Demand, we consider products made entirely of biodegradable or recycled materials to be environmentally friendly.

While it's great to have 100% eco-labeled materials for all products, it's not realistic as we need to work with what our material suppliers have, currently we have developed 30% of their range into environmentally friendly fabrics. The current threshold, therefore, stands at 30%.

Knowing how environmentally friendly we are; we can formulate our product strategy, expand our eco-friendly product lines and exceed the 30% threshold.



During 2020, 83% of orders were manufactured in the same country as the purchaser. We collaborate with partners and suppliers to continuously enhance production efficiency while minimising the negative impact on people and the environment.



## LOCAL ON-DEMAND PRODUCTION

We endeavor to create as close to the end-consumer as possible; therefore reducing transportation distance and lowering carbon emissions. We assist customers in decreasing these distances and ensure a complete on-demand service, eliminating excess production and waste.



# PRODUCT INTRODUCTIONS.

## LOCAL FULFILLMENT SITES

Bringing the manufacturing process closer to the end customer reduces the carbon emissions from transportation. We are a true believer that reducing our carbon footprint through transportation is more effective than just simply making an eco-friendly product and shipping it halfway around the entire world.

We have been working on a project to build local factories to ship from the nearest possible location to the end customer. We now have 5 sites covering 4 continents, UK, NL, US, AU, and HK, and will continue to add local factories around the globe, bringing even lower delivery time and creating more jobs for local communities.

HONG KONG:  
January 2010

UNITED KINGDOM:  
September 2013

AUSTRALIA:  
March 2018

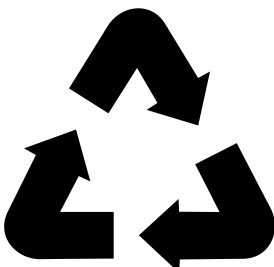
UNITED STATES:  
August 2018

NETHERLANDS:  
March 2021

### CUSTOMISATION

White Label Packaging And Shipping With An Unbeatable 48 Hours Turnaround When Shipped Domestically.

We Print, Cut And Sew, Provide Customised Labeling And Customised Packaging, Delivered To You Or Your Customer.



## RECYCLED PACKAGING

CW on Demand has different solutions for different needs yet all guarantee a reduction in our environmental impact. The most commonly used material in our packaging is cardboard which is recycled and also recyclable. Additional packaging that we work with is also made from materials that can be used again after processing; glass, metal, card, and paper.

We continuously search for new biodegradable materials and technologies that reduce the strain on the planet.



## WATER BASED INKS

The vast majority of our products are printed using water-based inks. Our printing method eliminated the water drainage procedure meaning we produce no water pollution through our manufacturing process. With our state-of-the-art machinery, we avoid excessive ink usage.



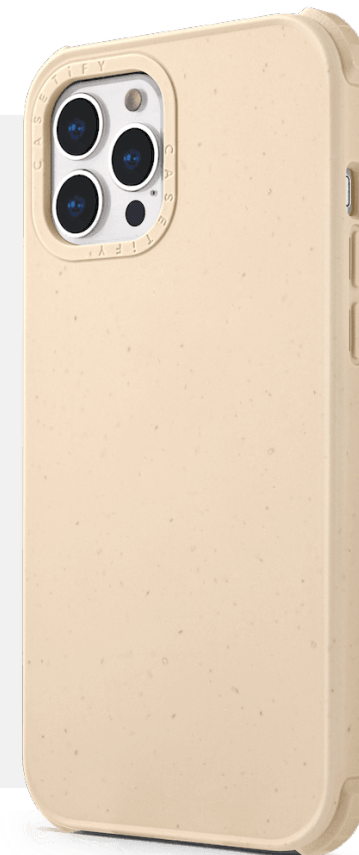
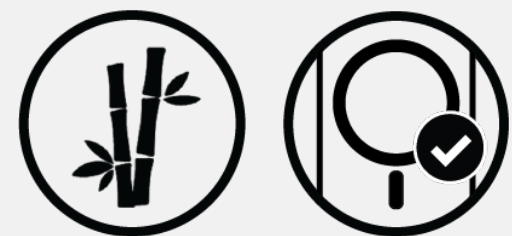
# RECYCLED FABRIC .

## FABRIC MADE FROM RECYCLABLE MATERIALS.

We have sourced water bottle recycled polyester. These suppliers collect water bottles and other recyclable materials from all over the world, break down, clean, and turn those recyclable materials into usable fibers and fabrics.

### 100% COMPOSTABLE PHONE CASE

- 100% Compostable
- Plant-Based Material
- 6.6ft Drop Resistance
- Wireless Charging Compatible



## COMPONENT FROM RECYCLABLE MATERIALS

Other than the fabric itself, we also source recycled thread and push our limit to offer as high a percentage as possible for a recycled product.

- Sustainable Thread Made From 100% Recycled PET Bottles
- GRS Certified
- Pure Sustainability Combined With Outstanding Sewing Performance
- Ideal Abrasion Resistance And Strength Properties
- Unbeatable Textile Appearance

## 100% COMPOSTABLE WATER BOTTLES





# SOCIAL IMPACT.

## SUPPORTING LOCAL COMMUNITIES & HAVING A POSITIVE IMPACT ON PEOPLE

At each of our fulfillment sites (UK, US, AU, NL, HK), Head Office (UK), and our Research and Development Site (HK), we have been hiring from the local community; through each level of employment hierarchy.

We work closely with local governments at each location to create hundreds of jobs for each site. At the Netherland fulfillment site, we work with the government to help refugees, who have language barriers preventing them from communicating in other workplaces.

## MATERIALITY MATRIX

The materiality matrix shows the aspects that matter the most for our stakeholders and CW on Demand, where we can have the greatest impact including our unique, focus, and ethical aspects.

- Reduce Environmental Impact
- Sustainable, Local & On-Demand Production
- Environmental Impact From Logistics & Sustainable Products
- Environmental Footprint
- Positive Influence On People
- Entrepreneurial Growth Through Technology And Innovation
- A Fantastic And Diverse Workplace
- Product Security
- Act With Responsibility
- Data Security & Privacy

## CW AS A WORKPLACE

CW has a strong team-led culture that encourages a “growth mindset” in everything we do, we lead change to help our customers succeed.

With locations around the world, we have a Code of Conduct and an Employee Handbook providing all of our team with the same benefits. We make sure everyone is aware that we have flexible working hours, holidays, and parental leave, across all our locations. We operate as one team and we believe in treating everyone equally.



## ENTREPRENEURIAL GROWTH

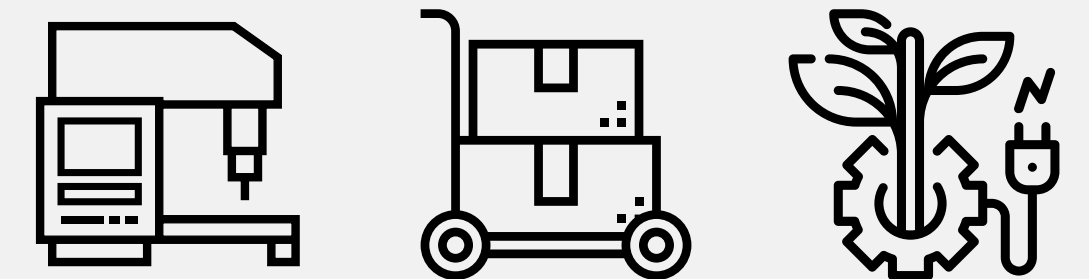
Our aim is for every person on our planet to share their creativity in an eco-friendly and sustainable way.

To drive this vision we have opened up our production network globally to our empower entrepreneurs to sell their products in minutes, worldwide, at minimal to no risk.

Entrepreneurs can produce a single item a day to 50,000 a day, without the stocking costs, warehousing costs, shipping costs, and a team internally to manage everything fo

## TECH & INNOVATION

Our digital platform connects our cutting-edge manufacturing, print, and production processes worldwide. Powered by technology, innovation, and the sharing of production capacity, production becomes local, sustainable, and has a positive impact on local people and communities.





# ENVIRONMENT.

---

83% of you said that your brand needs sustainability when we looked at our print client group. We hear from you and you are important to sustainability, our team, and, naturally, the planet. We are committed to turning our customers into an environmentally friendly company and taking realistic steps.

2020/2021 has been a busy year but we still have ways to grow and work towards sustainable development. CW on Demand have plans to further improve our production and add more eco-friendly products to our catalogue during 2022.

## HERE IS WHY

Were you aware that 85% of all fashion textiles are disposed of? The pollution right away is not sustainable. In addition, one in five apparel items ends at a landfill site with most items only being worn once. There is no magical solution to solve a sustainability problem in fashion production, but that does not mean that companies within the sector should do nothing.

We at CW on Demand do our best to have a positive impact and are taking significant steps towards sustainable development. We won't make any promises that we can't keep and our strategy is based on realistic decisions headed by information and research.

A single tonne of paper recycled can save up to 7,000 tonnes of water, 380 gallons of oil, 17 trees, and 4,000-kilowatt-hours of energy. It's no surprise that we're so dedicated to the recycling process.



## IMPORTANCE OF SUSTAINABLE PROCESSES WITHIN PRINTING COMPANIES

There is now a genuine demand for ethically manufactured items - with more and more ethical brands sprouting up, both on the main street and in the luxury sector, 'ethical' can no longer be dismissed as a frivolous add-on. Brands can gain confidence that their sourcing processes are not contributing to labour exploitation by implementing an ethical strategy and adopting ethical and social sourcing practices.

This, when combined with high quality and a product that the customer enjoys, will increase brand loyalty. For many years, the printing industry has worked hard to reduce its environmental impact. Numerous businesses employ high-quality printing as part of their marketing and branding initiatives.

We believe that sustainability should be a key component of your printed assets at CW on Demand. Sustainability is not only one of our key business goals at CW on Demand; it is also something we know is incredibly important to our customers. People, according to studies, prefer to buy from green businesses, even if it means paying a higher price. CW on Demand is devoted to providing our consumers with eco-friendly services while also doing our part to save the earth.



# GOVERNANCE.

The strategy and prioritization of our sustainability approach and improvement are decided by our sustainability advisory board with members from the CW on Demand leadership team. A Supplier Compliance Committee governs the CW on Demand Supplier Compliance Program.

## EXAMPLE POLICIES AT CW

- Code of Conduct
- Ethics Policy
- Sustainability Policy
- Whistleblowing policy
- Supplier Code of Conduct
- Quality Control Policy



### DATA SECURITY

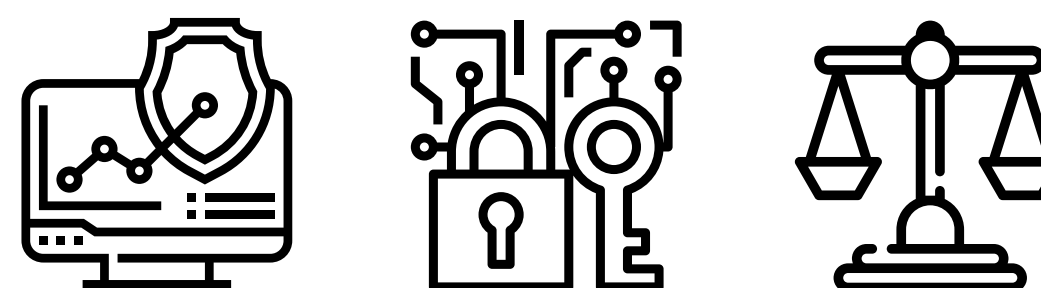
We work hard to keep the highest level of data security. We have aligned with well-known industry standards consisting of policies and procedures to govern information security. The objective of the program is to prevent data breaches and protect the integrity, confidentiality, and availability of information processed, stored, or transmitted by CW on Demand.

We continuously conduct vulnerability scans and tests on our systems in order to provide you the security working with us.

### PRIVACY

We aim on having the highest level of protection on our customer data and end-user data in compliance with national and international laws and regulations.

We have a GDPR committee led by our Data Protection Officer and have aligned our policies and practices with the General Data Protection Regulation (GDPR).



### TRANSPARENCY & ETHICS

We believe in being transparent and maintaining ethical business relationships with our partners and customers. We have established policies both internal and external that take into account human rights, labor rights, environment, and anti-corruption in our supply chain.

We work closely with partners to make production more sustainable and always use the latest cutting-edge technology with a minimised negative impact on people and the planet.

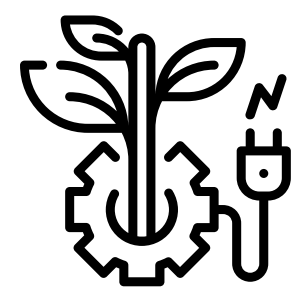


# THE CW FUTURE.

---

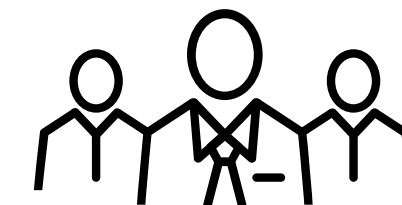


The story of sustainability at CW on Demand continually adds new chapters. We will not stand idly by while the planet suffers and communities struggle. As you can see throughout this report, we aim to lead the way in sustainability within our industry and that doesn't stop in 2021. We have already mapped our route over 2022 to further increase the sustainability of our industry but also further reduce our carbon footprint.



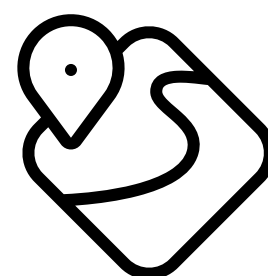
## TECHNOLOGY

We Continue To Develop New Technology; Both Hardware And Software To Aid In Our And Our Customer's Sustainable Growth.



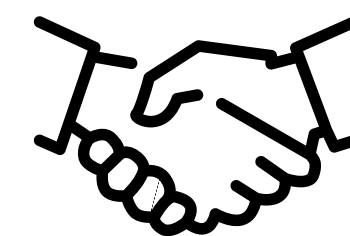
## CW TEAM

Our Partners Are Growing And Our Team Is Growing. We Will Continue To Ensure Our Team Grows With The Very Best Skills; Regardless Of Location Or Background.



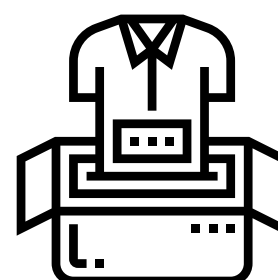
## LOCATIONS

Our Project To Open New Locations Around The Globe; Increasing Community Growth And Employment Will Continue.



## CW PARTNERS

Our Plan For 2022 Includes New Technologies We Will Share With Entrepreneurs And Communities To Bring Their Ideas To The Global Market.



## PRODUCT RANGE

Our Research And Development Division Is Already Working On Further Fabrics And Product That At Made From Recycled Materials And Are Recyclable.



## OUR PROMISE TO YOU

This Document Contains Our Promises To You. We Will Work Alongside You And Our Suppliers To Reduce The Impact On The Planet Throughout Every Stage Of The Supply Chain.





# ABOUT THIS REPORT.

---

This is the first sustainability report from CW on Demand and it covers the period from January to December 2021. Our goal with this report is to be candid and disclose our approach, progress, and future focus on sustainability whilst giving all reasonable effort to ensuring its accuracy. This report is CW on Demand's first Communication on Progress (COP) submission to the United Nations Global Compact. An external organisation that did not certify the report's quality. CW on Demand takes every attempt to use reputable and thorough information, but we make no guarantees that it is accurate or full. We are under no duty to notify you if any of the information within the report changes.

This report may contain forward-looking statements and the actual outcomes may differ. CW on Demand is not responsible for the content of any linked third-party website nor do we guarantee its accuracy or completeness. Trademarks appearing on this document are the property of their respective owners.



**WE LOOK FORWARD TO WORKING ON A  
BRIGHTER FUTURE WITH YOU**

**[WWW.CWONDEMAND.COM](http://WWW.CWONDEMAND.COM)**

