



ATTRACTION

2024 Annual social and environmental impact report



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Who we are

Canadian family-owned business since 1980

ATTRACTION is a family business located in Quebec, Canada.
Founded in 1980, the company has grown and now serves the North-American promotional and resort/souvenir markets.

We have the capacity to ensure the whole production process in our own factories: from design to delivery, including manufacturing and multiple decoration techniques using state-of-the-art equipment.

Our “one-stop-shop” capacity allows us to manage quality at every point in the production process and minimize shipping emissions and material waste. All the stages of production of our Ethica clothing line are carried out within an 800-km [500-mile] radius.

Respecting the environment and being aware of our ecological footprint is not a new trend or a new way of doing things at ATTRACTION, it is a value that the company has always taken seriously.

We also take great pride in our ability to offer, a wide variety of safe, quality jobs that are accessible to all, in an inclusive, friendly, family business that is respectful of its employees as well as the environment.



Our head office, warehouses and decoration workshop are located at:

672 & 679, rue du Parc,
Lac-Drolet, QC, CANADA



Cut & sew workshop located at:
9200, Park Avenue,
Montreal, QC, CANADA



Mission and values

To be the Canadian leader of decorated casual apparel while respecting people, the environment and the community.



CUSTOMER-FOCUSED

Be proactive and provide quality work for our internal and external customers.



RESULTS AWARENESS

Make an impact and measure the effectiveness of our work. Learn from our mistakes and celebrate our successes.



ATTITUDE

Be positive, accept criticism and assist our colleagues. Be passionate, seek to exceed ourselves, learn and think differently.



ACCOUNTABILITY

Respect our customers, colleagues, health and safety rules, processes, equipment and the environment.



ORGANIZATION

Tidy up our workspaces and common areas and keep them clean. Apply daily the old dictum "everything in its place".



BALANCE

Maintain good health and a good personal/work life balance so we can remain efficient and creative.

Our commitments

Over the coming years

We've come a long way since 1980! Our ambitions have continued to evolve with the needs of our times, the challenges of today and those to come. We have therefore revised our commitments for the coming years:

1. **Monitor our Greenhouse gas (GHG) emissions and offset categories 1 and 2 at 100%.**
2. **Replace conventional fibers (cotton, polyester, etc.) by their sustainable equivalents (recycled fibers, organic, upcycle, etc.) for our Initial brand by 2026.**
3. **Promote recycled or compostable materials for our packaging and eliminate the use of single-use packaging by 2026.**
4. **Support a minimum of 5 social initiatives and/or environmental impacts within our company and our community every year.**



We know that the natural resources of our planet are precious and limited, which is why we want to do everything in our power to preserve them. At ATTRACTION, our actions are centered on respectful production, the reduction of carbon emissions and upcycling.

Made in Canada - Ethica

We manufacture, in Quebec, Canada, clothing that:

- Is durable, not disposable.
- Is designed with comfort in mind.
- Allows for high quality, consistent decoration.
- Offers a classic look that will last beyond trends.

Produce with respect

Producing environmentally responsible garments, while respecting people and the planet, is an integral part of our values. Our Ethica collection uses exclusively 100% GOTS-certified organic cotton and/or GRS-certified recycled polyester and recycled fibers.

Union-made

Our unionized team cuts, sews and decorates all our garments of our ethica brand. United Steelworkers, Local 9153 for our Lac-Drolet workshop and Local 7625 for the Montreal workshop.

Sustainable Sourcing

“Organic cotton. Recycled materials. Upcycled fabric.

Local partners. Locally made. This is our recipe for a smaller footprint.”

Julia Gagnon, Co-owner and development director



Made in
Canada



Union
made



Recycled
polyester



Upcycled
textiles



Organic
cotton



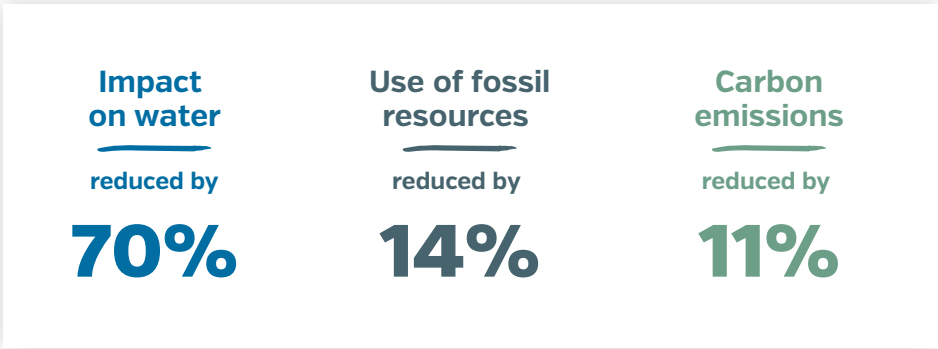


Organic Cotton - Ethica

From day one, we have chosen to work sustainably for our Ethica brand by using 100% organic cotton. Organic cotton comes from seeds that have not been genetically modified (non-GMO) and is grown without the use of pesticides or chemical fertilizers. The Organic Textile Standard (GOTS) is a world-leading textile processing standard to produce organic fibers and is based on ecological and social criteria. Our organic cotton comes from India.

<https://www.global-standard.org/>

Organic cotton

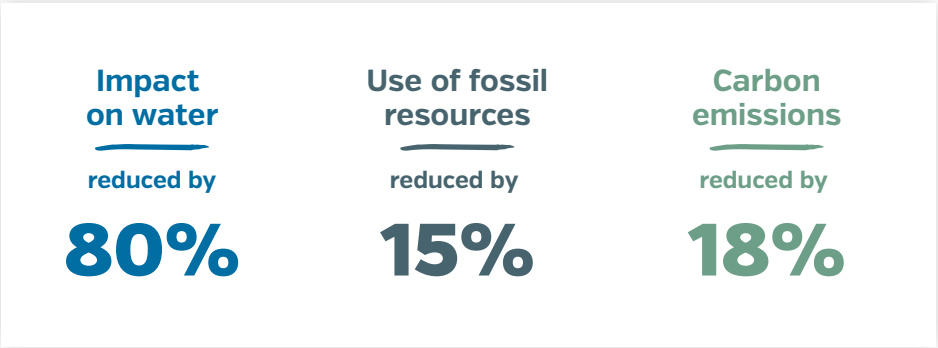


Sources: HIGG MSI comparing organic cotton to conventional cotton

Ethica recycled cotton

Recycled cotton brings textile waste back to life. By reusing pre-industrial waste to produce new cotton yarn, we can significantly reduce water, dyes and energy. Our recycled cotton comes from Turkey or China.

Recycled cotton



Sources: HIGG MSI comparing recycled cotton to conventional cotton

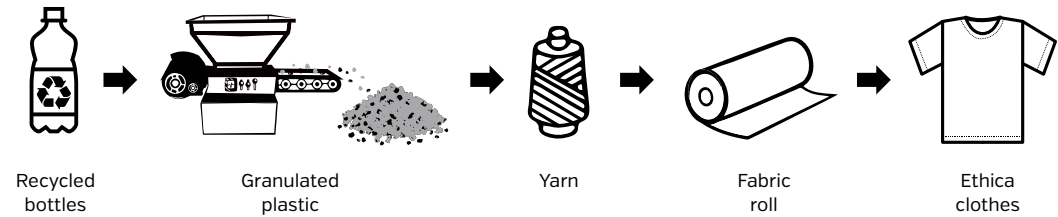




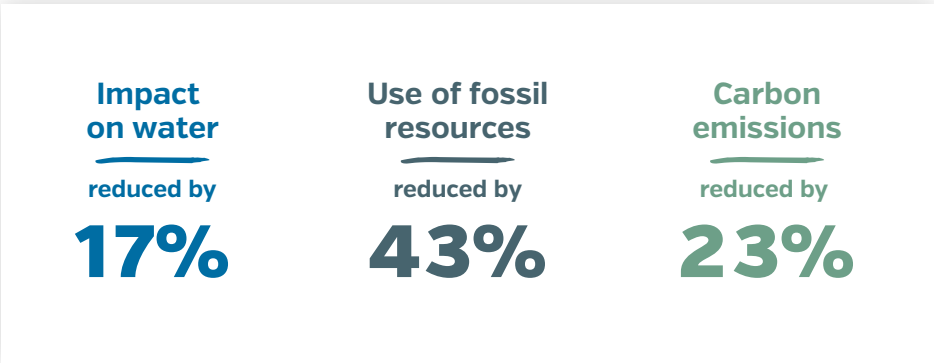
Recycled polyester - Ethica

Our Ethica collection uses recycled or upcycled polyester. Recycled polyester is produced from post-consumer PET bottles, the same plastic bottles used for bottled water, which would otherwise go to a landfill or in our oceans. Recycling polyester allows considerable energy savings in the manufacturing process. It is used to create fabrics that are soft, durable and breathable. Our 50% recycled polyester / 50% organic cotton yarn comes from India and our 100% recycled polyester yarn comes from China.

After the collection and sorting of plastic waste, water bottles are cleaned, granulated, then melted before being transformed into yarn, to be used for knitting and sewing.



Recycled polyester

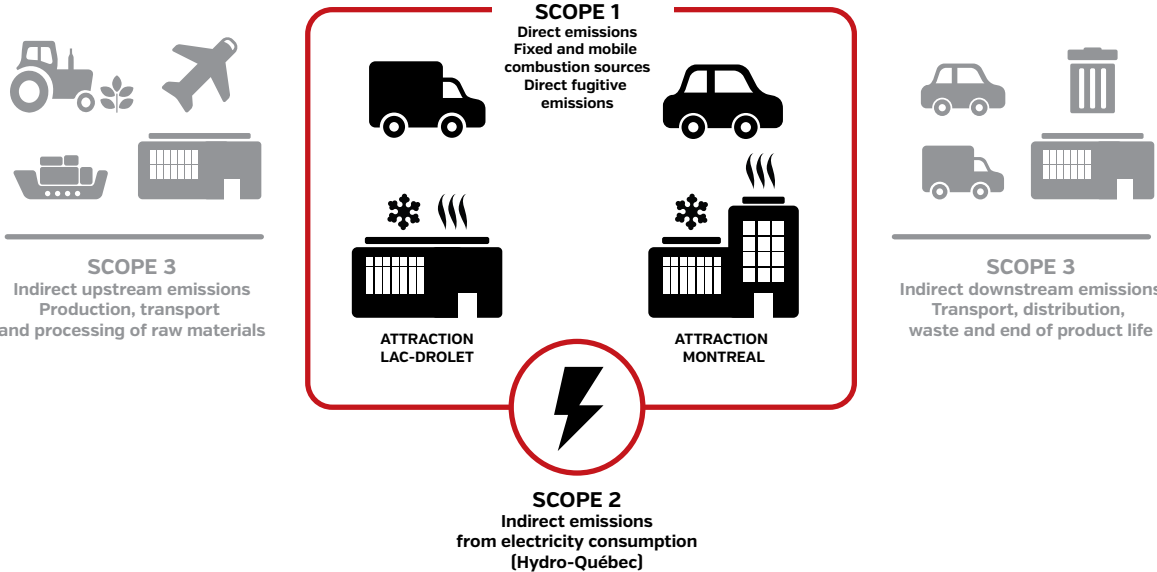


Sources: HIGG MSI comparing mechanically recycled, GRS-certified polyester to conventional polyester



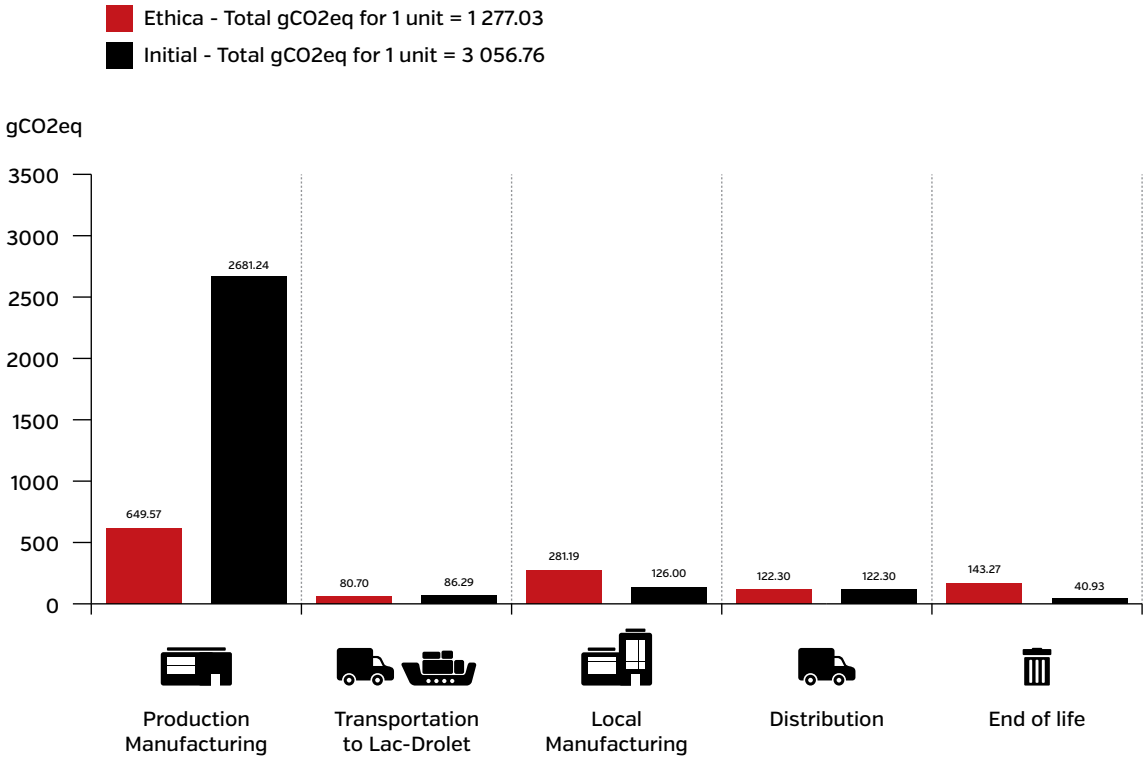
ATTRACTION is carbon neutral!

In 2022, we worked in collaboration with the University of Sherbrooke on a project to assess our Greenhouse gas (GHG) emissions. We are proud to announce that ATTRACTION is now carbon neutral! Since 2022 we have offset 100% of our GHG emissions (scopes 1 and 2), with the offset agency Less and the purchase of CSA certified Canadian offset credits.

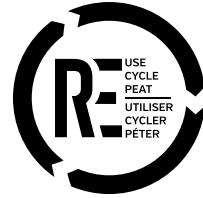


GHG analysis of local production [Ethica] versus overseas production [Initial]

The GHG footprint of an imported product is much higher than the one of a product manufactured in Quebec. This is mainly due to the fact that coal is used overseas versus hydroelectricity that is favoured domestically.



Source: University of Sherbrooke Project, Quebec [Summer 2022] - Audited by Addere Service Conseil [Fall 2022]



Upcycling

Textile recycling consists of sorting, refreshing and/or reusing materials. This approach is an integral part of our process to minimize our textile waste. For example, our toques and mittens are made from the fabric leftovers of our Ethica production. Our windbreakers are made from medical gown material that we had leftover from covid when we were producing level 2 medical gowns for the Quebec gouvernement.

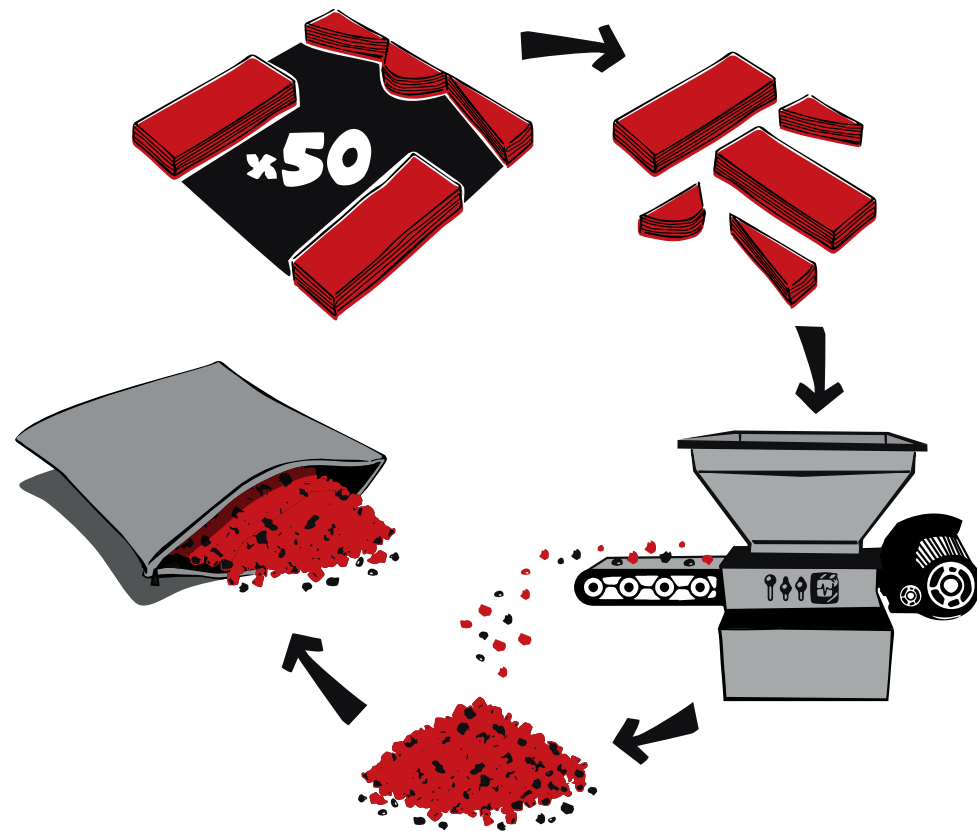
Ethica woven rugs and blankets

Woven rugs and catalogue blankets are among the oldest examples of sustainable development. Handmade from 100% premium quality recycled materials by Les Cercles des Fermières in our region, Ethica woven rugs and blankets allow us to upcycle the textile leftovers generated by the production of our masks during the pandemic. Our target with this project: upcycle 200,000 meters of fabric tape - equivalent to the distance between Montreal and Ottawa. Visit boutiqueethica.com



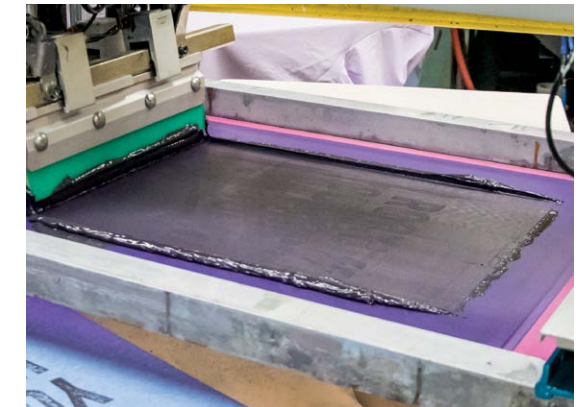
Ethica pillows

The filling in our Ethica pillows is composed of 100% recycled fabrics [organic cotton/recycled polyester]. The fabric scraps are fed through a “shredder” by Coup de Pouce. This company employs young people with learning disabilities. The purchase of an Ethica pillow allows us to upcycle the fabric leftovers of around fifty pieces of apparel. Visit boutiqueethica.com



Eco-friendly black ink

Our eco-friendly black is made from reclaimed ink. This is the most environmentally friendly ink you could hope for and another example of how we upcycle at ATTRACTION. Eco-friendly black is a great way to reduce your environmental footprint.



Low Cure Inks

We use low cure inks. These inks are specially designed to cure at lower temperatures. By lowering the temperature of the screen printing ovens, we are able to reduce our gas consumption by 35%. This helps reduce our carbon footprint and improves the comfort of our employees.



Direct to garment printing

In 2024 we will add direct to garment printing to our decoration offer. The DTG printing method reduces preparation and clean-up steps, thereby limiting the consumption of supplies and chemicals. In addition, DTG uses ecological water-based ink that dries in an electric oven, therefore significantly reducing our carbon footprint per unit produced.



Eco-responsible reusable bags

The use of Initial and Ethica reusable bags helps reduce the production of plastic waste. Additionally, our Initial and Ethica bags are made from recycled cotton.



Packaging

Since 2019, we have reused more than 25,000 boxes from our suppliers. Our local boxes are made of 100% recycled cardboard and are recyclable. As of 2021, we use recycled or biodegradable bags to ship online orders and samples

Initial Accessories

We use recyclable cardboard hooks for our Initial accessories.

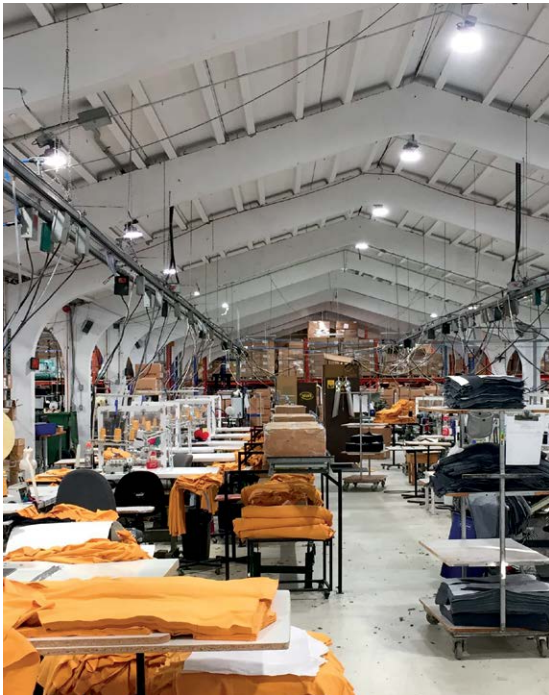


Reducing energy consumption

Minimizing our energy consumption is important to us.
That's why we converted our lighting to LED and installed motion detectors,
thus reducing our energy consumption by 54%.

Reduced water consumption through technology

Our automatic screen washer reduces water consumption by 50% and allows used chemicals
to be recirculated before being sent to a hazardous materials recovery plant.



Corporate garden and nature

We have a corporate garden to beautify our backyard and encourage our employees to eat better.

In the summer of 2021, we planted around fifteen hop plants to create green screens
and reduce the heat inside our buildings.

In the spring of 2022, we participated in the No-Mow-May movement
to support pollination and we planted 40 mature trees behind our Lac-Drolet factory.



Transportation

To reduce our ecological footprint ATTRACTION purchased bicycles for our Lac-Drolet employees. Since the community is small we also facilitate and accomodate carpooling. Many of our employees also telecommute further helping to reduce our carbon footprint.

Paperless factory

Our ERP system allows us to significantly reduce paper. We have added electronic tablets to replace paper files in our decoration facility.

Printreleaf

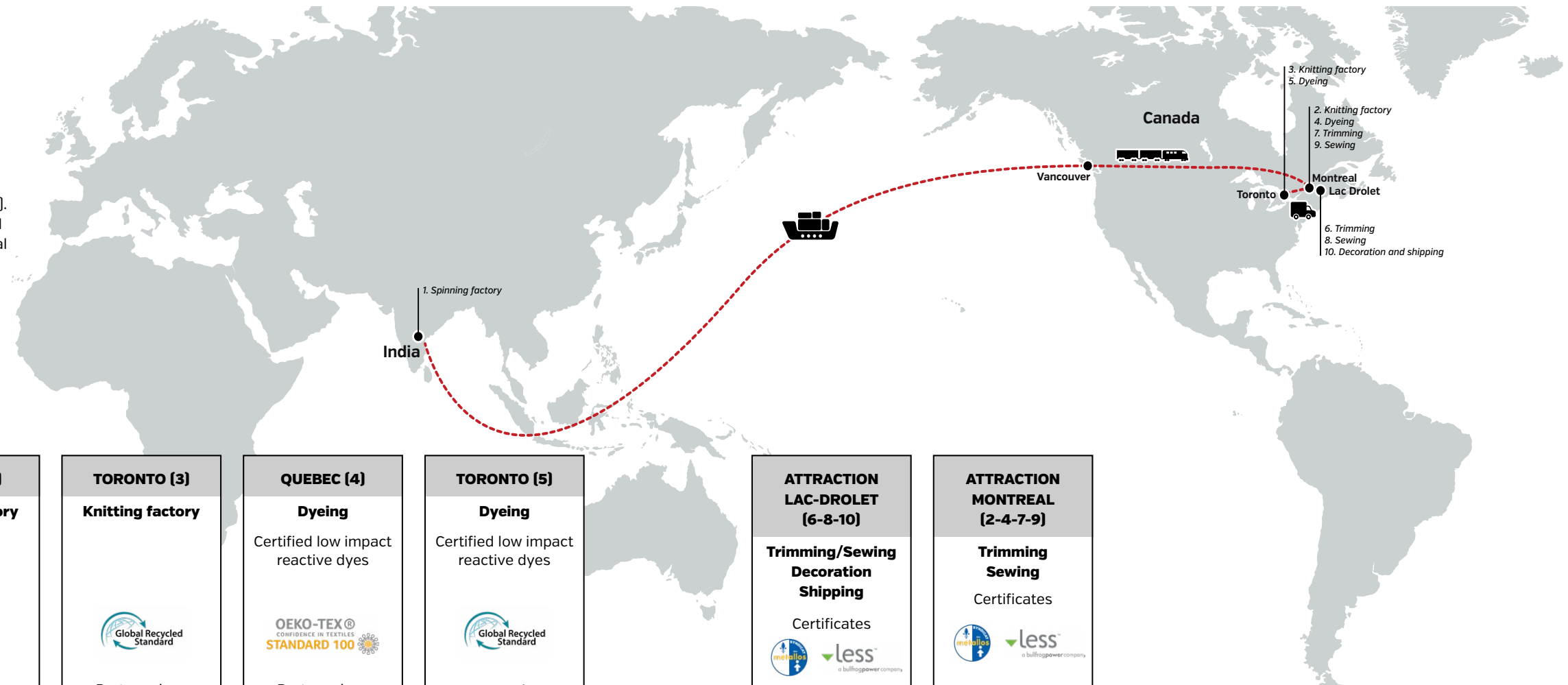
Since 2020, we have partnered with Printreleaf. This organization plants trees to offset our catalogue production. In 3 years, 237 trees have been planted on ATTRACTION's behalf.












From fields to clothing

The journey starts in the cotton fields of India (as cotton does not grow in Canada). From there, the raw cotton is harvested and shipped to spinning mills located in Montreal and Toronto. Finally the fabric rolls make their way to our Montreal and Lac-Drolet factories to be cut, sewed and decorated into the Ethica product you love.









INDIA (1)	QUEBEC (2)	TORONTO (3)	QUEBEC (4)	TORONTO (5)	ATTRACTION LAC-DROLET (6-8-10)	ATTRACTION MONTREAL (2-4-7-9)
Spinning factory	Knitting factory	Knitting factory	Dyeing	Dyeing	Trimming/Sewing Decoration Shipping	Trimming Sewing
Certificate 100% organic cotton yarn			Certified low impact reactive dyes	Certified low impact reactive dyes	Certificates	Certificates
						
Recycled polyester yarn	Partner since 2016	Partner since 2019	Partner since 2017	Partner since 2019	Since 1980	Since 2021
	Number of employees 37	Number of employees 15	Number of employees 42	Number of employees 55	Number of employees 72	Number of employees 53



Partner Selection

We work with a limited number of partners in a limited number of countries in order to establish long-term relationships. New partner factories are researched, visited, and validated by head office staff. We use rigorous audits and evaluation tools to select and monitor suppliers, paying particular attention to health, safety and environmental policies and practices, compliance with the code of conduct.

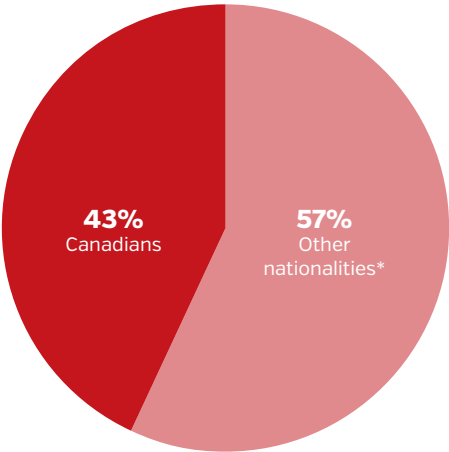
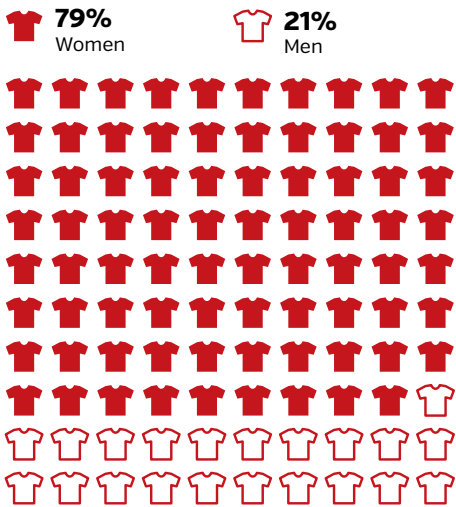
DINA CHINA	VENNY CHINA	HENRY CHINA	FLORA CHINA
Jersey, fleece and polar fleece	Fleece and polar fleece	Polar fleece	Accessories
Certificates	Certificate	Certificate	Certificates
 			 
Partner since 2019	Partner since 2017	Partner since 2019	Partner since 2018
Number of employees 250	Number of employees 106	Number of employees 92	Number of employees 83



The team and diversity

Employee diversity

ATTRACTION's growth would not have been possible without diversity and inclusion. The contribution of skilled workers from around the world has supported the growth of the company. Sponsoring foreign workers who are settling in Lac-Drolet, Qc also has contributed in positives ways to the local community. The Montreal workshop has 40 members from 13 different nationalities (Canada, India, Syria, China, Vietnam, Lebanon, Thailand, Laos, Madagascar, Congo, Cambodia, Salvador and Venezuela). The Lac-Drolet workshops now have 45 members from Colombia, Guatemala, Madagascar, Mexico and the Philippines. Increasing the number of diverse workers within the company from 1% to 57% since 2021.



*17 different nationalities (January 2024)

“The opening of the Montreal workshop and welcoming foreign workers were key elements to ensure the growth of ATTRACTION in a context of labor shortage. The success of these two initiatives is the result of a lot of work, but it's worth it!
Newcomers bring with them experience, a positive attitude, and diverse cultures. We are also very proud of the connections made within the team.”

Sébastien Jacques, VP business development and co-owner

ATTRACTION's owner's

ATTRACTION is owned by husband and wife team Sébastien Jacques & Julia Gagnon each with a 50% share of the company. The advisory board is made up of 2 men and 3 women and ATTRACTION's coordination committee is composed of 7 women and 6 men.



Causes and donations

We are committed to doing a little more, each day, to push ourselves to be better and to provide a pleasant work atmosphere, thus promoting the development of lasting relationships. We want to see our community grow by offering quality jobs and investing in making our community attractive to our fellow citizens, our families, our children and people who discover our beautiful region.

That is why we actively participate in various efforts to ensure the maintenance of a positive overall quality of life for the residents and newcomers who join us.



Supporting our community

Each year we support various causes related to our values:

- **Le Défi-Drolet**, which has supported physical activity for more than 10 years
- **Le Morne** hiking trails
- **La Maison La Cinquième Saison** (support for people at the end of life)
- Various organizations that receive our clothing donations: Ukrainian Church, **Le Support** organization (mental health), **Mission Bon accueil** (supports homeless people, families, mothers and young people at risk), etc.
- **Fashion Revolution** week for better working practices and conditions in the garment industry
- **Le Quartier Artisan**, whose mission is to support Quebec artisan entrepreneurs.
- **1% for the Planet** for all purchases made on our online stores:

www.boutiqueethica.com and www.boutiqueinitial.com



Certifications

Our yarns, factories and supply chain partners are certified by various independent organizations to several standards, demonstrating our commitment to healthy practices that are more respectful of the planet and its people.



Steelworkers

Affiliated with the FTQ, the United Steelworkers is the largest private sector union in Quebec. The group acts to obtain better salaries and working conditions for everyone. It fights against injustice, arbitrariness, inequality and favoritism. It enforces health and safety in the workplace



GOTS

The Global Organic Textile Standard (GOTS) is the primary international standard to produce organic fibers. With its ecological and social criteria, it is the strictest certification for organic cotton. It guarantees the organic cultivation of cotton without the use of genetically modified seeds or dangerous chemicals. It also ensures traceability, from the harvest of the raw material to the end customer and requires the establishment of transaction certificates at each stage of production.



Less

Less Emissions helps individuals and organizations mitigate travel emissions quickly, effectively, and with the highest quality offsets available in Canada and around the world. Less's international offset credits come from Gold Standard certified projects recognized by environmental leaders, including WWF International. The projects achieve Certified Emission Reductions (CERs) in accordance with United Nations Clean Development Mechanism (CDM) protocols and meet the Gold Standard Foundation's sustainability criteria. Less also offers offset from Quebec and Canadian projects that comply with the ISO 14064-3 standard. GHG quantification, monitoring and reporting are done in accordance with ISO 14064-1 or ISO 14064-2 standards.



ICS

ICS is a multi-sector initiative aimed at improving working conditions in global supply chains. ICS is made up of 70 retail brands in the economic sectors of textiles, footwear, electronic products, food and furniture.



GRS

The Global Recycled Standard (GRS) is the world's leading standard for recycled textiles. The standard covers the entire supply chain and focuses on traceability, environmental principles, social conditions, chemical content, and labeling. All the recycled polyester we use is GRS certified.



OEKO-TEX

The OEKO-TEX® Standard 100 certification is one of the most well-known standards worldwide that evaluates the presence of harmful substances in materials. The Standard 100 certification also prohibits potentially harmful substances, even if they have not yet been banned by law.



WRAP

WRAP is a social certification that applies to facilities primarily in the apparel and footwear industries. Factories are audited in categories such as forced labor, benefits, and discrimination, and then receive platinum or silver certification.



SMETA

SMETA evaluates suppliers on their working conditions. It's the social audit most widely used. SMETA provides a better understanding of working conditions and ethical compliance in the supply chain. In addition, SMETA provides an action plan to help improve supplier performance and resolve issues discovered during the audit, as well as identify and facilitate compliance with existing and forthcoming national and international laws (e.g. Uyghur Forced Labor Prevention Act 2022)



AMFORI - BSCI

The BSCI platform provides a system that helps companies gradually improve working conditions in their supply chain. Producers who meet all BSCI requirements are encouraged to go further and earn our best practice, the SA8000 Social Management Certification developed by Social Accountability International (SAI).

Contacts and references

We are convinced that the textile industry can act responsibly while caring for people, the planet and society. We thank you for joining us and giving us your support, enthusiasm and ideas. If you would like to learn more about our sustainability journey or get involved, please contact us:

www.attraction.com
customerservice@attraction.com

References :

Link p.9 and 10:

<https://apparelcoalition.org/higg-product-tools/>

Links p. 14:

<https://www.usherbrooke.ca/>

<https://addere.ca/>

Link p. 36:

<https://onepercentfortheplanet.org/>

Links for certifications :

<https://www.metallos.org/>

<https://global-standard.org/>

<https://www.less.ca/en-ca/>

<https://www.petersoncontrolunion.com/en> (GRS)

<https://www.oeko-tex.com/en/our-standards/oeko-tex-standard-100>

<https://wrapcompliance.org/en/>

<https://lp.sedex.com/> (SMETA)

<https://www.amfori.org/>

<https://ics-asso.org/fr/>



