



Social and environmental

**IMPACT**

**REPORT**



**ATTRACTION**

2025

Last updated: 02/2026



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## How Clothes Affect the Environment

The apparel industry is an integral part of our daily lives. We manufacture, purchase, and wear clothing every day, a seemingly ordinary act, yet one with a very real environmental impact.

Globally, the textile industry is responsible for approximately 10% of greenhouse gas emissions. This footprint is largely driven by the globalization of production: fiber cultivation, processing, dyeing, manufacturing, and transportation are often spread across multiple continents, increasing travel distances and energy consumption. Even after purchase, garments continue to generate emissions through washing, drying, ironing, and ongoing care.

The impact does not stop there. The cultivation of certain fibers, the use of chemicals, wastewater from dyeing processes, and single-use packaging all contribute to water and soil pollution. Added to this is a major challenge: overproduction.

In 2024, the textile industry generated approximately 120 million tons of textile waste, nearly 80% of which ends up in landfills or is incinerated. Despite technological advances, less than 15% of textiles are recycled, and less than 1% of used garments are transformed into new textiles. Fast fashion further intensifies this pressure: global clothing production continues to rise while product lifespans decline.

Can we do better?

Yes. And every action matters.

At ATTRACTION, our commitment is clear: to reduce our impact and be part of the solution, while recognizing that the journey is continuously evolving. We manufacture our Ethica brand locally in Quebec, reducing transportation needs and supporting local expertise. We are also accelerating the use of recycled fibers, both in our local production and in our imported products.

We prioritize more responsible choices: ethical materials, classic and durable garments, more environmentally respectful packaging, and thoughtful production practices. Without claiming perfection, we are moving forward in concrete and measurable ways.

However, the responsibility does not rest solely with manufacturers. We all have a role to play. Whether choosing a supplier, purchasing, wearing, or parting with a garment, every decision is an opportunity to make a difference. Together, by making more conscious choices and taking concrete action, we can contribute to lasting change in the apparel industry.



*Together, by making more conscious choices and taking concrete action, we can contribute to lasting change in the apparel industry.*

## 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 manufacturing 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 establishments



Head office, warehouses, sewing and decoration factories located at:  
672 & 679, rue du Parc,  
Lac-Drolet, QC, CANADA



Sewing factory located at:  
9200, avenue du Parc,  
Montréal, QC, CANADA



Jameo office located at:  
36, Wellington Nord  
Sherbrooke, QC, CANADA



## Purpose and Values

At Attraction, we create meaningful custom apparel and products defined by their design, durability, and the values they embody.

In an industry undergoing profound transformation, where we strive to balance impact, ethics, and simplicity, we choose to be a force for change by creating products we are proud to stand behind.

Through a simple, human, and responsible experience, we are redefining the standards of our industry.



**SUSTAINABLE  
IMPACT & VALUE**



**TECHNOLOGY  
MADE SIMPLE**



**CONSCIOUS  
RESPONSIBILITY**



**COLLABORATIVE  
MINDSET**



**STRENGTH IN TEAMWORK**

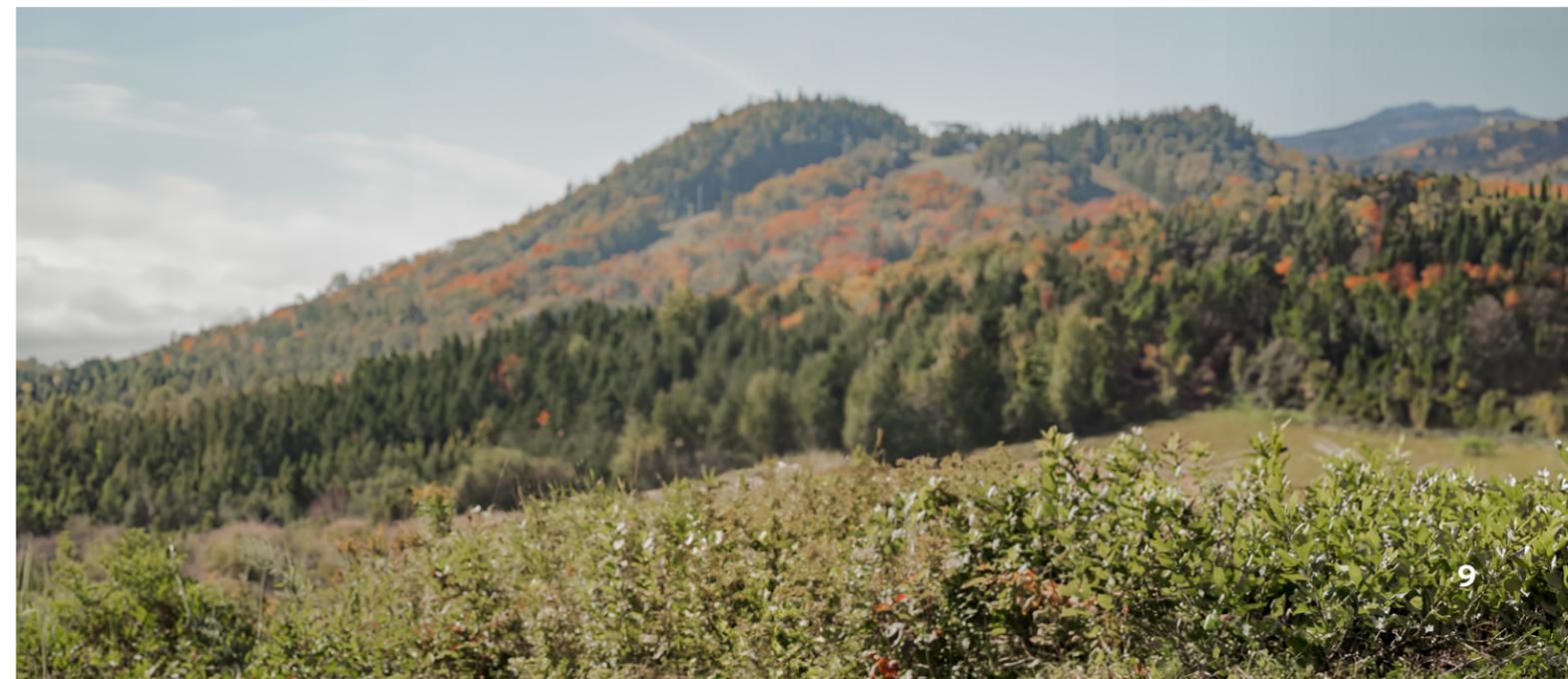


**WORK-LIFE BALANCE**

## Our commitments

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** Calculate our GHG emissions, implement initiatives to reduce them, and offset categories 1 and 2 by 100%.
- 2** Implement initiatives to reduce the carbon footprint of our operations.
- 3** Improve the composition of our Ethica and Initial brands so that 80% of our clothing and accessories contain at least 20% of ethically sourced fibers with reduced environmental impact by 2028.
- 4** Promote recycled or compostable materials for our packaging and eliminate the use of single-use packaging by 2028.
- 5** Support a minimum of 5 social initiatives and/or environmental impacts within our company and our community every year.



## Produce in a better way

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 designed with comfort in mind.
- Allows for high quality consistent decoration.
- Offers a classic look that will last beyond trends.

### Sustainable supply

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.



Made in  
Canada



Union  
made



Recycled  
polyester



Upcycled  
textiles



Organic  
cotton



Recycled  
cotton



Every dollar invested in a  
**MEDIUM-SIZED BUSINESS**  
**KEEPS \$0.66**  
**in the local economy,**  
compared to \$0.11  
**for a multinational company.**

Source : According to the  
Canadian Federation of  
Independent Business  
(CFIB).

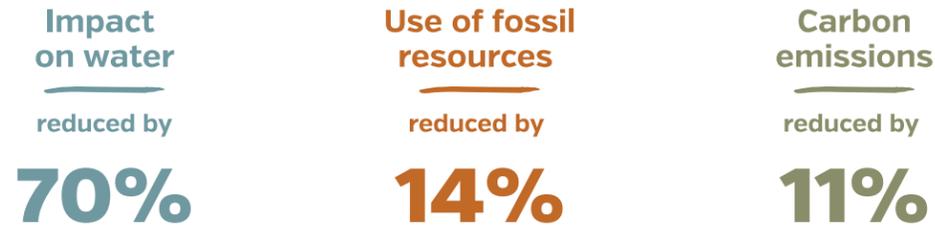


**“Organic cotton. Recycled materials.  
Upcycled fabric. Local partners. Locally made.  
This is our recipe for a smaller footprint.”**

**– Julia Gagnon, Co-owner and VP Products**

## Ethica organic cotton

Compared to conventional cotton, organic cotton is grown using practices designed to reduce the use of chemical inputs and minimize environmental impact. Ethica fabrics are knit and dyed in Canada, primarily in a GOTS- and Net Zero-certified facility, ensuring rigorous quality control and reduced transportation-related impacts. Our organic cotton is sourced from India.



Sources: HIGG MSI comparing organic cotton to conventional cotton

## Ethica recycled cotton

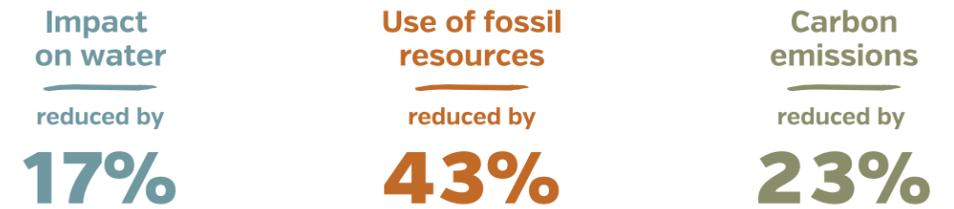
Recycled cotton brings textile waste back to life. By reusing pre-industrial waste to produce new cotton yarn, we can significantly reduce water, dyes and energy. Our recycled cotton comes from Turkey or China.



Sources: HIGG MSI comparing recycled cotton to conventional cotton

## Ethica recycled polyester

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.



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

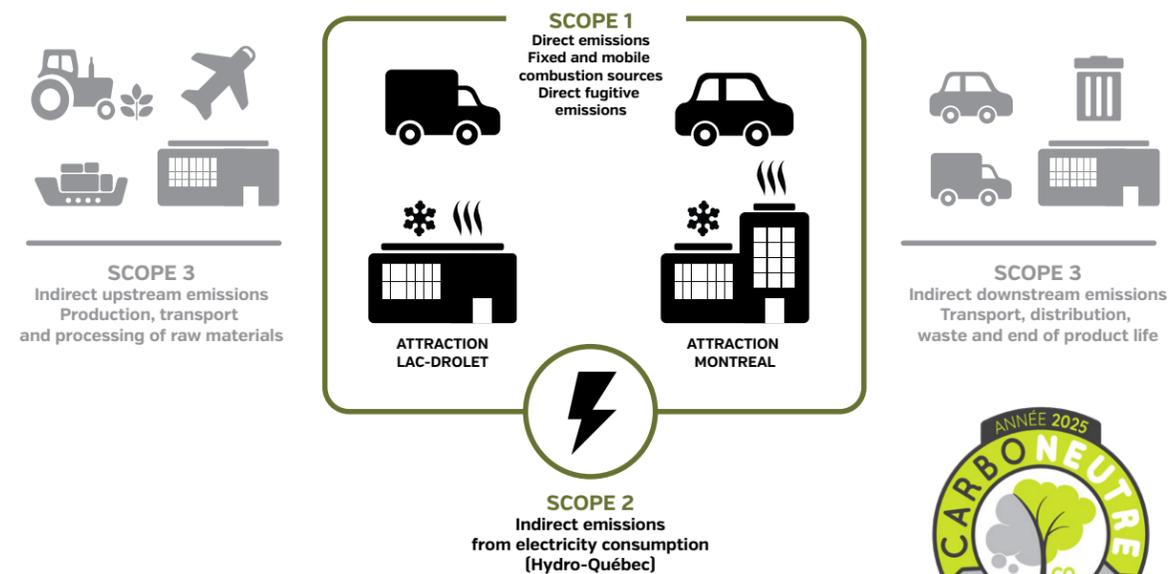


# ATTRACTION is carbon neutral

In 2022, we collaborated with the University of Sherbrooke on a project to quantify our GHG emissions. Since then, we have offset 100% of our scope 1 and 2 emissions through the organization Less Emissions and through the purchase of Canadian carbon credits certified under the CSA standard.

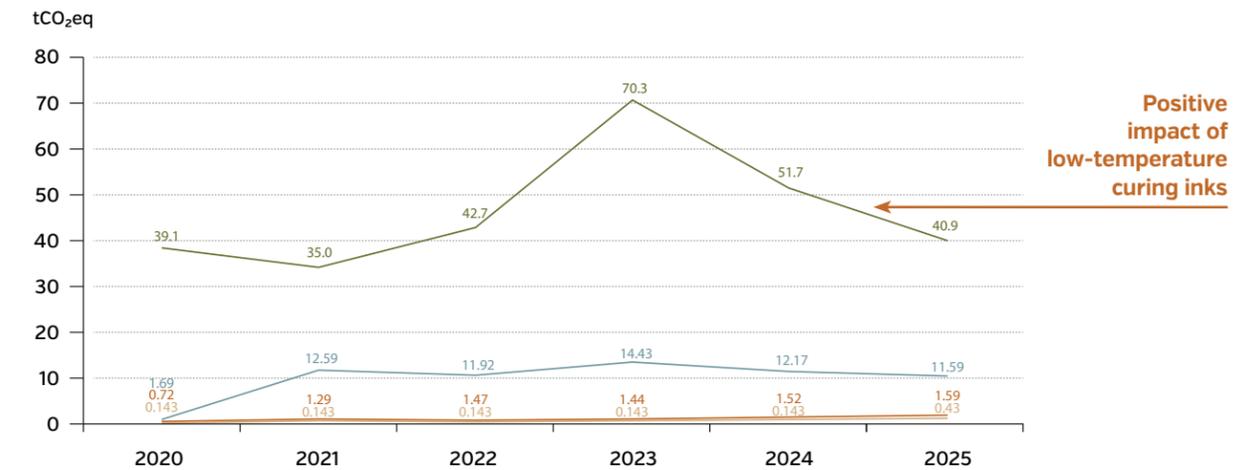


A comprehensive audit of our 2024 emissions was conducted with LCL Environnement. We obtained the Carbon Neutral – Business certification, confirming that our offsets meet their requirements: VCS or Gold Standard-certified ex-post carbon credits covering scope 1 and 2 emissions.



# GHG Emissions

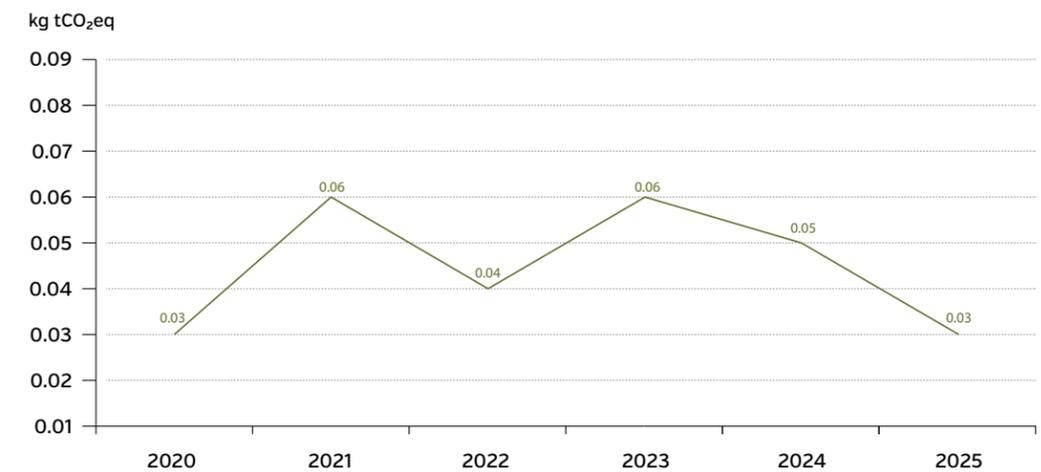
- Direct emissions from fixed combustion sources
- Direct emissions from mobile combustion sources
- Direct fugitive emissions
- Indirect emissions from electricity consumption



Since February 2024, we have been using low-temperature curing inks. These inks are specifically designed to harden at lower temperatures. By lowering the temperature of the screen printing ovens, we manage to reduce our gas consumption by about 35%, which contributes significantly to decreasing our direct emissions from fixed combustion sources.

# GHG emissions per unit sold by ATTRACTION (combined Ethica and Initial brands)

- Emissions per unit sold

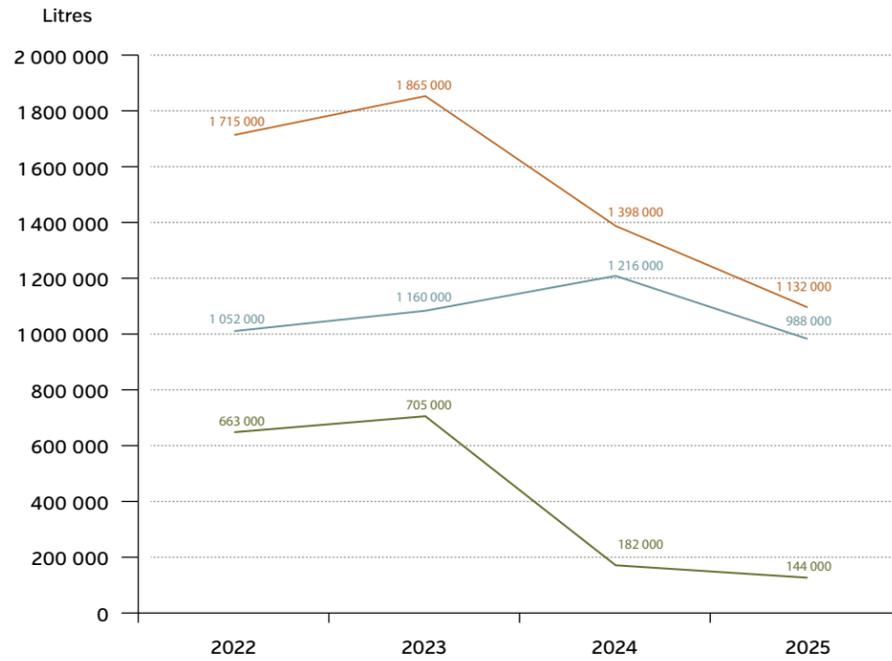


The reduction in our GHG emissions per unit sold is explained by a significant increase in production and invoiced volumes, without a corresponding rise in our local energy consumption. Process optimization, the addition of digital printing, and the integration of Jameo allow us to distribute these emissions across a greater number of units, thereby reducing the footprint per garment for both Ethica and Initial.



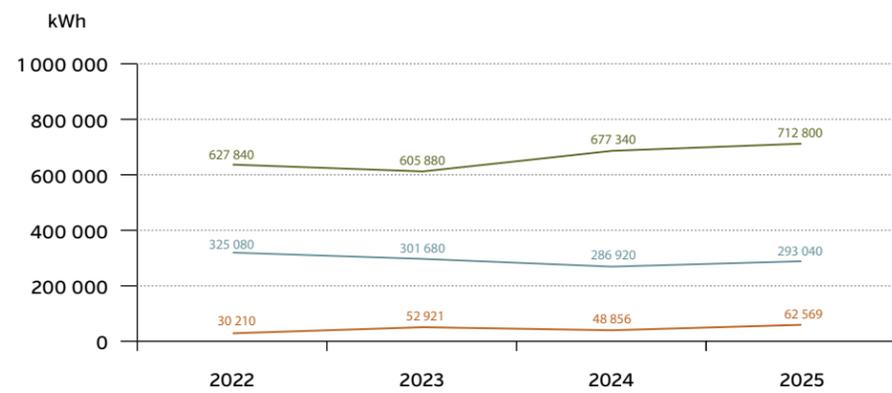
## Water Consumption

- Factory 1 - 672 rue du Parc, Lac Drolet, Quebec
- Factory 2 - 679 rue du Parc, Lac Drolet, Quebec
- Total Consumption for the Two Factories



## Electricity Consumption

- Factory 1 - 672 rue du Parc, Lac Drolet, Quebec
- Factory 2 - 679 rue du Parc, Lac Drolet, Quebec
- Factory 3 - 9200 avenue du Parc, office 616, Montreal, Quebec, H2N 1Z4

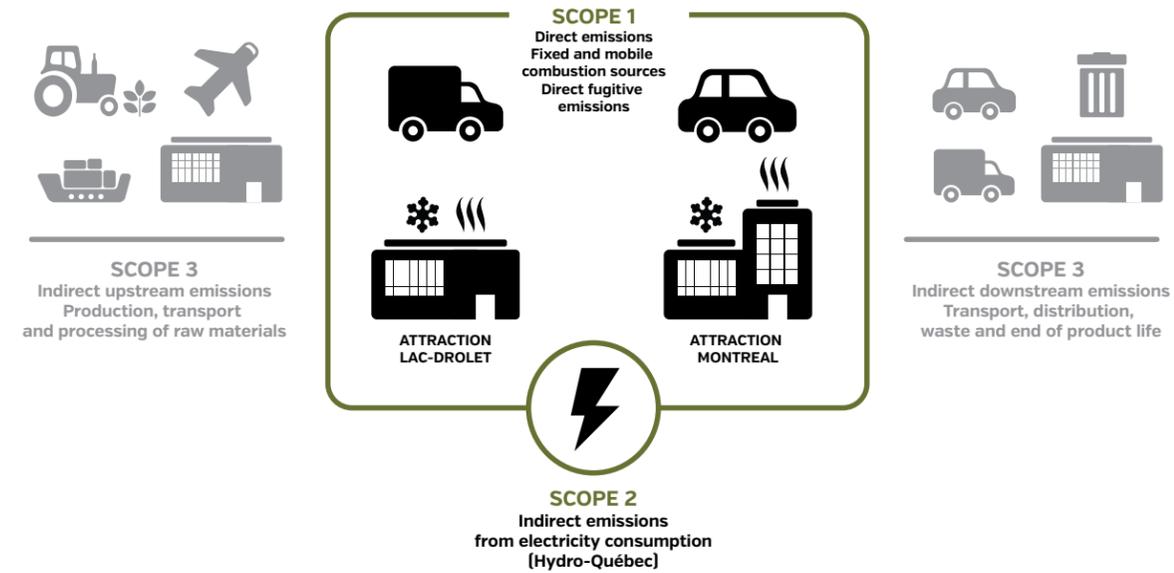


The increase in energy consumption is linked to sales growth, as well as the addition of summer air conditioning to improve team comfort.



## Jameo is Carbon Neutral

Since 2020, we have offset 100% of our scope 1 and 2 emissions through the organization Wren and the purchase of carbon credits. A comprehensive audit of our 2024 emissions was conducted with LCL Environnement. We obtained the Carbon Neutral - Business certification, confirming that our offsets meet their requirements: VCS or Gold Standard-certified ex-post carbon credits covering scope 1 and 2 emissions.



Jameo production team, Pakistan

## Culture

For us, sustainability also means taking care of our team, which is why we have signed the Conscious Culture agreement aimed at formalizing our commitment to prioritize the quality of life of our employees and partners above all.

Finally, thanks to the feedback from our team, we have been officially certified as a Great Place to Work® since 2022. We thank each member of our team for completing an anonymous survey regarding their work experience at Jameo.

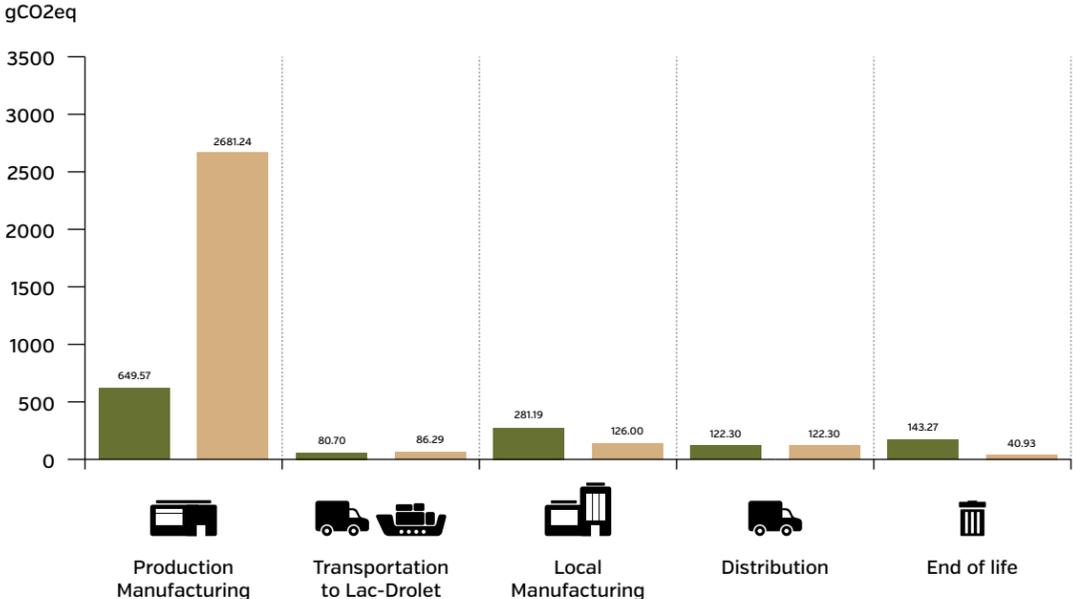


Jameo team, Sherbrooke

# Comparison of GHGs from Local Production (Ethica) versus Overseas Production (Initial)

The vast majority of the manufacturing steps for Ethica garments benefit from hydroelectricity, a renewable energy source that reduces the carbon footprint. In comparison, imported products have a higher GHG balance due to the use of fossil fuels such as charcoal or gas.

**Ethica - Total gCO2eq pour 1 unit = 1 277.03**  
**Initial - Total gCO2eq pour 1 unit = 3 056.76**



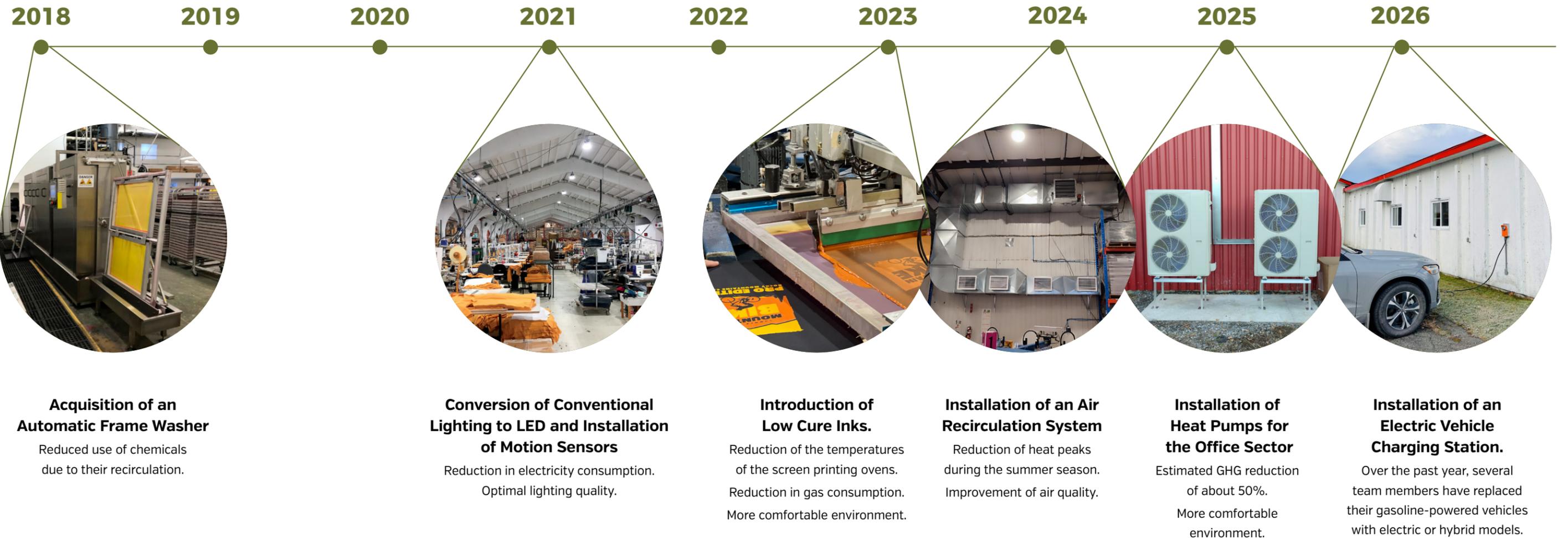
Source: University of Sherbrooke Project, Quebec [Summer 2022] - Audited by Addere Service Conseil [Fall]

*An Ethica garment made in Quebec using hydroelectricity generates 2.4 times less gCO2eq greenhouse gases than an imported garment.*



## Energy Improvements

We are committed to minimizing our energy consumption. Since 2018, we have implemented numerous initiatives to reduce our impact. These projects reflect our commitment to adopting sustainable practices and contributing to a more environmentally friendly future.



## 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.



## Digital Printing

In 2024, we added digital printing to our decoration offering. The digital printing method reduces preparation and cleaning steps, thereby limiting the consumption of supplies and chemicals. Additionally, it uses water-based eco-friendly inks dried in an electric oven, resulting in a significant reduction in our carbon footprint per unit produced.



*This technique uses water-based eco-friendly inks that are dried in an electric oven, resulting in minimal emissions per unit produced.*

## Reuse of Textile Scraps

Despite numerous efforts and investments to limit losses related to garment cutting at the source, such as the purchase of an automated placement software and an automatic cutter, an unavoidable loss of about 18% of fabric was previously directed to landfills. An agreement made with Mécanec Transformation Textile Inc. (MTT Inc.) now prevents the landfill disposal of most Ethica textile scraps. In 2025, 27 tons of textile waste were kept out of landfill, the equivalent of approximately five elephants!

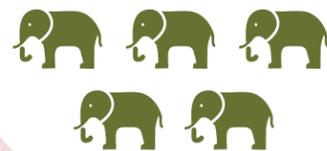
**1** The textile scraps collected in ATTRACTION factories are shipped to MTT Inc.



**2** The scraps are then shredded.



In 2025, 27 tons of textile waste were kept out of landfill, the equivalent of approximately five elephants!



**3** Until a fiber is obtained.



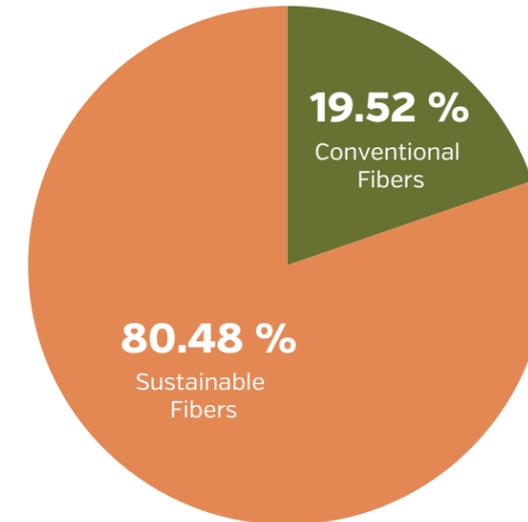
**4** The final non-woven product is used as soundproof underlayment.



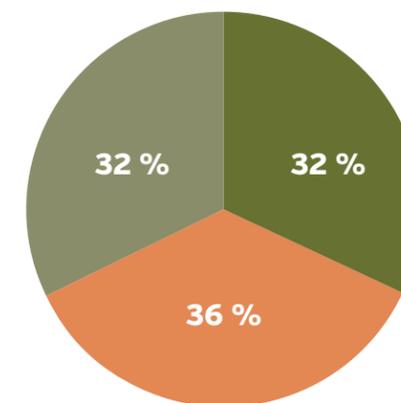
## Ethical Fibers

One of the most effective ways to reduce the fashion industry's impact on natural ecosystems is to improve the composition of clothing by choosing more ethical fibers. Here is the current overview for our Ethica and Initial brands:

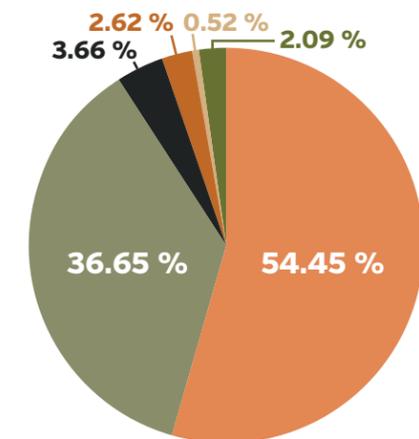
**Distribution of Fiber Types Used for the Initial and Ethica Brands**



**Distribution of Fiber Types Used for the Initial Brand**



**Répartition des types de fibres utilisés pour la marque Ethica**



- Conventional Fibers
- Organic Cotton
- Other Sustainable Fibers [The product contains recycled polyester, recycled cotton, etc.]

- Recycled Polyester / Organic Cotton Blend
- 100% Organic Cotton
- 100% Recycled Cotton
- Recycled Polyester
- Recycled Polyester / Recycled Cotton Blend
- Conventional Fibers

## Other Initiatives to Reduce the Environmental Impact of Our Brands and Products



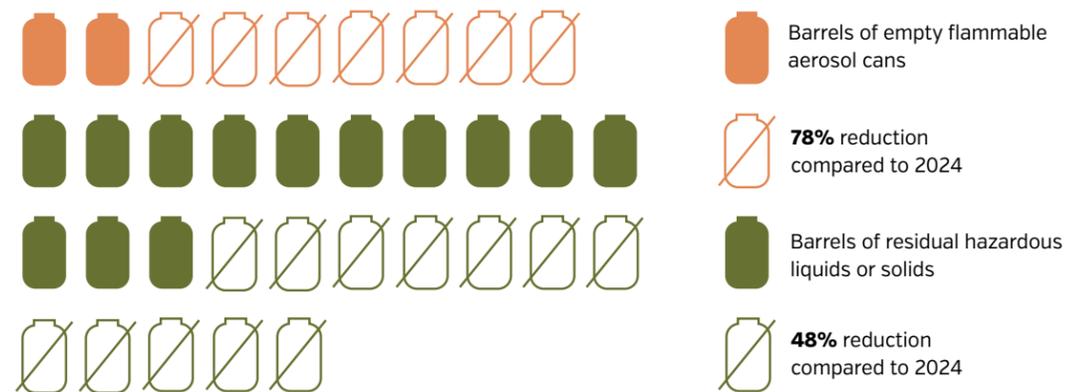
80% or More of Styles/Colors are Carried Over from Season to Season. We prioritize versatility and durability, thoughtfully integrating trends into our assortment through colors and logos, thereby minimizing the impact on the obsolescence of our products.

Our care labels educate our customers on the importance of washing by hand or in cold water and air drying. These practices significantly reduce the energy and water consumption required for garment maintenance while minimizing the harmful pollution caused by microfibers.

98% of the Initial goods are transported by ship, a mode of transport that generates fewer greenhouse gas (GHG) emissions than air transport, for example.

## Management of Hazardous Materials

Our residual hazardous liquids or solids are sent to FEC Technologie for treatment, recycling, or redistribution to final disposal centers. In 2025, we recycled 2 barrels of empty flammable aerosol cans, compared to 9 barrels in 2024, representing a 78% reduction. We also collected 13 barrels of residual hazardous liquids or solids from our cleaning equipment, compared to 25 barrels in 2024, representing a 48% reduction.



## Management of Non-Conforming Units, Customer Returns and Textile Scraps

We invest significant efforts to minimize waste associated with non-conforming units, customer returns, and textile scraps in order to reduce fabric and material waste.

### Initial and Jameo Brands

We work closely with our overseas suppliers to improve quality control processes in order to reduce non-conforming units at the source, allow for repairs and avoid generating GHG emissions associated with transporting non-conforming goods.

### Ethica Brand

We have established indicators that allow us to track non-conforming units on a daily basis. These indicators enable us to address the root causes and implement actions to reduce them.

### Decoration Sector

We have implemented indicators and weekly meetings. These indicators allow us to address the root causes and put actions in place to reduce them.

### Annual Average of Non-Conforming Units by Decoration Department

Department	Non-Conforming Units in %
Screen Printing	2024 : 0.41 % 2025 : 0.27 %
Embroidery	2024 : 0.37 % 2025 : 0.43 %
Digital Printing	2024 : 2.93 % (nouvelle technologie en implantation) 2025 : 1.16 %
Ethica Sewing	2025 : 0.44 %

Data taken from KPI 2025 [Dec. 1, 2024 to Dec. 1, 2025]

### Reuse, Resale, and Donation

99% of our customer returns and production errors are perfectly usable despite their esthetic defects. We are able to extend the life of these products by selling them through resale partners, donating them to those in need, or using them for testing in our decoration departments. [clothing is indeed needed for various tests before launching production]

## 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 government.



## 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.



Recycled cotton



30 100114U Windbreaker hooded jacket



100015U Toque



100050U Quilted mittens



1000200 Tote bag with pocket



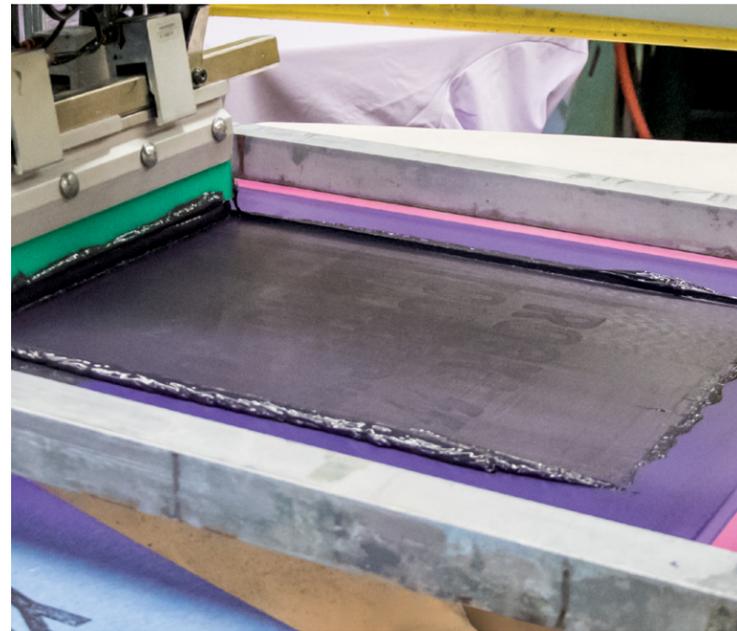
100113U Large tote bag



1001290 Small tote bag

## 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.



## Packaging

Since 2019, we have reused tens of thousands of boxes from our suppliers. This represents an average annual recovery rate of 25%. We have set an ambitious goal of reaching a 50% box recovery rate by the end of 2028. Our locally manufactured boxes are made from 100% recycled or 100% recyclable cardboard. Since 2021, we have been using recycled or biodegradable bags to ship online orders and samples.

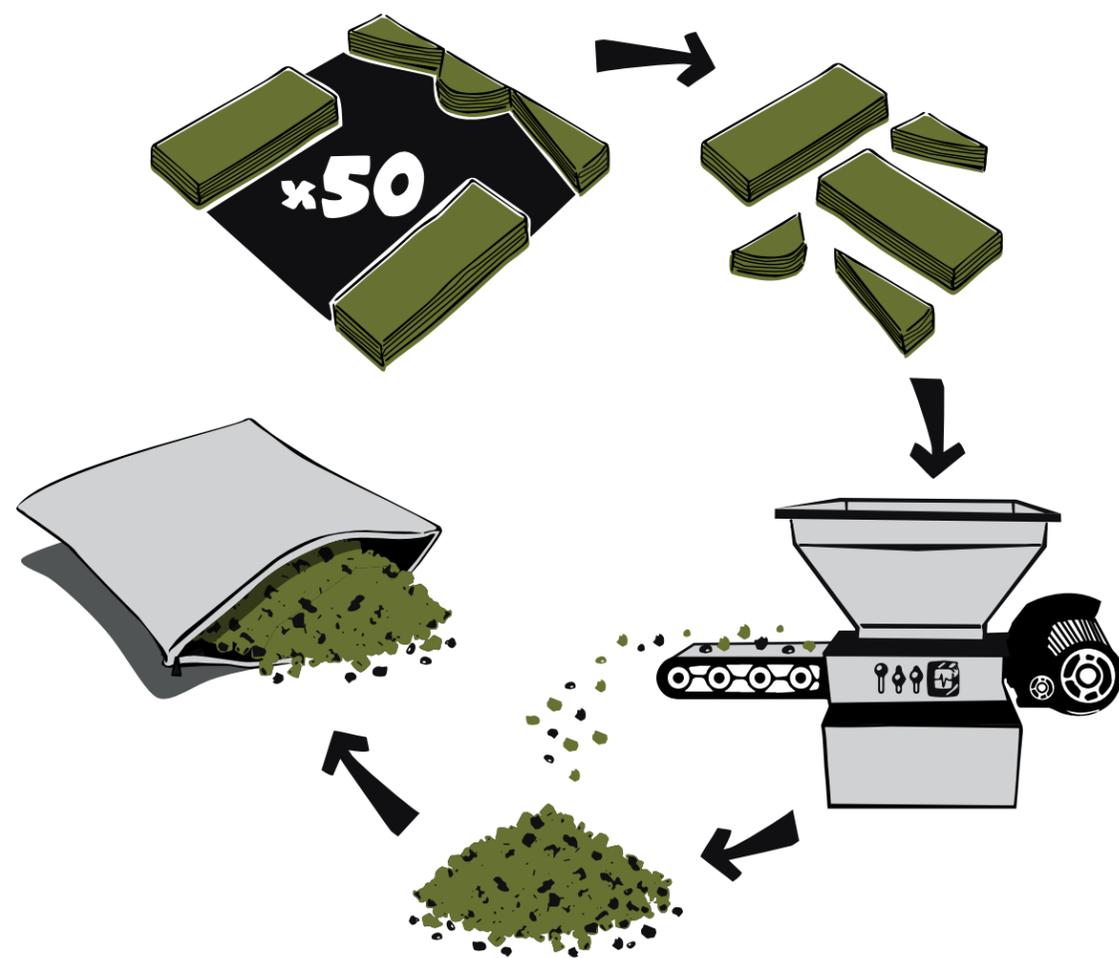
## Initial Apparel and Accessories

Since 2025, we have integrated hangtags on Initial garments to highlight our environmental initiatives and raise awareness among our customers. Our accessories are also presented with recyclable cardboard hooks, thereby reducing the use of plastic in our packaging.



## 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](http://boutiqueethica.com)



## 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](http://boutiqueethica.com)



## 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.

## Corporate garden and nature

We have developed a corporate garden and flower gardens to enhance our outdoor spaces, encourage our team to take breaks outside, and promote healthy eating habits. Over the past few years, we have, among other initiatives, planted hop plants, participated in the “No Mow May” movement in support of pollination, and planted 40 mature trees behind our Lac-Drolet sewing factory.

## Éco Entreprises Québec

We report our packaging to Éco Entreprises Québec. This Quebec selective collection system is based on the principle of Extended Producer Responsibility (EPR) and aims to ensure selective collection services across Quebec, while increasing recycling rates and improving residual materials management



ATTRACTION garden, Lac-Drolet

## Paperless Factory

Our ERP allows us to significantly reduce our paper usage by adding electronic tablets to replace paper files in our factories.

## Printreleaf

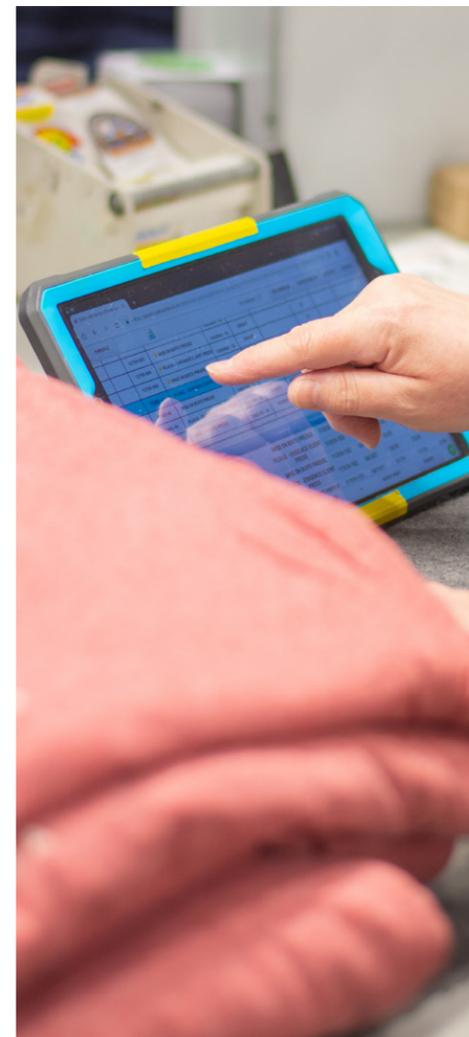
Since 2020, the paper used for our catalogs has been offset by reforestation, representing over 271 trees planted to this date. Various studies on the subject show that a newly planted tree stores between 10 and 50 kg of CO<sup>2</sup> per year, with the average for most trees being around 20 to 35 kg of CO<sup>2</sup> per year. However, not all trees have the same CO<sup>2</sup> storage capacity; several factors such as species, age, size, climate, and soil come into play.

Source : <https://www.hellocarbo.com/blog/calculer/arbre-co2>

## Artificial Intelligence

Some lifestyle photos in this catalogue have been created using artificial intelligence. All product-on-mannequin photos are real. In all cases, the style, fabric, and fit have been verified by our team to ensure an accurate representation of the actual garments.

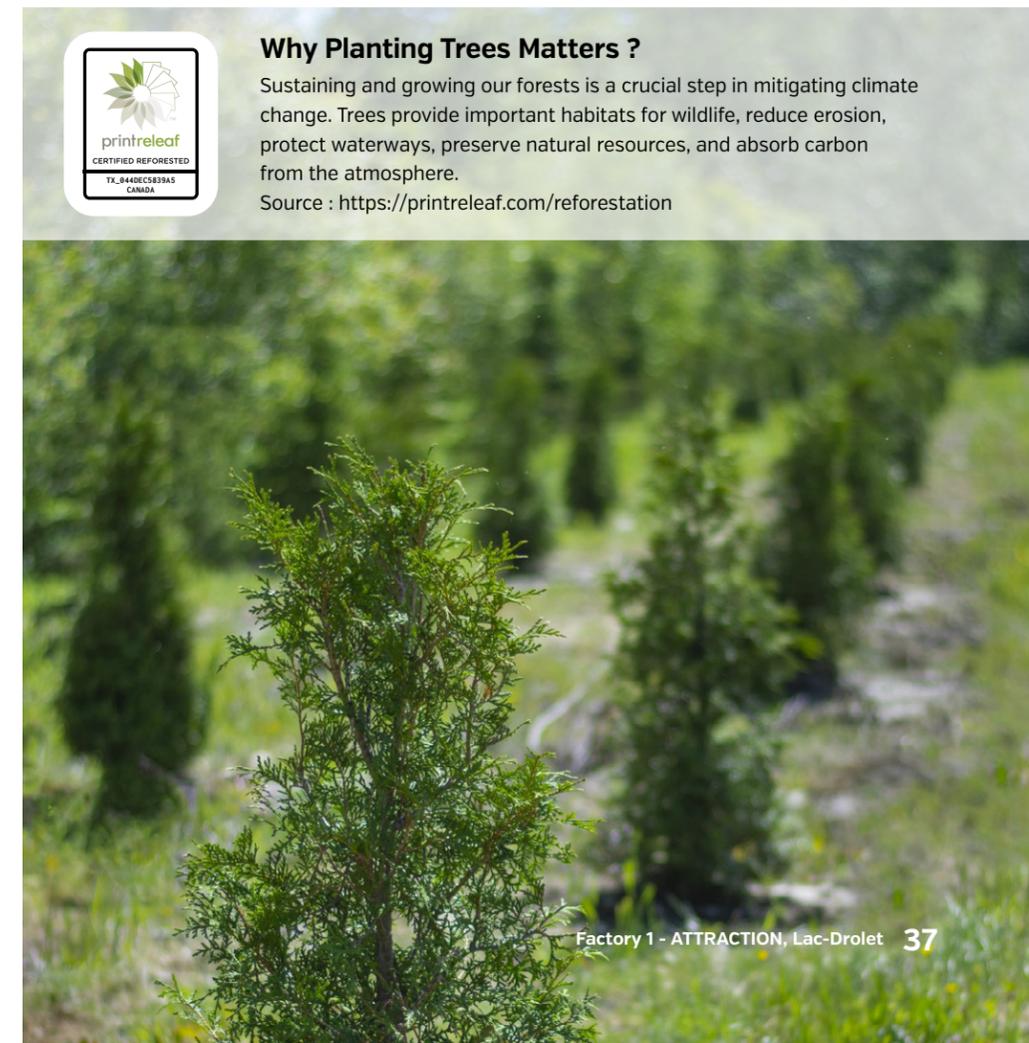
We recognize that artificial intelligence relies on energy-intensive digital infrastructure. At ATTRACTION, we use it selectively as an operational efficiency tool, not as a substitute for human work. Its use is guided and validated by our internal teams and integrated into our ongoing efforts to reduce our overall impact. AI is not an environmental solution; it is a technology we choose to employ with restraint and transparency.



### Why Planting Trees Matters ?

Sustaining and growing our forests is a crucial step in mitigating climate change. Trees provide important habitats for wildlife, reduce erosion, protect waterways, preserve natural resources, and absorb carbon from the atmosphere.

Source : <https://printreleaf.com/reforestation>

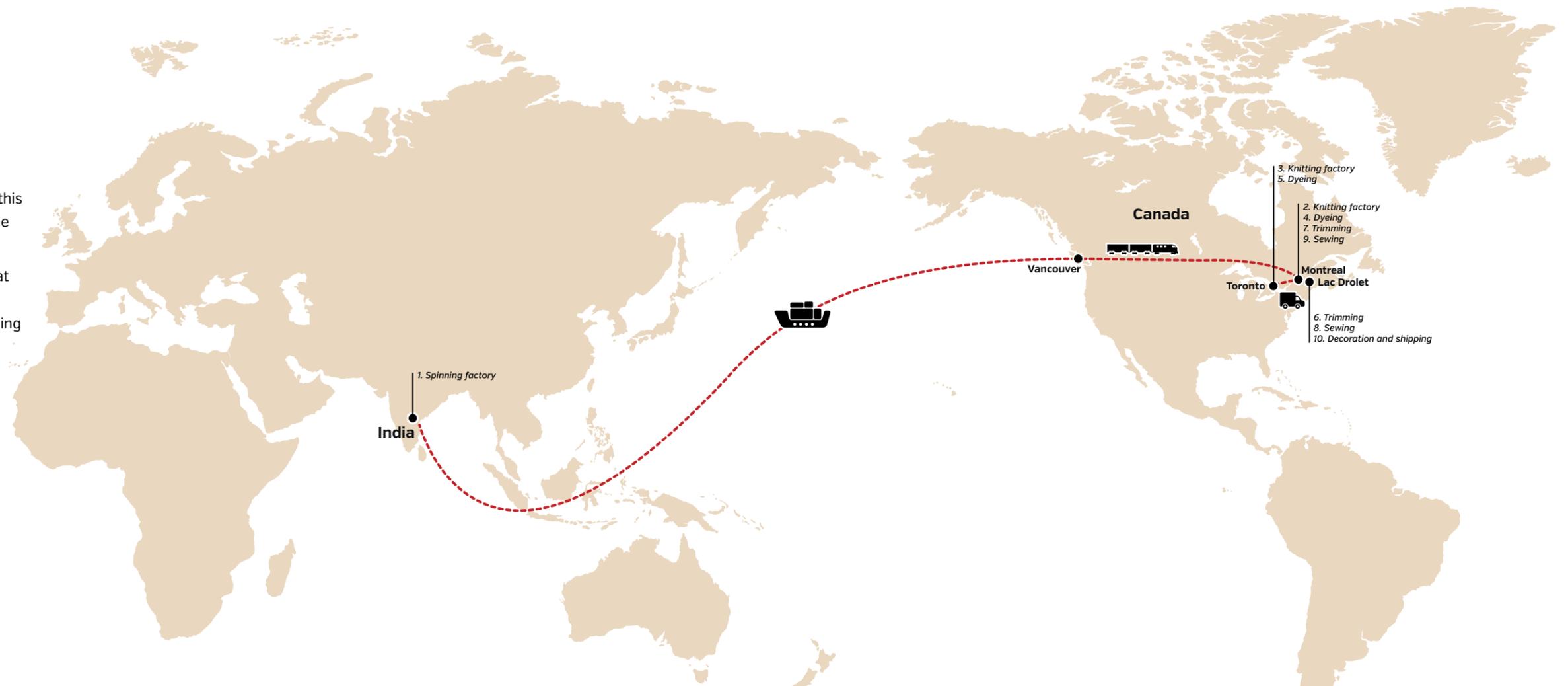




## From field to clothing

It's a long journey from the cotton field to the final product, and at every stage of this complex supply chain, we aim to ensure the highest level of responsibility.

Based on our calculations, we estimate that Ethica cotton travels less than 10,000 km from the cotton fields in India, to our spinning mills in Montreal or Toronto, and finally to Lac-Drolet, the Canadian city from where end products leave.



**INDIA (1)**

**Spinning factory**

Certificate  
100% organic cotton yarn

Recycled polyester yarn

**QUEBEC (2)**

**Knitting factory**

Partner since 2016

Number of employees 37

**TORONTO (3)**

**Knitting factory**

Partner since 2019

Number of employees 50

**QUEBEC (4)**

**Dyeing**

Certified low impact reactive dyes

Partner since 2017

Number of employees 50

**TORONTO (5)**

**Dyeing**

Certified low impact reactive dyes

Partner since 2019

Number of employees 75

**QUEBEC (6-8-10)**

**Trimming/Sewing  
Decoration  
Shipping**

Certificates

Since 1980

Number of employees 68

**QUEBEC (2-4-7-9)**

**Trimming  
Sewing**

Certificates

Since 2021

Number of employees 36



## 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 sought and visited by headquarters staff or external business partners.

We use rigorous audits and evaluation tools to select and monitor suppliers, paying particular attention to health, safety and environmental policies and practices, and to compliance with the code of conduct.



DINA CHINA
<b>Jersey, fleece &amp; polar fleece</b>
Certificates
Partner since 2019
Number of employees 250

HENRY CHINA
<b>Polar fleece</b>
Certificates
Partner since 2019
Number of employees 92

FLORA CHINA
<b>Accessories</b>
Certificates
Partner since 2018
Number of employees 95

TONY CHINA
<b>Polar fleece</b>
Certificates
Partner since 2025
Number of employees 150

SHERWIN CHINA
<b>Polar fleece</b>
Certificates
Partner since 2024
Number of employees 220

JOAKIM BANGLADESH
<b>Jersey</b>
Certificates
Partner since 2024
Number of employees 1590

KASHIF PAKISTAN
<b>Fleece and nantucket</b>
Certificates
Partner since 2024
Number of employees 234

FARHAN PAKISTAN
<b>Jersey, fleece &amp; polar fleece</b>
Certificates
Third-party social compliance evaluation [no formal certification]
Number of employees 40

# The Team and Diversity

## Employee Diversity

The growth of ATTRACTION 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 as well as its communities. Our Montreal workshop has 62 team members from a wide range of nationalities, including Brazil, China, Congo, Vietnam, Madagascar, Cambodia, Lebanon, Syria, Armenia, El Salvador, Thailand, Honduras, India and Afghanistan.

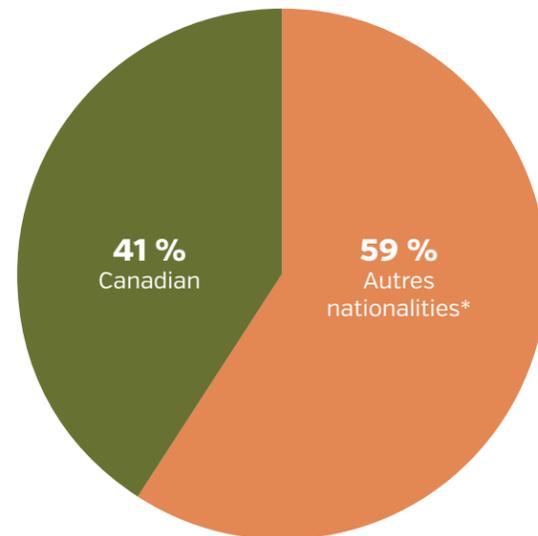
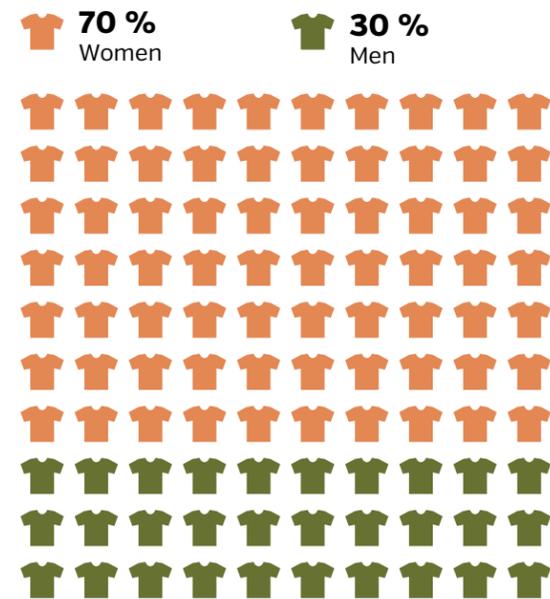
In addition, our Lac-Drolet workshops now include 29 team members from Colombia, Guatemala, and Madagascar, increasing the proportion of employees from diverse backgrounds across our entire workforce from 1% to 65% since 2021.

“The opening of the Montreal workshop and the welcoming of foreign workers have been key elements in ensuring the growth of ATTRACTION in a context of labor shortage. The success of these two initiatives is the result of a lot of hard work, and we are emerging victorious today! Newcomers bring experience, a positive attitude, and diverse cultures with them. We are also very proud of the welcome and connections that are formed within the team.”

Sébastien Jacques, President & VP Souvenir Sales

## ATTRACTION, an inclusive company!

Did you know that ATTRACTION is 45% woman-owned? Furthermore, the majority of team leader, supervisor, and coordinator positions are filled by women!



\*16 different nationalities (January 2025)



## Our Community

We are committed to doing a little more each day to create a pleasant environment and foster a desire to excel, thereby encouraging the development of lasting positive relationships. We want to see our community grow by providing quality jobs and investing to make our living environment attractive for our fellow citizens, families, children, and those discovering our beautiful region.

This is why we actively participate in various efforts aimed at maintaining a positive overall quality of life for residents and newcomers alike. Beyond our team, our clients, our community, and our region, we remain true to our values with our international partners. We support the same ethical approach for all.

### Supporting Our Community

Each year, we support various causes aligned with our values:

- The **Défi-Drolet**, the **Christian Vachon Foundation**, and **Courez en couleur**, which promote physical activity.
- **La Maison La Cinquième Saison** (supporting individuals at the end of life).
- The **Fashion Revolution** movement for better practices and working conditions in the clothing industry.
- **1% for the Planet** for all purchases made on our online stores:  
[www.boutiqueethica.com](http://www.boutiqueethica.com) et [www.boutiqueinitial.com](http://www.boutiqueinitial.com)
- **Place aux jeunes du Granit**, which helps young people with their settlement projects in the region.
- Various projects for children at **Sacré-Cœur Elementary School** (Lac-Mégantic), **Montignac High School** (Lac-Mégantic), and **SAE** summer camps (Lac-Mégantic).
- **The Festival Colline**, **Festif de Baie St-Paul**, the **Festival Sandy Bay** and **Chapelle du rang 1** which aim to celebrate culture and music while strengthening community ties and adopting eco-responsible practices.



Défi Mont-Gym, Lac-Drolet



Fashion Revolution Day ATTRACTION Montreal 45



# 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



## 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.



## NET-ZERO Challenge

The Net-Zero Challenge encourages companies to develop and implement credible and effective plans to transform their facilities and operations in order to achieve net-zero emissions by 2050.



## 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](http://www.attraction.com)  
[customerservice@attraction.com](mailto:customerservice@attraction.com)

References :

Link p.12 et 13 :

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

Link p. 14 :

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

Link p. 44 :

<https://onepercentfortheplanet.org/>

Links for certifications p.46 et 47 :

<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)

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<https://www.canada.ca/en/services/environment/weather/climatechange/climate-plan/net-zero-emissions-2050/challenge/about.html>





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