

# MOON

EST. 1837

## Our Approach to Sustainability

### Our mission & purpose — Values

MOON was first established in 1837. Our inception was the humble beginnings of a tenacious Guiseley-based clothier, Abraham Moon, who supplied wool to local weavers to be woven, before transporting the finished cloth to a fledgling Leeds textile market to be sold. Today, MOON has carved its own path supplying some of the largest fashion houses and interior designers worldwide.

*'Heritage reimaged for a sustainable future'*

We are incredibly proud of our heritage, including our commitment to consistently re-invest profit into new and innovative technology. Continuous Improvement has been a cornerstone to our business since the early 1900s, and it is an ethos we are passionate to preserve, driving forth sustainable longevity for our future.



#### Quality

Quality is at the core of everything we do. Every interaction with both product and people is an opportunity to add value.



#### Customer Focus

Understanding and supporting our customers is of great importance to us to build and maintain trusting relationships.



#### Teamwork

We have a collective responsibility to support each other as individuals and overcome challenges together.



#### Continuous Improvement

Innovation, improvement and forward thinking is our passion and keeps us ahead of the competition in delivery of product and service.



#### Integrity

Our values are upheld by honesty, inclusivity and respect.

### Proudly made in England under one roof

Our Leeds-based historic woollen mill is a vertical operation, meaning that the layout of departments ensures an efficient movement of material through the mill.

We are able manage every process of fabric production in this one site alone, from the raw wool, to the production of yarn, to weaving the fabric, to finishing the final product.



QUALITY BRITISH CLOTH

# Strategy

Although our heritage forms a significant part of our narrative, we recognise the impacts that our historic mill could pose if not carefully managed.

In response, we have assembled a team dedicated to brainstorming and executing a comprehensive approach, with critical efforts including:



- 2024 will see the beginning of our Carbon Roadmap journey, with a three-part plan in scope to develop a clear strategic framework to measure and better manage our environmental footprint. This will be a key pillar to our strategy moving forward as a vertical mill.



- Establishment of benchmarks in line with our four key pillars, against which all of our reporting will be maintained.



TECHNICAL PRODUCT MANAGER, KATY FISHER

**Technical Product Manager** Katy Fisher was onboarded in July 2023 to develop and drive the company's Strategic Sustainability Plan forward, as part of our ongoing strategy.

# Champions



SUSTAINABILITY STEERING GROUP

We have appointed six sustainability champions who will work alongside our Technical Product Manager to provide critical planning insight into our strategic roadmap. This will be reviewed for implementation through our wider management structure (detailed further under "Sustainability Structure").

Providing opportunity for suggestions and ideas to come from our employees is vital to our goals by ensuring that our wider strategy can be tailored to our specific needs. Each champion represents a different part of our mill, ensuring a diversity of suggestions in order to include each and every aspect of our processes.

The appointment of our champions was based on a volunteering system, ensuring passion and commitment to the purpose of our Sustainability Steering Group as a whole in order to achieve our intended goals.

# Sustainability Structure

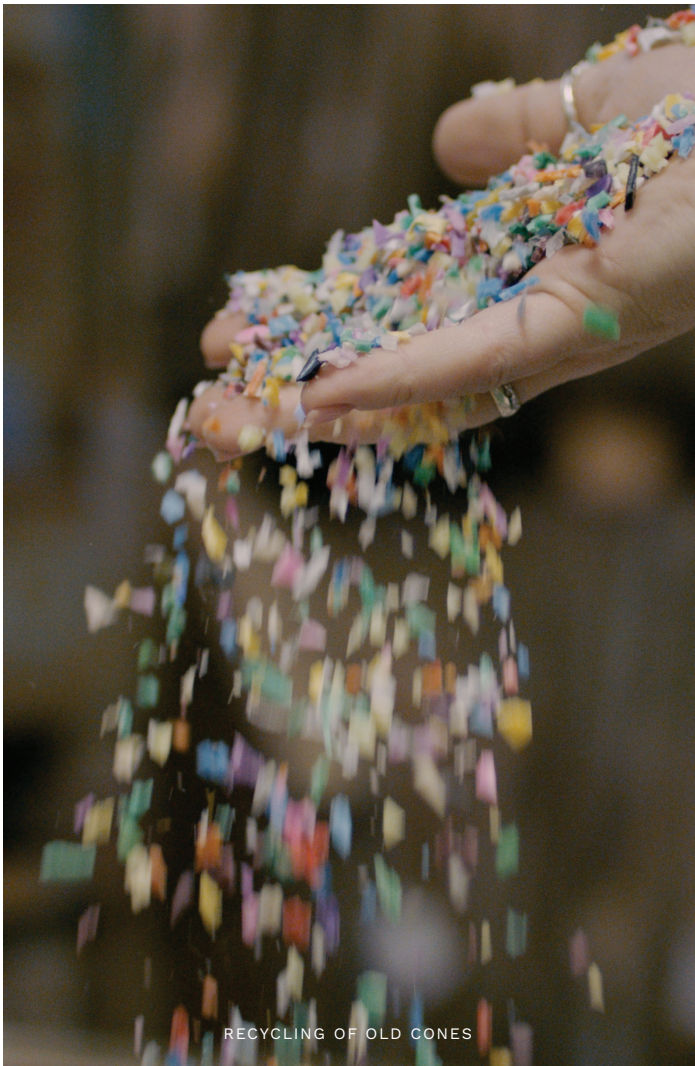
Our steering structure for our wider sustainability plan is intended as an open feedback system, which builds upwards from our champions.

Suggestions and insight are fed through our Senior Management Team up to Board level, where they will be further discussed, reviewed, and planned for implementation.

As well as our champions, we host a monthly employee forum, CONNECT, which encourages employee participation. Sustainability through our people is a key message through this forum, with ideas and suggestions welcomed either as anonymous submissions, or through dedicated representatives who make up our CONNECT committee.



OUR STRUCTURE ENSURES TRANSPARENCY BETWEEN LEVELS WHICH FEEDS BACK TO PERSONNEL THROUGHOUT THE COMPANY.



RECYCLING OF OLD GONES

## Our Approach



### Product

- Creating cloth from responsibly sourced materials.
- Working with suppliers who share our vision.
- Certifications and traceability.



### Process

- Challenge how we make our cloth.
- Gathering data to set baseline targets for our carbon footprint and efficiencies.
- Waste management/circularity.



### People

- Education to engage with projects and initiatives.
- As a company we are committed to caring for our people.



### Community

- Exploring connections with local charities and schools.
- Promoting MOON to enhance our reputation in the community.

## Why Wool? \_\_\_\_\_

Wool is our passion, one that we have been working with for over 185 years. As such, we make every effort to ensure that our raw wool is sourced only from reputable sources. It is one of the oldest materials used by humankind for textiles. It is an incredibly eco-friendly fibre with impressive inherent properties, making it versatile in fabrics and superior to synthetic alternatives. Such inherent properties are:

- **100% Renewable and Biodegradable.** Wool is a completely natural material—grown on sheep on a simple blend of grass, water, and sunlight—which can be composted and reabsorbed back into the soil.
- **Naturally Insulating** due to a unique structure that promotes cooling if it gets too hot and retains warmth if it is too cold.
- **Odour Resistant.**
- **Easy to Care for**, as dirt can often be easily wiped away from its outer layer.
- **Naturally Fire-Resistant** due to a high Nitrogen content, making it suitable for commercial spaces.



## British Wool \_\_\_\_\_

We recently partnered with British Wool (alongside the Campaign for Wool coalition) to create our newest interior accessories range, and our AW25 collection.

Through British Wool, we are able to trace all acquired wool to any one of the 35,000 farms. This has allowed us to create a socially responsible and ethical product that is 100% British-made from fibre to finish.

Our British Wool Collection by Bronte by Moon received a Design Guild Mark in May of 2024. This award is a testimony to the innovative and sustainable thinking which our design team worked hard to achieve.



Scan this QR code to find further information about our British Wool Collection.

## 5 Freedoms \_\_\_\_\_

The Five Freedoms have been in place since the late-1900s. They consist of five principles committed to ensuring that all animals, including livestock, are given a quality of life which prioritises their welfare.

We ensure the wool that we resource comes from reputable sources who uphold the integrity of their wool by adhering to these principles.

These Five Freedoms are as follows:

- Freedom from thirst, hunger, and malnutrition.
- Freedom from discomfort and exposure.
- Freedom from pain, injury, and disease.
- Freedom from fear and distress.
- Freedom to express normal behavior.

# The hidden part of sustainability

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At the heart of any sustainability strategy are the people that make the foundations. At MOON, we have crafted a holistic approach which prioritises the well-being and empowerment of each of our employees. Below are a number of our key initiatives, and the steps that we have recently made to uphold our commitments to our people:



**Leadership Commitment:** With a People Director on our board, we are able to prioritise our “people first” approach.

**Mental Health & Well-Being Support:** We are a Mindful Employer and have trained mental health first aiders, a 24/7 Employee Assistance Programme, and initiatives which promote both physical and mental wellness across our staff.

**Fair Compensation:** We uphold the Real Living Wage and conduct regular benchmarking to ensure we are fairly compensating our people.

**Stakeholder Engagement:** We actively engage with employees through a number of channels including our open forum, CONNECT, as well as maintaining relationships with customers, communities, schools and charities.

**Industry Advocacy:** By collaborating with organisations such as UKFT, Textile Centre of Excellence, and other industry peers, we are able to advocate for human rights, equality and employee well-being on a broader scale.

**Dignity at Work:** A dedicated training programme to promote a positive environment which focuses on inclusion and participation.

**Skill & Social Investment:** We are committed to nurturing future talent pipelines within our organisation, supporting youth engagement and education initiatives and driving positive change beyond our organization.

**Human Rights, Safety & Value:** We have prioritised safe working conditions, increasing parental benefits, and providing long-term service recognition, ensuring our employees feel valued, supported and rewarded.

**Digital Advocacy:** Leveraging our digital platforms, we raise awareness about social issues, share sustainability initiatives, and engage with our audience to promote a culture of sustainability.



# Certifications



## RWS (Responsible Wool Standard) since 2022

- Abraham Moon and Sons Ltd is certified to the Responsible Wool Standard, certified by Control Union (CB-CUC- 1309483).
- The Responsible Wool Standard (RWS) verifies wool animal fibre welfare and land management requirements and tracks it from farm to final product.



## Wool Integrity NZ™

- WINZ certified wool is fully traceable to farm via robust systems and record-keeping.
- Only wool from farmers who adhere to the PGG Wrightson Integrity Program qualify for the Wool Integrity NZ™ brand.
- 100% WINZ branded scoured wool products are eligible to carry the WINZ logo.



PURE NEW WOOL

## Woolmark accredited for 10+ years.

- Guarantees the quality of routine wool testing to ensure woolmark company's standards of performance are met. These cover performance, durability and quality.
- [www.woolmark.com](http://www.woolmark.com).



## British Wool

- British wool is a farming cooperative owned by approx. 35,000 sheep farmers within the UK.
- Wool acquired through British Wool has been hand-graded to ensure consistent quality and ensuring it meets stringent Welfare Standards.



## Better Cotton Initiative since 2020.

- Better Cotton Initiative (BCI), a global not-for-profit, is the world's largest cotton sustainability programme. BCI aims to transform cotton production worldwide, by addressing the negative impacts of cotton growing and processing.
- Any cotton we use is responsibly sourced.



## HIGG INDEX

- The Higg Facility Environmental Module (FEM) is a sustainability assessment tool of the Sustainable Apparel Coalition (SAC). The Higg Index is an apparel and footwear industry self-assessment standard to rate environmental and social sustainability throughout the supply chain.
- We are currently taking part in the FEM Environmental 2023



## ZDHC

- Zero Discharge of Hazardous Chemicals (ZDHC) Certification and Testing Programs.
- The ZDHC Supplier Platform helps Suppliers to manage chemicals, water and energy by providing validation, an overview of progress, and supporting continuous improvements.
- We have been annually collecting clearstream reports since 2022 on our wastewater.



## REACH

- REACH regulates the use of dangerous chemicals known as Substances of Very High Concern (SVHC).
- Moon is compliant with the regulations through annual testing of our products and the management of our supply chain.



## Mindful Employer since 2023.

- Mindful Employer is a national initiative supporting employers to take a positive approach towards mental health at work. By signing the Mindful Employer charter employers can make a public declaration of their ambition to support the mental wellbeing of their staff.



## Living Wage Employer since 2023.

- The Real Living Wage is the only UK wage that is based on the true cost of living, paid by voluntarily participating businesses.
- We have been an accredited Living Wage Employer since 2023.



QUALITY BRITISH CLOTH

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