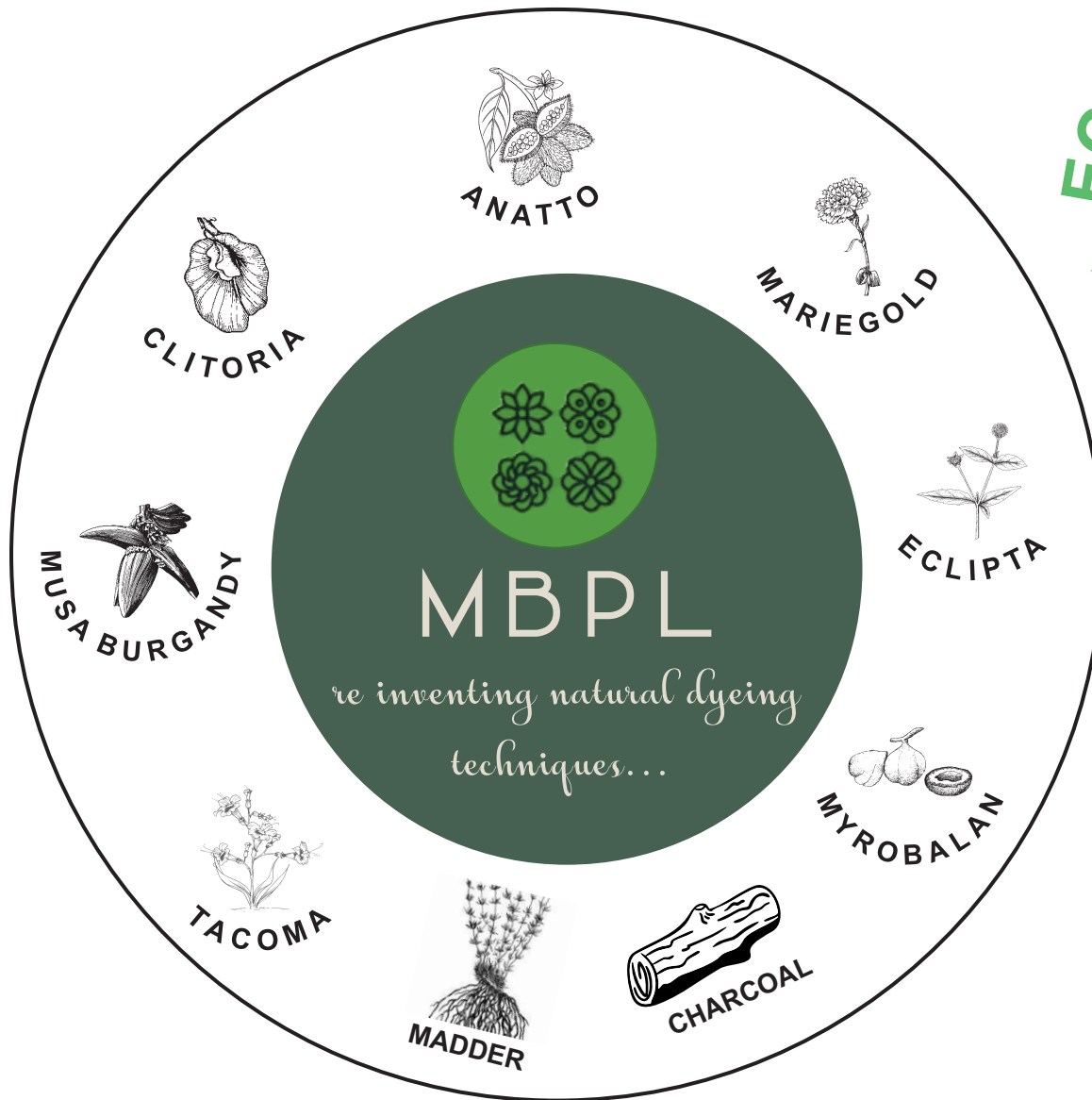




Ø ZDHC



Intertek
Green Certification
The Green Leaf Mark

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Criteria	Synthetic Dyes	GOTS Certified Synthetic Dyes	Traditional Natural Dyes	Natural Dyes by MBPL (dye NATA Technology)
Chemical Usage during Dyeing	100% usage of synthetic chemicals	Reduced usage of harmful chemicals, adheres to GOTS standards	Very Minimal synthetic chemicals used.	Possible to dye without use of synthetic chemicals.
Environmental Impact	Significant pollution & non-bio-degradable waste	Lower environmental impact, but still produces chemical waste	Minimal pollution, biodegradable waste	- Zero pollution - Compostable waste
Health Impacts	Potential skin irritations and allergies	Reduced health risks, GOTS certification ensures safety	Safe, minimal synthetic chemicals, suitable for sensitive skin	- Safe, no synthetic chemicals - Suitable for sensitive skin
Color Variety	Wide range of vibrant colors	Wide range of colors, with restrictions on harmful chemicals	Limited to colors derived from natural sources	- Enhanced color variety, - Colors can be mixed with one another & used
Color Fastness	Generally high	High, adheres to strict standards	Varies, often lower than synthetic dyes	Improved color fastness through modern technology
Light Fastness	Generally high	High	Typically, lower light fastness	Improved light fastness through dye NATA technology
Cost	Generally low	Higher due to certification costs	Higher, due to labor-intensive processes	Competitive, comparable to other Natural Dyes
Scalability	Easily scalable	Scalable with adherence to GOTS standards	Limited scalability due to resource and process constraints	- Highly scalable - Supported by Farmer Producer Companies
Production Efficiency	High	High	Lower efficiency, time-consuming processes	- High efficiency - Modern machinery with traditional wisdom
Compliance and Certification	Often lacks stringent compliance	GOTS certification ensures high standards	Traditional methods, may lack formal certification	Patent-worthy dye NATA technology ensures compliance
Waste Management	Complex, often harmful waste	Managed to reduce harm, but not entirely eco-friendly	Minimal waste, often used as compost	Waste converted to compostable manure
Circular Economy	Limited	Moderate, encourages better practices	High, promotes organic and sustainable farming	High, supports sustainable farming through FPC partnerships
Market Position	Widely used in mass production	Premium market segment	Niche market, eco-conscious consumers	- Competitive edge - Bridging eco-consciousness and affordability