



Continental Clothing Wins The Inaugural Climate Week Award



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For Immediate Release

Award for Continental Clothing Company's eco-apparel

New Climate Week award scheme celebrates eco-achievements that galvanise public action

Continental Clothing Company's EarthPositive Apparel was named Best Initiative by a Small or Medium-Sized Business at the Climate Week Awards on Monday 21st March. Honoured for their inspiring initiative, the CCC joined the Secretary of State for Energy and Climate Change, other winners, finalists and eminent individuals at the launch of the inaugural Climate Week in London.

With 14 categories, the inaugural Climate Week Awards celebrate the very best of what Britain has to offer in combating climate change, including outstanding achievements by individuals, businesses and communities.

The awards were judged by an all-star panel including best-selling author Ian McEwan, Lord Nicholas Stern (author of the Stern Report), former Irish President Mary Robinson, eco-adventurer David de Rothschild, and Tim Smit, founder of the Eden project.

Chosen from a shortlist of 4, Continental Clothing, a supplier of blank cotton T-shirts and sweatshirts for fashion brands and corporate use, has established a blueprint for low carbon fashion. The maker of this year's official Climate Week T-shirt has spent two years developing its EarthPositive range which has a carbon footprint 90% lower than conventionally-produced clothing.

Continental analysed and improved every stage of its production process. The clothing uses organic cotton and is made using electricity generated solely from wind power. It is transported without using air freight, with 100% biodegradable and recycled packaging. Continental's factory in India treats waste water to ensure a low water footprint, and minimizes or recycles other waste.

Mariusz Stochaj, Head of Products, Continental Clothing, commented:

"We are very excited to receive the nomination. Our low-carbon EarthPositive t-shirts have been immensely popular, showing not only that it is possible to make clothes cleanly and responsibly, but also that there is a growing demand for low-carbon, sustainable products. The Climate Week is a great way to put into focus the pressing need for action to reduce the carbon emissions. Winning the inaugural Climate Week award would be a real cherry on the cake for us."

Andrew Cave, Head of Group Sustainability at Award-Sponsor RBS commented:

"RBS is pleased to celebrate the many examples of leadership and innovation in tackling climate change that are taking place in businesses across the UK. The transition to a low carbon economy brings both challenges and opportunities for all businesses, and the finalists for the Best Initiative by a Small or Medium-Sized Business exemplify how it is possible to grow a healthy business that makes a real contribution to tackling climate change."

Commenting on the winners, Climate Week CEO Kevin Steele said:

"I would like to offer my congratulations to The Continental Clothing Company, and to the other winners and finalists. This initiative is an important part of a larger vision which shows what a low-carbon Britain could look like.

This vision is created by the hard work, creativity and innovation of dedicated individuals, organisations and communities who are working to protect our planet and build a secure future."

Taking place this week, (21-27 March), Climate Week is the new national occasion backed by the Prime Minister and Sir Paul McCartney to inspire millions to combat climate change.

Climate Week's Headline Partner is Tesco and its four Supporting Partners are Aviva, EDF Energy, Kellogg's and RBS.

For further information about the Climate Week Awards, visit:

<http://www.climateweek.com/awards>

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About Continental Clothing

Continental Clothing Co. Ltd is a leading B2B supplier of retail quality clothing ready-to-print. The product range centres around fashionable T-shirts and hoodies, and caters for the 15-30 year olds, with an additional capsule range for babies and children.

Continental Clothing is renowned as a manufacturer of high quality ethical and sustainable products. In 2010 it supplied over 4 million garments in the UK. The Company leads the market across fashion labels and music and event merchandise. Continental Clothing was the first B2B partner company to participate in the Carbon Trust's product footprinting and labelling programme.

The Company's holistic approach to sustainability encompasses organic cotton farming, low water footprint supply chain, ethical labour practices, *green factory* manufacturing, responsible low-impact transportation, recycled and biodegradable packaging.

http://www.continentalclothing.com/page/about_earthpositive_apparel

http://www.continentalclothing.com/page/our_awards

About the Climate Week Awards

The Climate Week Awards celebrate the UK's most innovative, effective, and ambitious organisations, communities and individuals and their outstanding efforts to combat climate change.

The awards were judged by a star panel including Lord Nicholas Stern (author of the Stern Report), Mary Robinson (the former President of Ireland), best-selling author Ian McEwan, environmental campaigner Tony Juniper, eco adventurer David de Rothschild, Eden Project founder Tim Smit, Met Office Chief Scientist Julia Slingo, and Terry Tamminen, advisor on climate change to Arnold Schwarzenegger, Climate Week CEO Kevin Steele, Lucy Neville-Rolfe, Executive Director, Tesco, and Martin Lawrence, Managing Director, EDF Energy.

Climate Week Awards were given for the following categories:

Climate Week Hero – in association with Tesco

Most Inspirational Leader – in association with Tesco

Most Inspirational Young Person – in association with Tesco

Best Community Initiative – in association with Aviva

Best Educational Initiative – in association with EDF Energy

Best Local Initiative - in association with Kellogg's

Best Initiative by a Small or Medium-Sized Business – in association with RBS

Best Technological Breakthrough – in association with Tesco

Best New Product – in association with Tesco

Best Initiative by a Governmental or Statutory Body – in association with Tesco

Best Initiative by a Public or Uniformed Service – in association with Tesco

Best Campaign – in association with Tesco

Best Event - in association with Tesco

Best Artistic Response – in association with Tesco

Please see www.climateweek.com/awards for more information

About Climate Week

Climate Week is a new national occasion to inspire millions to combat climate change. Thousands of events highlighting practical solutions to climate change will be run by organisations ranging from the Met Office to Manchester United, the National Trust to the NHS, government departments to Girlguiding UK. It is backed by everyone from the Prime Minister to Paul McCartney.

Climate Week's headline partner is Tesco and its four supporting partners are Aviva, EDF Energy, Kellogg's and RBS.

For more information, please visit www.climateweek.com

The logo for Climate Week 2011 features a large, bold, black letter 'C' on the left. Inside the 'C' is a stylized blue and white globe. To the right of the 'C', the word 'Climate' is written in a bold, black, sans-serif font. Below 'Climate', the dates '21-27 March' and '2011' are written in a smaller, blue, sans-serif font. To the right of the dates, the word 'Week' is written in a very large, bold, black, sans-serif font, overlapping the bottom of the 'Climate' text.

Climate
21-27 March
2011 **Week**