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PRESS RELEASE

Jinta Sport response to article about Sherrin's use of Child Labour

Jinta Sport applaud the work of Ben Doherty and Fairfax Media for publishing such an important story, "Stitching up child workers" on Saturday 22 September, which discusses child labour being used to produce sports balls for Australian companies.

Since its inception Jinta Sport, as Australia's first and only certified Fair Trade producer of sports balls, has ensured all of its products are produced in fair conditions and use absolutely no child labour. While there are many non-fair trade companies who are producing ethical sports equipment, this latest evidence proves that you can't always take big companies for their word. Jinta Sport, who provide Fair Trade footballs, soccerballs, rugby balls and netballs, can promise its consumers that such heinous child labour practices are not being used in its production process.

Jinta Sport are directly dealing with the problems that underpin the prevalence of child labour by ensuring that there is transparency in its supply chains, offering fair trading terms for business partners, and addressing poverty in the community it works in by relying on credible third party auditing of its supply chain, rather than on questionable codes of conduct.

"It's outrageous that these practices continue to be uncovered in relation to some of Australia's most prominent businesses. Australia is a country that can afford better, and consumers should demand better than to find out that children are being forced to make their products for next to nothing. It's time people started asking themselves why their products are so cheap, because you can almost be sure that someone is being exploited somewhere along the production line," said Jinta Sport founder and CEO, Nick Savaidis.

"At Jinta, we pride ourselves on the fact that we can say, with full confidence, that our products are fairly produced, and people's lives are getting better, not worse, as a result of being a part of our production line."

For more information visit <http://www.jintasport.com.au/>. Contact Nick Savaidis on 03 9752 3082 or info@jintasport.com.au. The article in question can be found at <http://www.theage.com.au/national/stitching-up-child-workers-20120921-26c86.html>.



Backgrounder on Etiko and Jinta Sport

- Etiko was founded in 2005 and was the first non-food brand to gain fair trade certification (Australia/New Zealand/Pacific region).
- First eco-friendly/ethically produce range of footwear (Australia/New Zealand/Pacific region).
- Winner of more business sustainability and social justice awards than any other Australian company, big or small, between 2008-2009.
- Teamed up with worker owned co-operatives in Argentina.
- Helped fund the creation of more than 300 micro businesses in Pakistan.
- Jinta products are made with a fair trade certified manufacturer in Sialkot in Pakistan where they have been making sports balls since 1931.
- The brand name Jinta is a Warlpiri (Australian Aboriginal tribe based in the Northern Territory) word, which means 'one' and is generally used to mean 'winner.' The word is also used in the Warlpiri phrase 'Jinta-ku-marrarni,' which means coming together, such as playing a game.

ACCREDITATION:

- Etiko is fair trade certified (FLO Certification).
- Forest Stewardship Council Certification (FSC Certified).
- Halal Accreditation (Australian Federation of Islamic Councils)

AWARDS:

- 2009 Silver Award Australian Organic Expo Awards - Product Innovation.
- Winner 2009 Village Green's Greenleaf Awards - Social Responsibility.
- Finalist 2009 - Anthill 'Cool Company' Awards - Micro Business & Social Responsibility.
- Winner 2008 - Forest Stewardship Council Award (Small Chain of Custody Operator).
- Winner 2008 - Telstra Business Award (Social Responsibility - Victoria).
- Winner 2008 - Banksia Environmental Foundation (Business Sustainability Award).
- Winner 2008 - Victorian Premier's Sustainability Award (Small Business Award).
- Runner Up 2008 - United Nations Assoc of Aust World Environment Day Award - Triple Bottom Line Category.

CONTACT DETAILS:

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