

MA/ N/O



SUSTAINABILITY REVIEW 2020

**We root for all kids:
the explorers, the misfits, the
brave ones and the poets.**

**We believe in
adventures, field trips,
never-ending curiosity
and letting kids be kids.**



FAIR TO THE CORE

WE ROOT FOR ALL KIDS

“I have worked within the fashion scene for about two decades, and I know it well. I wanted to start something new, something with which I could make a difference. We launched Mainio’s first collection in February 2014, but the idea had been brewing in my mind for much longer. Meeting Outi Mäkinen, Mainio’s designer, was when the pieces came together. I felt like I had met someone who shares my vision and viewpoint.”

JOHANNA VAISSI, CEO, MAINIO CLOTHING OY

BEING MAINIO

Mainio was born in 2014 into a world where sustainable children's fashion brands were much scarcer than today. We are happy with the abundance of choice today!


The idea from the very first steps of Mainio was to choose only as sustainable materials as possible and to only work with partners who take responsibility for the wellbeing of their employees and our planet. That vision became Mainio's core. We will always stand for openness, transparency, and togetherness.

TREATING THE WORLD AND ITS BEINGS WITH COMPASSION AND KINDNESS.

When you buy Mainio, you don't need to worry about how it's made. We believe our products are only as fair as the conditions we give to their makers. It is our responsibility to make sure that our collections are fair and sustainable, and it is our top priority to know our partners well.

You are reading our first sustainability review.

On the following pages, we put together a lot of information about our supply chain and about how we work. We still have a lot of research to do, and next year, we hope to offer you an even more comprehensive report!

A young girl with long blonde hair, wearing a brown cap and a grey plaid dress, stands in the center of the frame. She is holding a large, brown, vintage-style suitcase. To her right, another child wearing a similar cap and plaid shirt is crouching on the ground, looking down. In the background, a light green vintage van is parked on a dirt path. The scene is set outdoors with trees and foliage in the background.

We root for all kids:
the explorers, the misfits,
the brave ones and the poets.

MAINIO COLLECTIONS

PRACTICAL AND COMFORTABLE

“The clothes have to be practical and comfortable, and the kids have to be able to put the clothes on without help. Everything I design is made to live with kids and support them in their adventures, so they need to be easy to move in and utterly comfortable.”

OUTI MÄKINEN, HEAD DESIGNER OF MAINIO

Mainio clothes are designed to be lived and loved in for years. We work with materials that are durable and good for the planet and its humans.

SUSTAINABLE SLOW FASHION

Longevity is sewn into the design of our clothes: we use double sizes and favour designs that look good and can be worn both oversize and fitted.

Mainio represents slow fashion: we design collections that can be loved for years and by different kids. We encourage you to mix and match fearlessly – combine clothes from different seasons just the way you like.

- Unisex designs – our clothes have no gender
- Not season-specific
- Double sizing - we favour designs that look good both oversize and fitted. This way the favourite outfits can be worn for a long time.



CURIOUS, UNIQUE, MISCHIEVOUS, WITTY

We believe all emotions are equally important and allowed to feel and show – sometimes we all are angry or annoyed, and that’s OK. This is why some of our print characters are angry, some are bored or worried. Some are pleased, happy, or jolly. Along with abstract, graphic prints, our angry animals have become a Mainio signature design - found relatable and touching by many.



Outi Mäkinen drawing our prints

“There also needs to be an element of fun. Different kids like different things, but everyone likes a bit of personality.”

“The most wonderful thing is to hear that kids love the clothes that I’ve designed. If I can design someone’s favourite outfit, I’m happy.”

OUTI MÄKINEN, HEAD DESIGNER OF MAINIO

A young girl with vibrant red hair is seen from behind, holding a large, weathered log high above her head with both hands. She is wearing a white t-shirt with a brown geometric pattern. The background is a soft-focus outdoor setting with green foliage and a clear blue sky. The text is centered over the girl's hair and upper back.

We believe in adventures,
field trips, never-ending curiosity
and letting kids be kids.

TAKE CARE

Favourite garments are (almost) forever – please, take good care of them. Following the care instructions carefully will extend the lifespan of the product.

The use phase causes a significant part of a garment's environmental impact. Therefore, we encourage you to pay attention to the right care. Here's what you can do to make your clothes last and keep their environmental footprint smaller.

WASH

Always handwash: All caps and summer hats and delicate wool items

Machine wash with a delicate cycle in 30 C / cold: All merino wool accessories

Machine wash in 40 C / warm: All the rest. Please check the detailed care instructions

- Wash your Mainios only when really needed.
- Please, follow the care label instructions carefully.
- Choose an environmentally friendly detergent
- Avoid softeners when washing garments that contain elastane
- Wash in low temperatures. It is more ecological, and the clothes' prints will shine brighter and longer.
- We don't recommend using tumble dry. Please, hang dry and shape while wet.
- Airing is often enough to keep merino wool items clean and fresh if there are no stains.
- Wash wool items using a detergent that is suitable for wool

REPAIR

When life happens, fix and customise your ripped and stained clothes. Live wild and keep the edges raw.

- Cover stains by adding patches or embroidery.
- Fix tears in knees and other tricky spots with patches.
- When your trousers and shirts have seen so many adventures that they can no longer be salvaged, cut them into shorts and t-shirts.

RE-USE AND RECYCLE

Our clothes are made to be played in for years. We encourage you to recycle your Mainios that you no longer use. If the clothes are still usable, please keep them in circulation.

FUTURE GOALS

COLLECTIONS

It is our goal to grow Mainio. In the future, we want to enlarge our collections by sourcing new, sustainable materials and adding completely new product groups.

RECYCLING

In 2021, we have already started collaborating with Ninyes Inc in Finland. We accept gently worn Mainios, and together with our partner Ninyes, we find them a new home. We will be reporting more about this in our next sustainability review.

ETHICAL PRODUCTION

OUR PARTNERS

We turned Mainio from ideas to real, tangible clothes together with Thai Exports factory. Thai Exports is located in Tirupur, India. We launched our first collection in February 2014, but our founders have known and worked with Thai Exports for two decades. We are proud to have grown a friendship with this family-owned factory over the years. Since then, we have expanded our world, and today we work with skilled professionals in India, Lithuania, Ukraine, Finland, and Estonia.

Every time we start a new partnership, it is our goal to grow and nurture it into an equal, long-time partnership with mutual trust and respect. We visit our suppliers regularly. During the COVID-19 pandemic, visiting the factories is not possible, but we maintain good and frequent communication with them.

CODE OF CONDUCT

We require all our suppliers to comply with the principles set out in our Mainio Code of Conduct. The code of conduct sets the minimum ethical and environmental requirements we have for our supply chain. When sourcing the materials for Mainio's production, it is the responsibility of our suppliers to choose only business partners who are also committed to following the principles set out in Mainio Code of Conduct.

HOW WE CHOOSE OUR PARTNERS

The factories specialize in different materials and their machinery and operations vary – the facilities of each factory define what they can produce for us.

We choose partners who are reliable, who have an excellent quality of workmanship and who's production minimums are not too big for Mainio. We choose partners with whom the communication is uncomplicated. All our partners must comply with the requirements set out in our code of conduct.

COMPLETE LIST OF OUR SUPPLIERS IN 2020

THAI EXPORTS, INDIA

2/232 Seventhampalayam Road, Tirupur 641608, India

UTENOS TRIKOTAZAS, LITHUANIA

J. Basanavicius street 122, Utena, Lithuania

HRT Textiles A/S, UKRAINE (Factory) / DENMARK (Office)

LS HRT TEXTILE, Nischinsky st. 35, 79014 L'viv, Ukraine (Factory address)

NEVERTEX OY, FINLAND

Neverbackantie 21B, 68380 Yli-Ullava, Finland

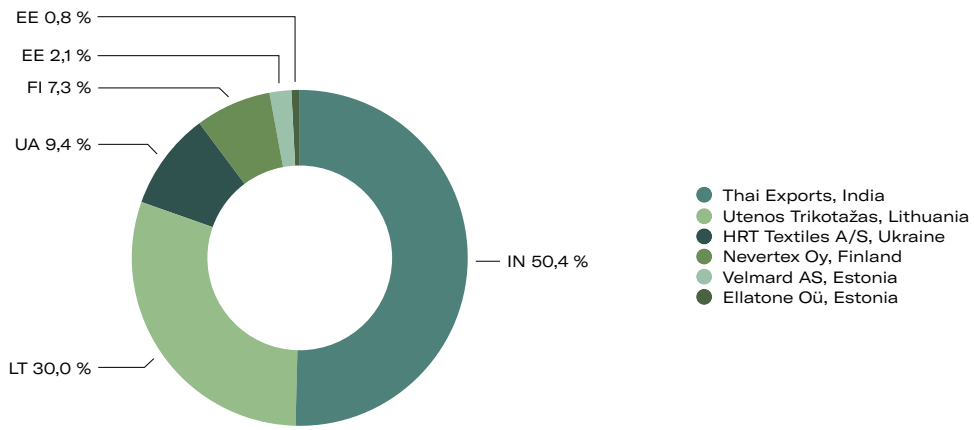
VELMARD AS, ESTONIA

Tondi 17b, 11301 Tallinn, Estonia

ELLATONE OÜ, ESTONIA

Türi 6, 11313 Tallinn, Estonia

Our Production by factories 2020 (%)



HRT Textiles A/S, Ukraine, January 2020



Our Supply Chain 2020

YEAR 2020

MAINIO'S DIRECT SUPPLIER:	50,4 % OF MAINIO'S PRODUCTION	30% OF MAINIO'S PRODUCTION	9,4 % OF MAINIO'S PRODUCTION	7,3 % OF MAINIO'S PRODUCTION	2,1 % OF MAINIO'S PRODUCTION	0,8 % OF MAINIO'S PRODUCTION
NAME AND ADDRESS	THAI EXPORTS 2/232 Seventhampalayam, Tirupur - 641608, India	UTENOS TRIKOTAZAS J.Basanavicius str.122, LT-28214 Utena, Lithuania	HRT TEXTILES A/S FACTORY: Nischinsky st. 35, 79014 Lviv, Ukraine OFFICE: Orinovej 2E, 7430 Ikast, Denmark	NEVERTEX OY Neverbackantie 21B, FI-68380 Yli-Ullava, Finland	VELMARD AS Tondi 17 b, 11316 Tallinn, Estonia	ELLATONE OÜ Türi tn 6, 11315 Tallinn, Estonia
YEAR ESTABLISHED	1993	1967	1935	1986	1995	1997
WORKERS	70	743	281	21	35	18
MALE/FEMALE	20 % female - 80 % male	83 % female - 17 % male	90 % female - 10 % male	93 % female - 7 % male	100 % female	100 % female
FULL TIME / PART TIME	90 % full time 10 % part time	99 % full time 1 % part time	98 % full time 2 % part time	95 % full time 5 % part time	100 % full time	100 % full time
REGULAR WORKING HOURS DAILY/WEEKLY	8h / 48 h	8h / 40 h	8h / 40 h	8h / 40 h	8h / 40 h	8h / 40 h
CERTIFICATES	GOTS, SA8000, ISO9000	GOTS, SA8000, Green Energy, Oeko Tex, Detox	GOTS, BSCI, Oeko Tex	N/A	N/A	N/A
THE YEAR WHEN OUR COLLABORATION STARTED	2014	2017	2019	2016	2018	2018
PERCENTAGE OF MAINIO PRODUCTION (%) OF THE SUPPLIER'S TOTAL CAPACITY 2020	15 %	0,005 %	0,70 %	2,70 %	2 %	1,60 %

PRODUCTION PROCESS	THAI EXPORTS	UTENOS TRIKOTAZAS	HRT TEXTILES A/S	NEVERTEX OY	VELMARD AS	ELLATONE OÜ
PATTERN MAKING, CUTTING, SEWING, FINISHING, PACKING	IN-HOUSE	IN-HOUSE	IN-HOUSE	IN-HOUSE	IN-HOUSE	IN-HOUSE
PRINTING	Rotary printing: AGPL ROTARY PRINTING No.221/2D, Ponnai Murgampalayam, Iduvam Palayam Post, Thottam, Tiruppur, Tamil Nadu, India Placement printing: in-house	IN-HOUSE	Zeynar Mensucat San. Ve Tic. A.Ş. Velimese OSB Mah. 220.sokak No: 10/1 Ergene Tekirdag, Turkey Placement printing: in-house	N/A	N/A	UTENOS TRIKOTAZAS J.Basanavicius str.122, LT-28214 Utena, Lithuania
DYEING	JEYAVISHNU CLOTHING PRIVATE LIMITED No.163/1B, Arulapuram, Tirupur-641605, Tamil Nadu, India	IN-HOUSE	EREN PERAKENDE SATIS VE MAGAZACILIK A.Ş. ATATURK MAH. ERTUGRUL GAZI SOK. Metropol Istanbul SIT. Istanbul, Turkey Belinski-Lods-Poland 95-060 Konstanynow ul. Mickiewicza, Poland	FILIVIVI Viale Trieste 62, 36075 Alte Ceccato, Montecchio Maggiore (Vicenza), Italy	N/A	UTENOS TRIKOTAZAS J.Basanavicius str.122, LT-28214 Utena, Lithuania
KNITTING	RAMYA FASHIONS 8/236, Rajeswari Ginning factory Compound, Dharapuram Road, Tirupur, Tamilnadu-641608, India.	IN-HOUSE	Ribanateks Tekstil Merkez mah. Nurettinbey sok. no:5 yenibosna bahcelievler Istanbul, Turkey SONTEX DK ApS Navervej 18 -7430 Ikast, Denmark	IN-HOUSE	N/A	UTENOS TRIKOTAZAS J.Basanavicius str.122, LT-28214 Utena, Lithuania
COTTON YARNS AND ORIGIN OF FIBRE	KPR MILLS PRIVATE LIMITED 1045, Avinashi Road Coimbatore - 641 018, India ORIGIN OF COTTON: Maharashtra, Gujarat, India	Weber & Heusser GmbH & Co.KG Lauterbachstr.19, 72459 Albstadt-Lautlingen, Germany Şahintürk Tekstil AŞ 2. org. San. Böl. 9.cd. No:8 Yeşilyurt Malatya, Turkey ORIGIN OF COTTON: Turkey and India	Silteks Tekstil ORGANIZE SAN.BÖLGESİ 9 CAD. NO.21/23, Turkey ORIGIN OF COTTON: Southeast Anatolia Region, Turkey	Gebruder Otto GmbH Baumwollfeinzwirnerei GmbH + Co. KG Königstraße 34, 89165 Dietenheim, Germany ORIGIN OF COTTON: Turkey		Weber & Heusser GmbH & Co.KG Lauterbachstr.19, 72459 Albstadt-Lautlingen, Germany Şahintürk Tekstil AŞ 2. org. San. Böl. 9.cd. No:8 Yeşilyurt Malatya, Turkey ORIGIN OF COTTON: Turkey and India
WOOL YARNS AND ORIGIN OF FIBRE	N/A	Suedwolle GmbH & Co. KG Wieseneckstraße 26, 90571 Schwaig , Metropolregion Nuernberg, Germany ORIGIN OF WOOL: Argentina	Suedwolle GmbH & Co. KG Wieseneckstraße 26, 90571 Schwaig , Metropolregion Nuernberg, Germany ORIGIN OF WOOL: South America	Filivivi Viale Trieste 62, 36075 Alte Ceccato, Montecchio Maggiore (Vicenza), Italy ORIGIN OF WOOL: South Africa and South America	N/A	N/A

ACCESSORIES, LABELS, PACKING	THAI EXPORTS	UTENOS TRIKOTAZAS	HRT TEXTILES A/S	NEVERTEX OY	VELMARD AS	ELLATONE OÜ
LABELS AND HANGTAGS	* Sharman Udyog Pvt Ltd, India	* Rudholm & Haak (HK) Ltd, China * UAB Printela, Lithuania	* Hisar, Turkey * Metprint, Turkey	* Sharman Udyog Pvt Ltd, India * Tuotenuha, Finland * Jospel OÜ, Estonia	* Sharman Udyog Pvt Ltd, India * Jospel OÜ, Estonia	* Sharman Udyog Pvt Ltd, India * Jospel OÜ, Estonia
ACCESSORIES such as sewing threads, zippers, buttons, elasticbands	* Shankar textiles, India * YKK India Pvt Ltd, India	* UAB Rudholmas, Lithuania * UAB Guminukas, Lithuania * UAB Butonia, Lithuania * Coats, UK * Ningbo Zhida Textile Co Ltd, China * Wilson Garment Accessories Ltd, China * Doklas, China	* Global Tags A/S, Denmark * Textile Trimmings, Denmark * YKK Danmark A/S, Denmark * Türüp Tekstil Sanayi Ve Ticaret A.Ş, Turkey * Dongguan Red Palm Garment Co., Ltd, China	* SNT Group, Finland		
PACKING MATERIALS	* Sri Vari plast, India * Kraft packaging, India * Shankar Textiles, India	* Valdo Kimanto ind. Jmonė, Lithuania * UAB DS Smith Paskaging, Lithuania * UAB Mega Euro Group-MEG, Lithuania	* CONNECT Aps, Denmark * LLC PCPF, Ukraine * PJSC, Ukraine			

Mohamed, Thai Exports, India, 2019



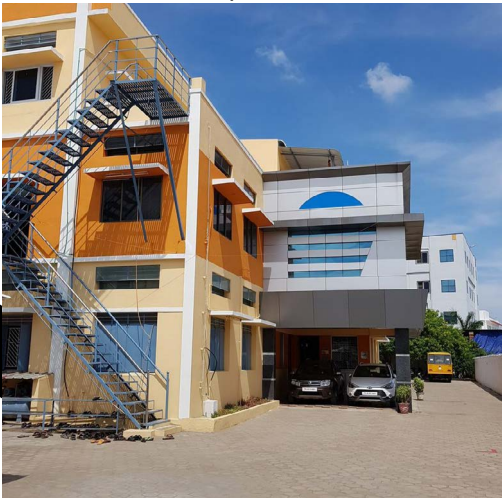
Vijayalakshmi, Thai Exports, India, 2019



Thai Exports, India, December 2020



Thai Exports, India



Rukmani, Thai Exports, India, 2019



SOCIAL CERTIFICATES

We require social certificates in high-risk production countries like India and Ukraine (as classified by Amfori BSCI). In low-risk production countries, like Finland and Estonia, we do not require social certificates.

SA8000

Our partner factories in India and Lithuania are SA8000 certified. SA8000 is a social standard that advances and protects the human rights of workers and guarantees decent living wages. It focuses on the following core elements:

- Child labor
- Forced or compulsory labor
- Health and safety
- Freedom of association & right to collective bargaining
- Discrimination
- Disciplinary practices
- Working hours
- Remuneration
- Management system

Read more about SA8000 standard: sa-intl.org/programs/sa8000/

LIVING WAGE

The SA8000 standard covers the concept of living wage - a remuneration that is enough to cover a decent standard of living for both the worker and their family. Food, clean drinking water, housing, education, healthcare, transport, clothing, and other essential needs should all be obtainable with a fair living wage.

All of the workers in our collaborators' factories earn a wage that meets the real cost of living, often more than the government minimum. We want to make sure that the kids of our collaborators' workers are also allowed to be kids.

AMFORI BSCI

Our partner factory in Ukraine is Amfori BSCI audited.

BSCI provides companies with a social auditing methodology. It provides a system that helps companies to gradually improve working conditions in their supply chain. BSCI code of conduct has 11 principles ranging from fair remuneration to no child labour, along with a step-by-step approach that enables companies to monitor, engage, get empowered, and receive support to put sustainable trade at the heart of their business.

Read more about BSCI: www.amfori.org/content/amfori-bsci

GOTS

The Global Organic Textile Standard (GOTS) is a textile processing standard for organic fibres that requires each producer in the entire supply chain to respect rigid environmental and social criteria. GOTS social criteria are based on the key norms of the International Labour Organisation (ILO), United Nations Guiding Principles on Business and Human Rights (UNGPs) and Organization for Economic Cooperation and Development (OECD), and must be met by all processors, manufacturers and traders. These are some of the issues covered by the standard:

- Employment is freely chosen
- Freedom of association and collective bargaining
- Child labour shall not be used
- No discrimination is practised
- Occupational health and safety (OHS)
- No harassment and violence
- Remuneration and assessment of living wage gap
- Working time
- No precarious employment is provided
- Migrant workers

Read more about GOTS: www.global-standard.org/

WE BELIEVE THAT BUILDING ETHICAL AND SUSTAINABLE PRODUCTION IN HIGH-RISK COUNTRIES IS OUR RESPONSIBILITY

WE MUST CHANGE IT FOR THE BETTER BECAUSE WE CAN

Today's certification standards and in-depth knowledge of the supply chain make it possible to ensure all requirements are met and proven.

Sustainable manufacture means respect for the workers and the environment, for the benefit and wellbeing of whole communities. In countries where textiles are a large industry and where problems are abundant, it is especially important to develop sustainable production and create and maintain permanent, safe jobs for the employees. In high-risk countries the need for sustainable operations is crucial and the jobs that it creates are much needed.

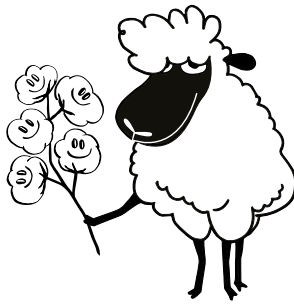
Sisters Sathya and Anjali. Thai Exports, India, 2019. Sathya works in communications, Anjali in accessories.



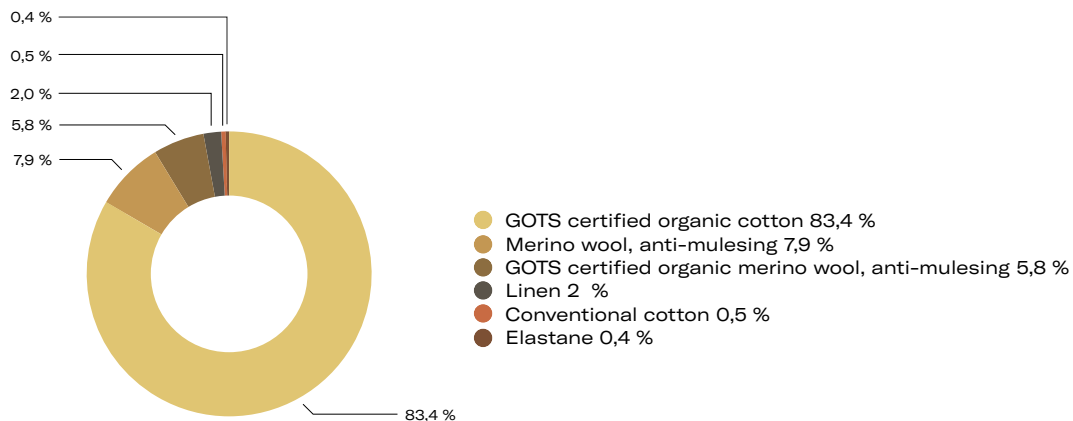
GOOD FOR US, GOOD FOR OUR PLANET

SUSTAINABLE MATERIALS

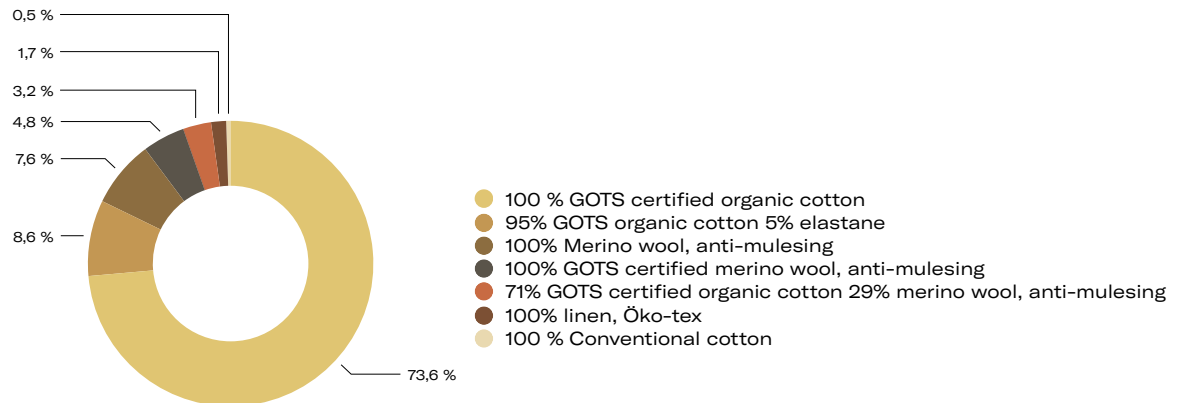
We choose our materials carefully. All the materials need to be practical, durable, comfortable, and as sustainable as possible. It is our goal to further develop our collections and find new, even more ecological and sustainable materials in the future. Today, our collections are mostly made from sustainably and ethically sourced high-quality GOTS certified organic cotton and mulesing-free merino wool



Our Production by fibres 2020 (%)



Our Production by materials 2020 (%)



A young child with short, wavy red hair is shown in profile, looking down and to the left. They are wearing a white sleeveless tank top with a large, stylized sun graphic on the front. The sun has a smiling face and radiating lines. They are also wearing brown pants with a small, dark logo on the pocket. The child is standing in a field of tall, green grass. The background is a soft-focus landscape with trees and a clear sky, suggesting an outdoor setting during the day.

**We will always stand for
openness, transparency
and togetherness**

ORGANIC COTTON

83,4 % OF OUR PRODUCTION IN 2020

Most of the fresh cotton we use is GOTS-certified organic cotton. Global Organic Textile Standard, GOTS, is the world's leading textile processing standard for organic fibres. The certificate guarantees that all stages of production are free from toxic and harmful chemicals. We use Indian and Turkish organic cotton.

- Products made in India – cotton is from India
- Products made in Lithuania – cotton is from Turkey and India
- Products made in Ukraine, Estonia, and Finland – cotton is from Turkey
- You can see where each product is made in our online store.

THE GOOD SIDE OF COTTON

Certified organic cotton is the building block of our collections. Soft and breathable, cotton is easy to wear and take care of. We design Mainio clothes to be loved for years and that's why we use cotton. Cotton clothes are durable, long-lasting, and comfortable. Currently, cotton is one of the most widely available textile fibres, and its price makes it achievable compared to other plant fibres.

Organic cotton is grown without GMOs and toxic chemicals, such as artificial fertilizers, pesticides, and insecticides that are extremely harmful to the environment, people, and animals.

Organic farming maintains and replenishes soil fertility and sustains the health of ecosystems and people. It is safer for us, safer for the farmers, and safer for the environment. Organic production relies on ecological processes and biodiversity and adapts to local conditions. Organic cotton is mostly rain-fed, so total water consumption for organic cotton is significantly less than conventional cotton.

THE UGLY SIDE OF COTTON

The production and processing of both conventional cotton and organic cotton use an enormous amount of water. WWF estimates that cotton is the largest user of water among all agricultural commodities. Surface and ground waters are often diverted to irrigate cotton fields, which leads to freshwater loss due to evaporation and inefficient water management. Another severe problem is the turning of habitats into farmland.

For all its good qualities, fresh organic cotton is still hard to replace in children's clothing, but we are willing to find more ecological and sustainable alternative materials to replace it in the future.

RECYCLED COTTON

We used recycled cotton in our Mainio x Pure Waste collection in 2019 (not used in our production in 2020). The origin of the fibre is in India.

WHAT'S GOOD

Recycled cotton reduces the need to produce fresh cotton. Cotton cultivation requires enormous amounts of water, and therefore, using the cutting waste clips for manufacturing new raw material, saves water.

The cotton in Mainio x Pure waste collection is cutting waste from sewing factories in India. After collecting the raw material, the cutting waste is sorted by quality and colour. The collected material determines the colour of the final product - no dyeing is needed. This again saves water. After sorting, the material is mechanically broken into fibres and then used to manufacture new yarns.

WHAT'S IN PROGRESS

Mechanically recycled cotton fibre is short and requires adding recycled polyester fibre to make the yarns strong and durable enough. Short fibres tend to pill easier, which negatively affects the appearance of the product.



Organic cotton is the
building block of our
collections

MERINO WOOL

GOTS CERTIFIED ORGANIC, MULESING-FREE MERINO WOOL

- 5,8 % of our production in 2020
- Used in 100 % merino wool garments
- Origin of the wool: South America (Argentina, Chile, and Peru)

NON-ORGANIC, MULESING-FREE MERINO WOOL

- 7,9 % of our production in 2020
- Origin of the wool fibre: Argentina (cotton-merino clothes)
- Origin of the wool fibre: South Africa (wool accessories)

WHAT´S GOOD

Merino wool has excellent heat-regulating qualities, and you can wear it year-round - it feels comfortable both in hot and freezing weather. It keeps you warm on a chilly day, and it keeps you cool when it's hot. Merino wool always feels dry on the skin, thanks to efficient moisture-wicking.

Merino wool fibres are long and thin compared to most other types of lambswool, making merino wool garments soft, non-itching, and ideal for sensitive skin.

Merino wool is naturally antibacterial and doesn't stink. Washing is often not needed, and airing is enough to keep the clothes clean. Fewer washes use less water, energy, and detergents, and this way strain nature less. Fewer washes also give the garment a longer lifespan.

THE DARK SIDE OF WOOL PRODUCTION

Wool production is a huge-scale industry in the largest producing countries like Australia, New Zealand, and China. The largest farms have thousands of sheep, making it difficult to monitor the health and well-being of individual animals. Huge sheep flocks cause erosion, require large pastures and substantial amounts of water, and cause significant amounts of methane emissions.

WHY OUR WOOL IS ALWAYS MULESING-FREE

In Australia, many merino sheep undergo a painful mulesing procedure, in which farmers cut skin and flesh from sheep's backsides, often without any pain relief, to prevent flystrike, a maggot infestation. There are other methods available, and all the merino wool we use is always mulesing-free. It is guaranteed by using only wool fibre that comes from countries where mulesing treatments are not used. We use organic merino wool when possible, and it is our goal to use only GOTS certified organic merino wool in the future by the year 2024.

LINEN

2 % of our production in 2020. Used in accessories.

WHAT´S GOOD

Linen is a strong, breathable, and absorbent fibre, and it dries quickly. It is an ideal material in hot weather. Linen is made of flax plants. Cultivating flax is environmentally friendly because flax needs very little irrigation, fertilizers, or pesticides.

WHY DON´T WE CURRENTLY USE MORE LINEN?

Linen is widely available mostly as woven fabrics that don't stretch or as fine knits. We aim to make clothes children don't want to take off, so we favour materials that are comfortable, soft, a little elastic, and functional.

A photograph of three young girls standing side-by-side on a wooden floor against a plain, light-colored wall. The girl on the left has short, straight blonde hair and is wearing a dark brown long-sleeved top and matching leggings. The girl in the middle has blonde hair tied up in a bun and is wearing a bright red long-sleeved top and leggings. The girl on the right has long, wavy blonde hair with a small decorative hair tie and is wearing a mustard yellow long-sleeved top and leggings. All three girls are wearing black rubber boots with brown laces. The text "89,2 % of our clothes were made of GOTS certified organic materials in 2020" is overlaid in white in the center of the image.

89,2 % of our clothes were
made of GOTS certified
organic materials in 2020



ELASTANE

0,4 % of our production in 2020.

WHAT´S GOOD

Elastane makes certain products like bodysuits and leggings more practical, comfortable, and uncomplicated for children to dress and wear. That is why we add 5 % elastane to these products.

WHY DO WE ALSO HAVE SHIRTS AND DRESSES WITH ELASTANE?

We are a small brand, and to fill the factory minimums, we design more styles in the same fabric. This way, we can offer matching tops and bottoms, and avoid overproduction in some product groups.

WHY WE HAVE REDUCED THE USE OF ELASTANE

Elastane shortens the lifespan of the product and makes it more complicated to recycle after it has reached the end of its lifespan as a garment. Elastane requires thorough care because washing the product at the wrong temperatures and tumble drying will make the fibre lose its elasticity more quickly. For these reasons, we have reduced the use of elastane in our collections, and we are working to reduce it even more.

RECYCLED POLYESTER

We have used recycled cotton and recycled polyester blend in collaboration with Pure Waste in 2019. Because the recycled cotton fibres are short, recycled polyester is needed to make the yarns strong, durable, and standard-compliant. Our recycled polyester fibre is made from PET bottles and comes from India.

WHAT´S GOOD

Polyester is durable and dries quickly. Using recycled polyester gives a second life to a material that is not biodegradable and would otherwise end up in a landfill - or the ocean. Adding polyester fibre to the recycled cotton yarn adds to the lifespan of the final product, making it more sustainable.

WHAT´S NOT

Both virgin and recycled polyester garments release microplastics when washed, causing plastic pollution to our ecosystem.

We carefully consider the use of polyester in our collection, and we only use recycled polyester when it enhances the quality of the product and gives it a longer life.

FUTURE GOALS

- 90 % of final products are GOTS certified in 2024

100 % of GOTS certified final products is currently not realistically possible for us, because we are keeping part of our production in Finland. For the present, there are no GOTS-certified textile factories in Finland. Yet, we find our well-established partnership with our current suppliers valuable.

- 100 % of our materials are GOTS-certified, recycled, or new, innovative and sustainable materials in 2024

In 2020, 89,2 % of our production was made of GOTS-certified materials. 100 % of GOTS certified or recycled materials by 2024 is a realistic goal for us. It means compromises when choosing materials because the choices are restricted by availability and minimum order amounts. GOTS certified materials are not always available in quantities that within our reach.

SAFETY COMES FIRST

MORE THAN CHEMICALS

Our clothes are meant to support children in their adventures. All our clothes must be safe for the little explorers. We strictly follow and comply with the EU EN 14682 standard that covers the safety of children's clothing. We continuously do risk analysis and pay careful attention to all the details of our clothes. We never compromise product safety, and our clothes never have details that might cause any danger.

FREE FROM TOXIC CHEMICALS

Our products are completely free from harmful chemicals and safe for the wearer and our environment. We comply with the regulations and standards below.

REACH LEGISLATION

All our production complies with the safety requirements of EU and Finnish legislation. This means that our clothes do not contain any harmful substances or Substances of Very High Concern (SVHC), as specified in REACH Regulation (EU's chemical-related legislation.)

STANDARDS

GOTS

The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria. GOTS is backed up by independent certification of the entire textile supply chain.

GOTS standard includes every step of manufacturing from the seeds and harvesting through environmentally and socially responsible manufacturing up to labeling, trading, and distribution. This provides a trustworthy and reliable product guarantee for the customer. GOTS certification on the final product means that all the criteria are met throughout the entire supply chain.

GOTS certified cotton fibre is grown and farmed without GMOs and without the use of any artificial chemicals or pesticides. GOTS limits the use of toxic bleaches, dyes and other chemical inputs during the production process. Inputs like dyes and oils must be biodegradable and free of harsh chemicals like phthalates, PVC, synthetic sizing agents, and chlorine bleach.

Most of the materials we use fulfill GOTS standards, as we only use GOTS certified organic cotton, and our suppliers in India, Lithuania, and Ukraine are GOTS certified.

OEKO-TEX

Our suppliers in Lithuania and Ukraine also hold Oeko-Tex 100 certificates. The materials of Mainios that are produced in these factories fulfill Oeko-Tex requirements.

DETOX

Our Lithuanian supplier, Utenos Trikotažas, is the first and so far the only textile company in the world to fully comply with Greenpeace's textiles procurement standard. The Greenpeace standard calls for zero use of toxic chemicals, fairness in business, and transparency and requires the factory to control the chemicals via complete testing of the wastewaters.



Made to support kids in
their adventures

HOW WE WORK

PRICING POLICY

We don't bargain with the factories. We pay our suppliers the prices they ask.

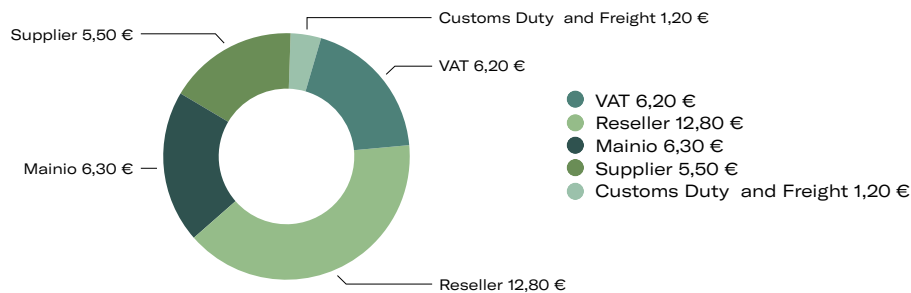
WHY CONTINUOUS SALES ARE NOT SUSTAINABLE

Everyone involved in the designing, making, shipping, and selling of a product, deserves fair compensation for their work. We want our sustainable children's fashion to be within reach to many people. Mainio is not exclusive. For this reason, our clothes are reasonably priced. Still, we too need our sales profit to function, and so do our resellers.

We are worried about the recent development, that seems to fuel continuous sales. It is not a healthy development that the products only sell at regular prices for a very short time. This increases the pressure to raise the prices and it also tends to accelerate the cycle even more. This kind of market behavior makes it necessary to launch new products increasingly often, for them to sell at a regular price. We want Mainio to represent slow fashion, and we find this development unbearable.

ANATOMY OF A MAINIO PRICE:

The price (32 €) of AW20 Protea Shirt (made in India) builds up like this:



AW20 Protea Shirt in 100 % GOTS certified organic cotton. 32 €. Made in India.



HOME OF MAINIO

We come from Helsinki, the capital of Finland, by the shores of the chilly Baltic Sea. Our very own little home that doubles as a studio and shop is located by Teurastamo, Helsinki's Meatpacking District.

SMELLS LIKE TEAM SPIRIT

Mainio is a labour of love and teamwork. Although each member of our team of five has their responsibilities, we always work together, fuelled by a relaxed culture that allows creativity to flourish. Everything we do is rooted in a never-ending curiosity and respect towards our unique quirks. That's what we call Mainio.

OUR PREMISES

MAINIO OFFICE/SHOWROOM

Our office/showroom is located in Kalasatama district in Helsinki, in an office building next to the Teurastamo area. Our office space is 87 m², and usually, 1-3 persons work here daily.

GREEN ENERGY

The electricity company is Nordic Green Energy, and the electricity in our premises is 100% from renewable sources (hydropower, wind power, and solar power). Our office's electricity consumption in 2020 was 1807,1 kWh.

TEMPORARY WAREHOUSES

During busy times we need extra space. In 2020, we have had temporary warehouse spaces in the same building for five months (13 m² + 150 m²).

WE REUSE AND RECYCLE

We reuse the carton boxes that we receive from our suppliers when it is possible. For example, we use them for our reseller shipments. The carton boxes that are not reusable, we pack flat and recycle properly.

WASTE MANAGEMENT

In the office building where our office is located, the waste management is very efficient. We sort our trash carefully in our office and warehouse and recycle it in the garbage room of the office building.

In our office space and our warehouse, we recycle the following trash:

- Paper
- Carton
- Glass
- Plastic
- Biowaste
- Batteries
- Metal
- Printer ink cartridges



MAINIO ONLINE STORE

PACKAGING MATERIALS

The need for individual packaging of the products is a challenge in the fashion business. The individual bags are necessary to keep the clothes safe and intact during their journey from the factories to us, and from us to our resellers and individual customers. The bags help to keep the clothes clean and tidy in the warehouses and are also required by some resellers.

Currently, our Ukrainian partner factory packs all our clothes in certified carbon neutral, biodegradable polybags made from the waste of sugar cane production. Plastic bags are in some cases difficult to substitute, but we are searching for alternative packaging for all our products.

When we sell products exclusively through our online store, they are not packed individually at the factories. Plastic bags are still necessary to protect the clothes in container ships or trucks, but the factory uses large plastic bags to pack for example 30 products in the same bag.

YOUR ORDER ARRIVES IN A BAG MADE OF RECYCLED PLASTIC

In 2020, our online store started to ship individual customer orders in recycled plastic bags. We encourage our customers to reuse the bags or recycle them properly.

MARKETING MATERIALS

These material choices compose a very small part of the total footprint of a product, but we believe that small deeds are important as well and we want to be as sustainable as we can. Our POS materials are printed on certified and/or recycled paper whenever possible.

FUTURE GOALS

- Finding alternative packaging materials to substitute all individual plastic bags made of virgin plastic
- It is our goal that in the future 100 % of the paper and carton products we buy for our office or online store's needs are recycled (preferred), or FSC certified.

RETURNS & CLAIMS

Our online store customers returned 5 % of their purchases in 2020. A very small part of the returns is customer claims.

THIS IS HOW WE HANDLE RETURNED ITEMS AND CLAIMS:

- Returned items and claims arrive directly at our office/warehouse in Helsinki
- We check the returned items carefully, iron if needed, carefully fold them, and add them back to our online store
- Most of the returned items (excluding claims) can be sold again
- If the claimed items are usable and tidy, we donate them to charity
- If the claimed items require minor fixing, we mend them and donate them to charity. If they are not usable, we recycle them as textile or energy waste.
- - FUTURE GOAL - REDUCING RETURNS
- We plan to add more info about the sizes and fit in our online store, starting with adult clothes, as they are returned more than kidswear.
- How tall the models are and what size they are wearing
- Size charts (especially adult clothes and special items)

SAMPLES & SECONDS

We produce samples for photoshoots each season. During the design process, perfecting the products also requires producing samples.

- All the usable samples, we sell in live events or donate to charity
- All the defective items that are not perfect, yet usable, we sell at special prices in live events or donate to charity
- Those defective items that cannot be easily mended and used, we recycle as textile waste or energy waste.

OPENNESS AND TRANSPARENCY

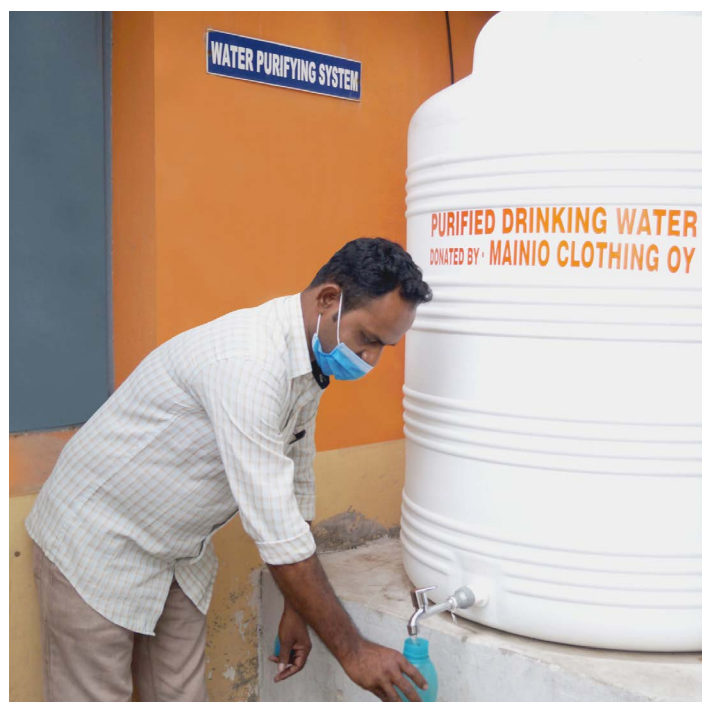
In our online store, you can always see in which country each product is made. You can read more about our partner factories on our website and this sustainability review offers you detailed information of our supply chain and the materials we use.

WE DONATE

Each year, from the start, we donate both money and clothes to charity through different channels. We regularly do charity projects in India together with our partner factory, to support the local community. Every year, we donate new clothes to organizations that help children and families in need. In 2020, we donated clothes to Hope Ry.

In 2020, we organized a pre-sale of our popular Chimp items and donated 5 % of the sales revenue to their makers in India. The Thai Exports factory used the donation to install a water purifying reverse osmosis plant on the factory premises. All the factory employees can use it freely, and they are free to take purified drinking water home for all their family needs.

In May 2020, we bought one month's worth of basic groceries to all the workers at the Thai Exports factory, as the COVID-19 lockdown forced factories in India to close for months.





TOMORROW

FUTURE GOALS

CALCULATING THE CARBON FOOTPRINT FOR OUR OPERATIONS

From now on, we will publish an updated sustainability review yearly. The next one is coming in 2022 and covers the year 2021. It's our goal to calculate the carbon footprint of our operations in 2021 for the next review.

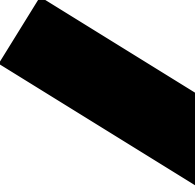
BEING MAINIO IS BEING BOLD. STAYING TRUE TO YOUR ATTITUDE.


Today, we may still be small, but we like to think big. As a small company in the global fashion market, we face many restrictions. Being a small company means we cannot always make the choices we would like, as the factory minimums or material minimums may be too big for us to fill. We have worked hard to find the best possible partners for us, and together with them, we will aim towards a better and more sustainable fashion industry.

MAINIO TOMORROW

It is our goal to grow Mainio. It means growing our reseller network, growing our team, and growing our collections. Filling bigger shoes means our company will be more stable, we will have more production place and material choices available, and we can easier fulfill the factory minimums. In the future, we want to enlarge our collections by sourcing new, sustainable materials and adding completely new product groups. When we grow, we will need new business partners. We are committed to following our principles when choosing new partners.

We want to be at the forefront of sustainable fashion, and we hope that tomorrow there will be more and more companies who share our values.





“I genuinely believe that none of us is too small to make an impact. All actions matter. Our kids need to understand this as well.”

OUTI MÄKINEN, HEAD DESIGNER OF MAINIO

We root for all kids