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FOR IMMEDIATE RELEASE

**Responsible Down Standard Wins Sustainable Innovations Award and New Website is Launched**

**Global -- July 16, 2015.** Textile Exchange is proud to announce that the Responsible Down Standard (RDS) has been named [OutDoor](#) Industry Award Winner 2015 in the category of Sustainable Innovations. This is a tribute to all of the hard work that has been done by the many stakeholders involved in the development and adoption of this global standard.

Textile Exchange is also excited to launch [responsibledown.org](http://responsibledown.org), the new website aimed at consumers, businesses and media. The site has much to offer consumers, with simple explanations about the standard, the supply chain, information about down and feathers, along with stories, news and updates. Businesses now have a tool to help market their use of the RDS, as well as clear access to tools and information that will help them with their use of the standard.

The RDS was first developed with Textile Exchange, Control Union and The North Face. It is the most comprehensive, global, third party certified animal welfare and traceability standard for down and feathers. It can be applied to any waterfowl-based supply chain to ensure humane treatment of animals from hatchling to end product. This includes preventing practices such as force-feeding, live-plucking, as well as providing strict requirements on issues such as food and water quality, housing, stock density, outdoor access, animal health, hygiene, and pest and predator control, among others. The goals of RDS are to recognize and encourage best practices in animal welfare and to enable traceability so that products can be labelled accurately and give consumers the ability to make informed choices.

Upon its completion, RDS 1.0 was gifted by The North Face® to Textile Exchange to make it accessible to the global industry. Textile Exchange then created the International Working Group to work on RDS 2.0. The group included the European Outdoor Group and Outdoor Industry Association, The North Face®, adidas, Coyuchi, animal protection organizations FOUR PAWS and Humane Society International, as well as European Down and Feather Association, and Pro-Down Alliance. As a result of the work of this group RDS 2.0, was released earlier this year. More brands and down suppliers continue to begin implementation of RDS. The current roster of brands that has adopted RDS numbers more than 40 and includes H&M, adidas, Black Diamond, Eddie Bauer, Marmot, Mammut, and Helly Hansen.

**About Textile Exchange**

Textile Exchange (TE), founded in 2002, is a global nonprofit organization that works closely with all sectors of the textile supply chain to find the best ways to minimize and even reverse the negative impacts on water, soil, air, and

the human population created by this \$1.7 trillion industry. TE accomplishes this by providing the knowledge and tools this industry needs to make significant improvements in three core areas: Materials, Integrity and Supply Chain. A truly global organization, TE is headquartered in the United States with presence also in Europe, Latin America, India, China and Africa. To learn more about Textile Exchange, visit: [www.TextileExchange.org](http://www.TextileExchange.org). Follow TE on Twitter at @TextileExchange.

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