



**DIMEX**  
**SUSTAINABILITY**

**2024**

# CONTENTS

<b>INTRO - No Compromises</b>	<b>3</b>		
<b>Dimex Sustainability Theses</b>	<b>4</b>		
<b>THEESIS 1</b>	<b>5</b>	<b>THEESIS 4</b>	<b>15</b>
Sustainability starts at home	5	Production and logistics are constantly under our microscope	15
Sustainability means respecting each other	7	Sustainability requires agility	17
<b>THEESIS 2</b>	<b>9</b>	<b>THEESIS 5</b>	<b>18</b>
Customers can turn our steps into their leaps	9	Everyone can see if we're putting our money where our mouth is	18
Sustainability adds value	11	Sustainability demands transparency	20
<b>THEESIS 3</b>	<b>12</b>		
Our products must first and foremost perform			
- and only then help reform	12		
Sustainability enhances continuity	14		



# INTRO

## NO COMPROMISES

The continuous development of safety, wearability, and comfort, as well as the ethical production of our workwear, have long stood as cornerstones of our success. Viewing our actions from a longer time perspective has always been self-evident for us. Our workwear must continually improve in functionality, safety, durability, and sustainability. Those are principles we will never compromise.

We learned early on that the reliability and quality of our products, services, and logistics are highly dependent on the wellbeing of our own as well as our partners' personnel. And that their wellbeing is founded on the wellbeing and future prospects of their entire community as well as their workplace.

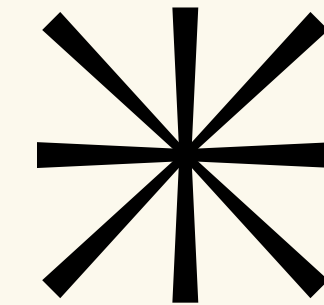
That's why we like the growing emphasis sustainability gets throughout modern society. Continuously developing metrics and standards allows us to better evaluate how the work we have done for decades already has succeeded and continues to do so year by year.

For us, sustainability is not just about complying to regulations and fulfilling the expectations of our customers. It is a big part of our corporate culture, one of the cornerstones of all our operations. It touches each and every one of us, makes our work more meaningful, and stands as one of the daily drivers that make us work hard and continue to strive for perfection.

”

**WE AVOID COMPROMISE AND  
EMBRACE TRANSPARENCY IN  
EVERYTHING WE  
DO - INCLUDING  
SUSTAINABILITY.  
OUR DAILY ACTIONS ARE  
GUIDED BY OUR  
CENTRAL THESES, WHICH  
WE FIRMLY FOLLOW.**

# THE UNCOMPROMISED SUSTAINABILITY THESES OF DIMEX



Our sustainability program is built on these five theses:

**1** Sustainability starts at home

**2** Customers can turn our steps into their leaps

**3** Our products must first and foremost perform - and only then help reform

**4** Production and logistics are constantly under our microscope

**5** Everyone can see if we're putting our money where our mouth is

# THESIS 1

## SUSTAINABILITY STARTS AT HOME

We can't expect sustainable practices from our partners without setting an example ourselves.

Like everything we do, we take sustainability seriously. It's a big part of our daily work and is done with the same attitude we apply to our products.

Although our people are happy working at Dimex and find purpose in their work, we must constantly ensure their job satisfaction just keeps on growing.

And make sure we're helping advance general wellbeing and inclusiveness wherever we operate and have an influence.

That requires action from all of us.

A brand can set goals and guidelines, but each and every one of us must take responsibility for the actions - for making change a reality.

Everyone's work is important, everyone's actions are meaningful - true progress happens only through working together.

Sustainability is challenging, because the job is never finished - things can always be done better, even good things.

That's one area where no one at Dimex ever accepts compromise.



**EVERY TASK IS  
IMPORTANT, EVERY  
DEED MATTERS - TRUE  
PROGRESS DEMANDS  
TEAMWORK.**

# THESIS 1

## SUSTAINABILITY MEANS RESPECTING EACH OTHER

### DIMEX

Our "Code of Conduct" principles guide everything we do. We follow and evaluate how well we adhere to them. We are constantly prepared to improve our principles even further. We are in the process of aligning our code to match with the specifications of amfori.

### 88%

#### OF OUR STAFF SEE THEIR WORK AS MEANINGFUL

We support our employees and pay close attention to their happiness and motivation in everyday situations as well as through regular working environment evaluations. We feel that our low 0,6% sick day rate is one indication of our people doing pretty good.



#### AMFORI MEMBERSHIP

We are committed to the standards set by the amfori organization, which focuses on developing the sustainability and responsible behavior of international supply chains. We have audited all our partners to ensure they fulfill the requirements of amfori BSCI. Now we are in the process of aligning our environmental performance requirements to match those set by the amfori BEPI program.



SUSTAINABILITY IS IN MANY WAYS A PART OF EVERY WORKDAY - IN ADDITION TO DIMEX CLOTHES, I WANT TO MAKE SURE EVERY ONE OF OUR PEOPLE CAN DO THEIR JOB AS WELL AS POSSIBLE.

Kyösti Karhunen, CEO, Dimex Oy

# THESIS 1

## SUSTAINABILITY MEANS RESPECTING EACH OTHER

Customer satisfaction is our most important metric. We do not exist only to make a profit, but also to enable our customers to improve the quality and profitability of their operations. Workwear may play only a small role in the business of our customers, but that makes it even more important that they function seamlessly within our customers' operations.

Consistent, on-time deliveries, reliable and durable products, and subcontractor's (that means our) commitment to sustainable solutions now and in the future relieve many a headache and a lot of friction from our customers' everyday lives. At best we hope to serve also as an inspiration and enabler for our partners. Show how working with us can strengthen their sustainability programs, our ability to cooperate brings about new possibilities, and how our transparency and willingness to develop can advance both their operations as well as their image.

We're not looking for quick wins, but rather long-term, mutually profitable partnerships. That's what we base our operations and codes of conduct on.



**eNPS 52,9**

**” HIGH WILLINGNESS TO RECOMMEND  
DIMEX AS A WORKPLACE TO THEIR  
FRIENDS SAYS OUR PEOPLE FIND  
PURPOSE AND SATISFACTION IN  
THEIR WORK.”**

**Kyösti Karhunen, CEO, Dimex Oy**



# THESIS 2

## CUSTOMERS CAN TURN OUR STEPS INTO THEIR LEAPS

We bear a part of our customers' responsibility on their behalf.

Our products are a seamless part of our customers' sustainability solutions.

Functional, safe, and comfortable workwear shows, that an employer invests in the wellbeing of their employees.

Sustainable choices are a sign of commitment to sustainable development.

Our high customer satisfaction figures show that we have surpassed our customers' expectations in this area as well.

Our low recall figures, on the other hand, are proof that we have responded to those expectations with quality and reliability.

Without compromise.



**SUSTAINABLE  
CHOICES ARE PROOF  
OF COMMITMENT TO  
SUSTAINABLE  
DEVELOPMENT.**

# THESIS 2

## CUSTOMERS CAN TURN OUR STEPS INTO THEIR LEAPS



**98.7%**  
RELIABILITY

We are our customers' Trusted Partner. Dimex has reached the Platinum level every year since 2007 in the "Strongest in Finland" report, which follows and compares the financial figures, background information, and payment data of various businesses. The report evaluates the companies' ability to empower the economic sector now and in the future.

**0.10%**  
RECLAIMS

Although we're proud of our low reclaim percentage, we know we can do even better. We have set our sights on lowering our reclaim level to 0,09% and follow our progress on a monthly level.

**1%**  
SHARE OF OUR OWN EMISSIONS

Using green electricity and heating energy has decreased the carbon footprint of our own operations down to next to nothing, but that is not enough. We are committed to the Carbon Neutral Textile & Fashion 2035 Initiative, which requires that we extend our support and knowledge to members of our global production chain, helping them advance their own sustainability programs. (source) STM carbon calculator for members.



”

IT'S NICE TO THINK THAT MY WORK AT DIMEX CAN ADVANCE THE SAFE BUILDING OF RENEWABLE ENERGY.”

Mika Räsänen, Sales Manager, Dimex Oy

# THESIS 2

## SUSTAINABILITY ADDS VALUE

Creating visible, valuable, sustainable, and progressive value for our customers through our products and actions is at the very heart of what Dimex does. We don't produce our clothes for ourselves, but for users who work tough every day. We understand that our products are also a part of the choices companies make and the identity they have.

Just like our own production chain needs to be in top form all the time - in terms of its efficiency and quality as well as sustainability - our products and services directly affect the value chains of our customers. Every action we take has a bearing on our customer's sustainability program, every move we make is reflected there as well.

That's why our goal is not to win every bidding war at any price, but rather stand out from the field as a partner capable of delivering exceptional added value. We want to become their preferred partner and that demands earning their trust through all facets central to their operation - where sustainability keeps gaining importance all the time.



# THESIS 3

## **OUR PRODUCT MUST FIRST AND FOREMOST PERFORM - ONLY THEN HELP REFORM**

Workwear doesn't follow fashion trends: it needs to function, last, and remain ultimately timeless.

That's why at Dimex sustainability actions are a balancing act between all aspects of durability.

Products must get their job done - the longer the less often they need to be replaced.

We are proud of the fact that there are practically no reclaims on our products.

Researching and focusing on the specific needs of our customers ensures that our products fulfill our customers' needs immediately and perform longer in the conditions they are used.

Using the ecologically best and most advanced materials and production methods is important for us. That's why we are constantly seeking new, more advanced solutions and putting them into use.

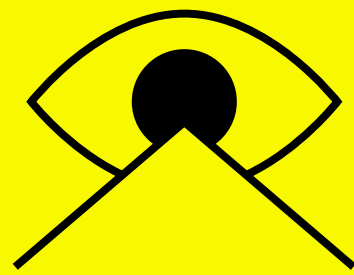
Without compromise.

”

**WE'RE PROUD THAT  
THERE ARE PRACTICALLY  
NO RECALLS ON OUR  
PRODUCTS.**

# THESIS 3

**OUR PRODUCT MUST FIRST AND FOREMOST PERFORM  
- ONLY THEN HELP REFORM**



## SUSTAINABLE ECOLOGY

We never compromise on the durability of materials, and remain at the forefront of adapting new and interesting fiber innovations. We also keep growing the share of recycled and organic materials in our selection.

## PRODUCT DEVELOPMENT GOALS

Materials can always be improved. Major steps are constantly taken toward developing more flexible, durable, warmer, and cooler clothes. The wellbeing of the worker is part of our sustainability thinking. Comfort also improves the performance and extends the working career of workers.



## REDUCING OUR CARBON FOOTPRINT THROUGHOUT OUR VALUE CHAIN

Carbon emission calculators are everywhere these days. We too follow our production and product footprints closely. We help and guide our subcontractors, as specified by amfor BEPI, in their efforts toward more environment friendly production. And do our utmost to reduce the emissions from our own operations.



**THE FACT THAT WE ONLY MAKE PRODUCTS THAT WITHSTAND BOTH TIME AND WEAR ADDS PURPOSE TO THE WORK MY TEAM AND I DO. BY EXTENDING THE LIFESPAN OF THE INDIVIDUAL PRODUCT WE LOWER ITS EMISSION FOOTPRINT OVER ITS LIFECYCLE SIGNIFICANTLY."**

Taru Lahti, Design and Product Development Director, Dimex Oy

# THESIS 3

## SUSTAINABILITY ENHANCES CONTINUITY

You don't need to reinvent the wheel for every season - well-designed and -liked articles stay in our collection indefinitely. Offering a pair of tried-and-tested pants for over ten years is nothing exceptional for us! Precise planning of production series' and maintaining a manageable selection decrease wastage. The more precisely we can predict the desirability of our terms, the less loose sizes are left on the shelves.

Dimex products are used for so long, that they are usually in shambles or are inherited by the next generation of workers. That's why you rarely find Dimex products at flea markets or as material for homemade handicrafts. That's fine with us, as we love timelessness and using clothes for their full lifetime. We want to promote circularity and recycling of materials, but dream of producing the longest lasting workwear in the world one day: workwear, that never needs to be replaced.



# THESIS 4

## PRODUCTION AND LOGISTICS ARE CONSTANTLY UNDER OUR MICROSCOPE

Like everything we do, we take sustainability seriously.

It's a big part of our everyday work and is met with the same uncompromising attitude we apply to our workwear.

The modern textile production industry is based largely in Asia; we can't overlook or deny this fact.

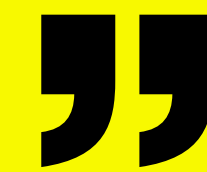
However, we actively strive to do as much as possible of our work here in Europe.

This is one of our ways of investing in the economy of our home market as well as making sure that valuable know-how and capability remain here.

Our reliability and "can-do attitude" often associated with Finnish culture remain two of our characteristic strengths.

The continuous improvement of our production and logistic chains as well as managing compliance of our ethical guidelines are at the center of our work.

This leads, in addition to the lowering of our carbon footprint, to an uncompromised ability to monitor adherence to Dimex quality and ethical standards.



**CONTINUAL IMPROVEMENT  
OF OUR LOGISTICS AND  
PRODUCTION CHAINS AND  
THE MONITORING OF  
ADHERENCE TO OUR  
ETHICAL STANDARDS ARE  
AT THE HEART OF WORK.**

# THESIS 4

## PRODUCTION AND LOGISTICS ARE CONSTANTLY UNDER OUR MICROSCOPE

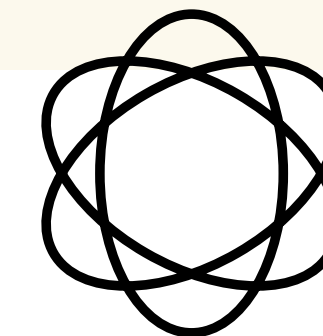
OVER **50%**  
OF TURNOVER FROM  
EUROPEAN PRODUCTION

Textile industry production has in recent years migrated more and more into the Far East. In addition to Estonia, Ukraine and Portugal, we employ subcontractors in China and Pakistan too. Optimally we help create new jobs and know-how in areas where the standard of living is on the rise. Simultaneously it increases our responsibility to make sure our subcontractors treat their workers fairly and appropriately.

TAXES, TARIFFS, AND DUES  
ALWAYS PAID IN FULL

**100%**

We're proud of our roots in Finland. We are happy to pay our taxes since we know that a functioning society is critical to the success of our business. A content, thriving workforce can only exist with cooperation between our company and society at large. That's why we give our uncompromised support to maintain and strengthen that cooperation.



STANDARDS ARE  
IMPORTANT, TOO

Numerous different demands are set for workwear. Many of them are central for safety. International standards never define our work, but achieving them is the base level that allows us to offer our products to any company, for any type of work, anywhere around the world.



WHAT'S REALLY GREAT ABOUT MY JOB IS THAT I CAN AFFECT BOTH THE SECURITY AND COMFORT OF WORKERS WEARING OUR CLOTHES AS WELL AS THE WORKING CONDITIONS AND FAIR TREATMENT OF THE PEOPLE PRODUCING THEM."

Anne Lamberg, Production Director, Dimex Oy



# THESIS 4

## SUSTAINABILITY REQUIRES AGILITY

The reliability and speed at which we are able to deliver on orders is not just our customers' benefit. A streamlined delivery chain lessens the need to stockpile products and eventually lowers wastage. Our final goal is to never produce anything that is not utilized.

Even the best forecasts can fail to deliver perfect results. In 2022 we decided to "clean our closets" and as a result donated over 2000 pieces of unused, prime quality Dimexes to charity. Most of the donated items were jeans and children's clothing.

We listen and learn from our customers. All feedback is carefully evaluated and possible problems are analyzed and resolved to the benefit of users and customers. We regularly gather feedback also from our resellers, work safety managers, subcontractors, and even some spouses. And of course from construction workers and other end-users. This feedback is then used to finetune product details, adapt suggestions into improvements, create new solutions for everyday challenges, and keep searching for more environmentally sustainable ways to produce the world's best workwear.



# THESIS 5

## EVERYONE CAN SEE IF WE'RE PUTTING OUR MONEY WHERE OUR MOUTH IS

Sometimes it's hard to follow the outcomes of sustainable actions: the chains can get long and complicated, and effects take time to become evident.

That's why we think it's important to follow and also report transparently and regularly on the facts and figures of our advances and challenges.

Standards make progress easier to evaluate: certificates are proof of reaching certain levels - and we see no reason not to have them in the spotlight as well.



**TRANSPARENCY IS AN  
INTEGRAL PART OF OUR  
UNCOMPROMISING  
SUSTAINABILITY.**

# THESIS 5

EVERYONE CAN SEE IF WE'RE PUTTING OUR MONEY WHERE OUR MOUTH IS

## AMFORI CODE OF CONDUCT

As full members of the international amfori organization we are committed to act in accordance with its principles and guidelines. Membership requires us to open up all our practices and key figures for social and environmental sustainability auditing.

## STJM CARBON NEUTRAL 2035 INITIATIVE

The Finnish Textile and Fashion Industry Carbon Neutral 2035 Initiative is a public expression of our commitment to lowering our carbon footprint. Our advancement is evaluated and reported annually and although there is still a lot to do, we are convinced the initiative will prove a success.

## ISO 9001|14001

### THE FUTURE - ISO CERTIFICATES

Advancement is continual. Every step forward leads to the next step. All certificates, awards, notifications and mentions our production and offering have earned raise the bar even higher. We are on track to fulfill ISO 9001 Quality and ISO 14001 Environmental Certificate requirements during 2024.

”

IT CAN'T BE JUST SOME  
"SUSTAINABILITY BOSSES"  
JOB - I'M THE ONE WHO KNOWS  
BEST WHAT CAN BE DONE  
BETTER, HOW TO TAKE OTHERS  
INTO ACCOUNT, WHAT JOB  
SHOULD AND COULD BE DONE  
MORE SUSTAINABLY."

Eija Impivaara, Store Manager, Dimex Store

# THESIS 5

## SUSTAINABILITY DEMANDS TRANSPARENCY

For us metrics and certificates are an opportunity to develop every part of our operation with transparency and without prejudice, recognize ways to improve our actions and invest in building the future.

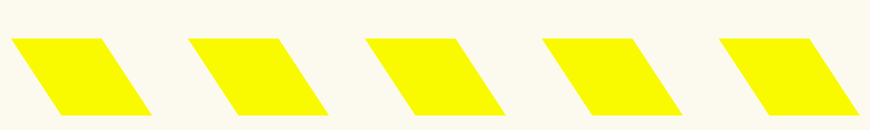
By making our goals public we give everybody the opportunity to independently evaluate how well we are doing. Transparency assures that our actions are not interpreted as “greenwashing”. We want to prove that good can be done and produced so, that it fulfills all relevant criteria for great workwear.

Even the more minute deeds matter. We pack our clothes into as small packages as possible. This eliminates spare space in transport. Old boxes are reused, although

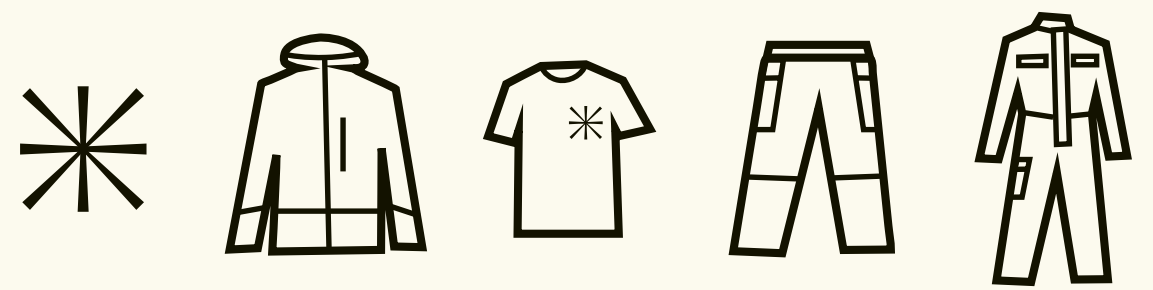
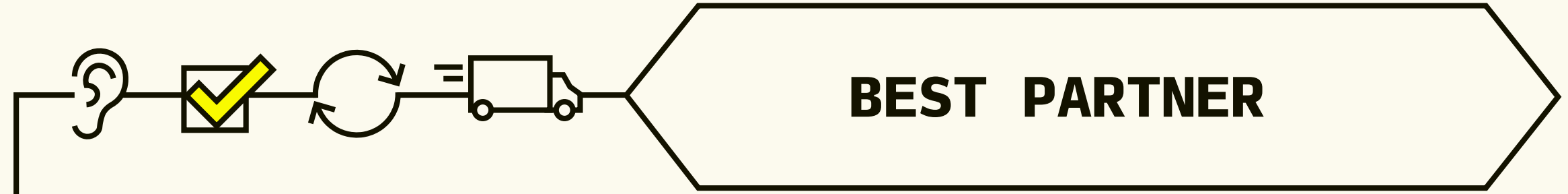
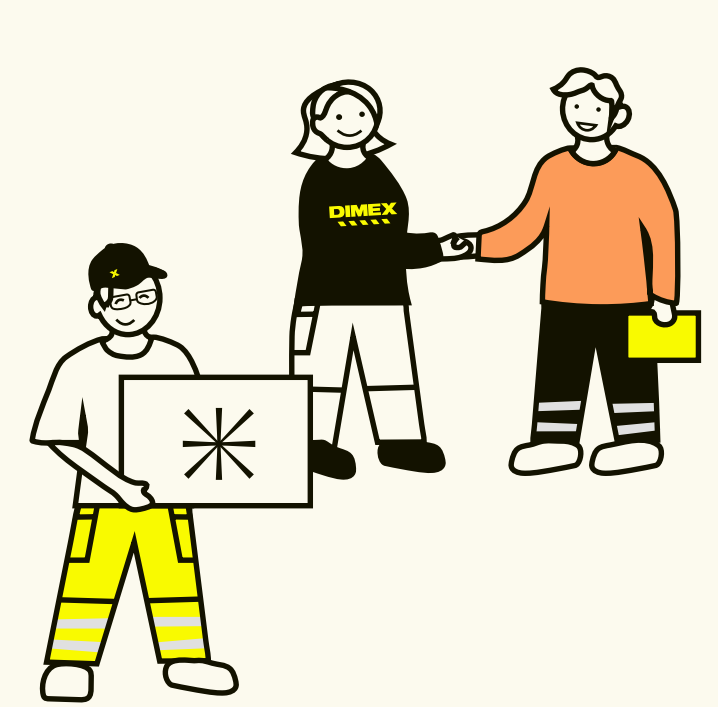
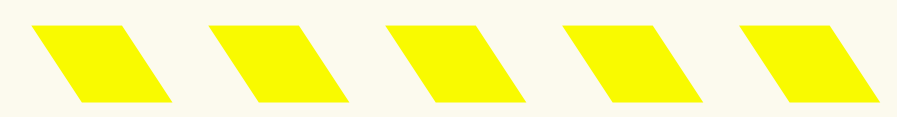
they may not look so pretty anymore and no plastic bags are used for packaging. With over 430 000 Dimex items sold and delivered every year, this makes up quite a pile of plastic. We even prioritize transport by sea over air cargo.

Sometimes our actions may appear a little quirky to our customers. That’s why we’re happy to tell why we make certain choices and what we hope to achieve through them. Openness is a key aspect of our sustainability thinking and makes sure that our actions remain in the spotlight while surviving all inspections in the “daylight”.

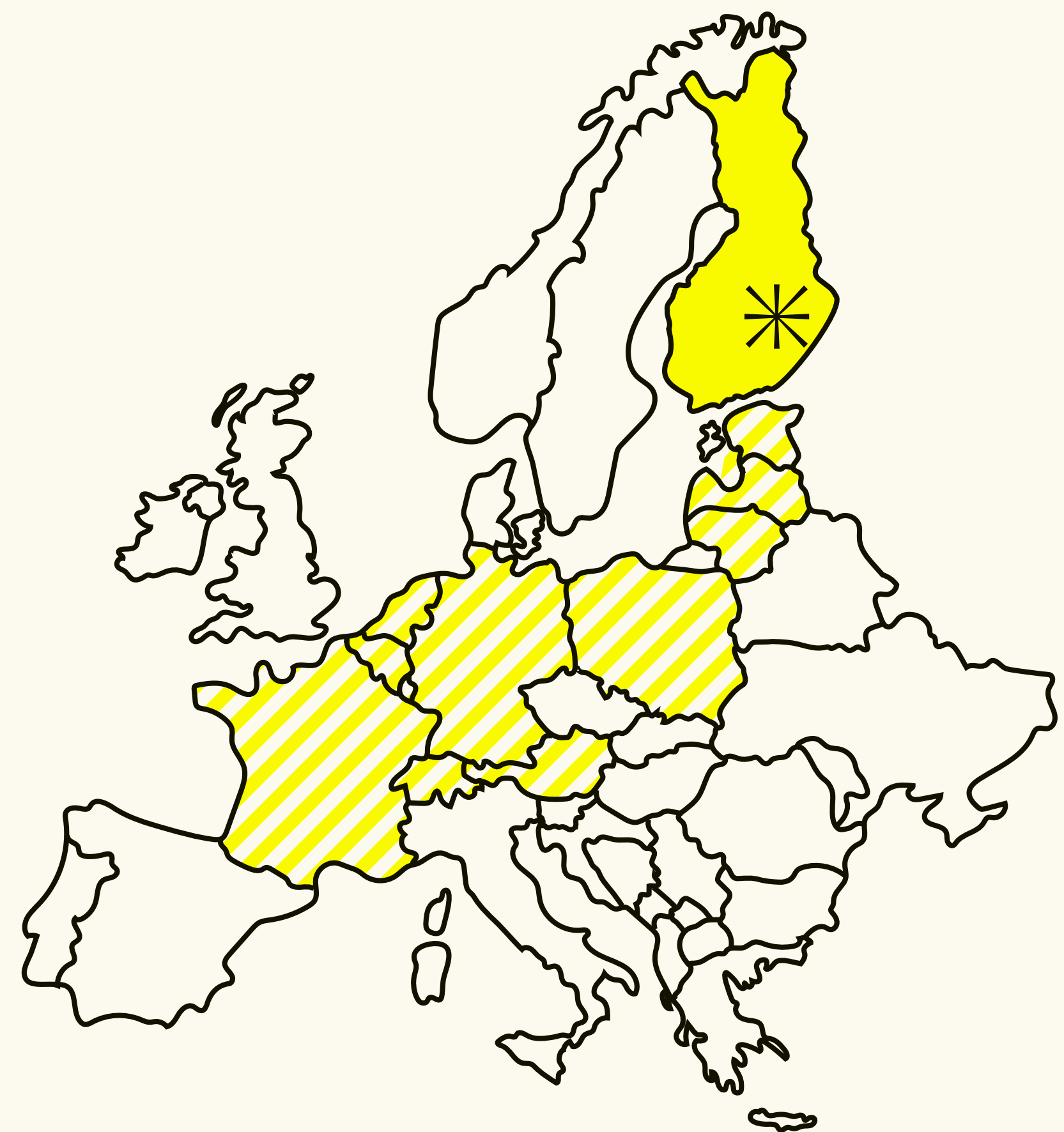
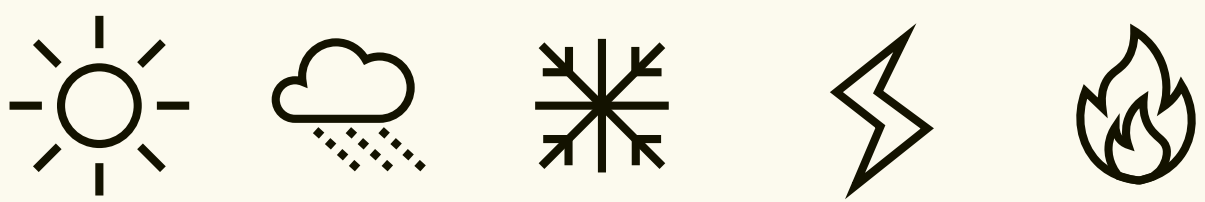




# STRATEGY 2026



# DIMEX



TARGETS



DETERMINED LEADERSHIP  
BASED ON FACTS



EXECUTION

2024

**DIMEX**

