

IMPLEMENTATION OF A **SUSTAINABLE NOOS SOURCING STRATEGY** WITH **12% SAVINGS ON IMPORT DUTIES** FOR A FRENCH E-COMMERCE BRAND

The Problem

- Dependency on one supplier in China
- Lack of capacities, supplier too small
- 12% import duties on goods
- Limited fabric supply
- High price levels for NOOS product category

The Solution

- Add new supplier to portfolio
- Choose suitable sourcing location for product category
- Find right supplier in the matching size
- Use the advantage of local supply chains
- Make use of Free Trade Agreements

The Results

- Pakistan as new sourcing locations
- Saving 12% import duties
- Producing with a suitable partner for NOOS products
- High quality organic cotton supply
- Better price levels and shorter lead times

New Sourcing Country

- ✓ Adding supplier from Pakistan
- ✓ Shorter Lead Times
- ✓ Local Raw Materials and Fabric Supply
- ✓ Advantages of Local Industry
- ✓ GSP+ Free Trade Agreement

12% Savings on Import Duties

- ✓ Advisory of Topformer about of Free Trade Agreements
- ✓ No Duties on Imports from Pakistan to Europe
- ✓ GSP + Generalised Scheme of Preferences Plus
- ✓ 12% Cost Saving compared to Imports from China

Increased Sustainability

- ✓ Ethical and Organic Cotton Fabrics
- ✓ Global Organic Textile Standard
- ✓ Better Cotton Initiative
- ✓ Support of local Supply Chains and Cotton Farming

