

CASE STUDY

Global Chemical Company Aims to Gain Greater Consumer Confidence and Promote its Business through the ZDHC Gateway - Chemical Module

THE CHALLENGE

A global chemical company was contacted by one of its China-based mill customers in March 2015. The apparel brand had joined the ZDHC Roadmap To Zero Programme and informed the chemical company that it regularly uses their products, but that they were not certified to be ZDHC MRSL (Manufacturing Restricted Substances List)-compliant. Other clothing mills had also requested that the chemical company should register in The ZDHC Gateway - Chemical Module.

CLIENT	Global Chemical Company
LOCATION	Japan
SERVICES	ZDHC Gateway - Chemical Module





Our company supports the mission to help lead the industry to advance towards zero discharge of hazardous chemicals. The ZDHC Gateway – Chemical Module provides a platform to share our positive MRSL-conformant products with the community.



Business Development Department,
Textile Chemicals Division,
Global Chemical Company



OUR SOLUTION

The chemical company responded by testing the ZDHC Gateway – Chemical Module, Powered by ADEC Innovations. This safer chemistry database is a resource for chemical formulators to register their business and products, and provides them with a conformance level with the ZDHC MRSL. The secure sharing of information helps businesses make better sourcing decisions based upon the safety and sustainability information about the chemicals registered in it.

THE ZDHC ADVANTAGE

The ZDHC Gateway – Chemical Module uses ZDHC Accepted third-party certification standards to determine the ZDHC MRSL conformance levels of the products registered in it, making it easy for chemical formulators to determine whether they should improve the safety and sustainability of their products. If a chemical formulator sees that its products have low ZDHC MRSL conformance levels, it can work to create safer formulas for these products, resulting in improved consumer confidence and increased sales opportunities.

RESULTS

The chemical company found the ZDHC Gateway – Chemical Module to be a convenient method for sharing information about their chemical formulations. They are able to save time by updating the information of multiple products at once, and the platform provides one place they can direct customers, saving time in responding to requests for information.

The chemical company also believes that the ZDHC Gateway – Chemical Module will help achieve greater consumer confidence and promote its business. As awareness of the ZDHC Gateway – Chemical Module increases, the company is hopeful that their business reputation will be strengthened and bottom line will increase.

