



maekka

**More Than A
Manufacturer**

THE PROBLEM

- Lack of supply chain transparency
- Lack of raw material traceability
- High financial, time, and talent investment associated with sustainable practices and innovation
- Lack of streamlined and holistic certification system
- High risk of slavery in supply chains
- High risk of environmental exploitation in supply chains
- The need for measurable impact that cuts through greenwashing in the market
- Blindspots in post-consumer use making circularity impossible
- Counterfeit products in the market

THE NEW STANDARD IN FASHION.





A CERTIFICATION.

A holistic, singular, internationally recognised certification that marks every garment produced by MAEKA™, giving you and your customers confidence that it was made in a way you can be proud of.

AN ECOSYSTEM

Sustainable and ethical production is just the beginning.

Our passionate production and supply chain experts take the guesswork out of supply chains, sustainability standards and ethical manufacturing, offering full supply chain auditing and responsible sourcing services.

OUR STANDARD



ZERO EXPLOITATION



PREMIUM QUALITY



LIVING WAGES



TRUE SOCIAL IMPACT



**INNOVATION AND
CONTINUOUS
IMPROVEMENT**



**FULL SUPPLY CHAIN
TRANSPARENCY**



**RESPONSIBLE
SOURCING**



**ECOLOGICALLY SOUND
PRODUCTION**



VALUE

STORY.

A story that engages, excites, and inspires including imagery, video, artwork, and messages from our makers.

GARMENTS.

Premium, high-quality garments made with the finest raw materials and built for longevity.

REPORTING SUPPORT.

We will supply a Modern Slavery Act statement and supporting documentation that can be pasted directly into your own reporting.

TRACEABILITY TECHNOLOGY.

An extra customer touch-point, offering brand authentication and transparency for a garments entire lifecycle.

STORY.

Offer your customers a story with sustainability at its heart.

At this moment an estimated 40.3 million people are trapped in slavery. The MAEKA™ facilities were founded as an answer to the root causes of this exploitation; poverty and vulnerability. In the MAEKA™ facilities, people who have experienced human trafficking, exploitation and abuse receive the opportunity to enjoy a stable career in a safe, supportive environment. Unlike a conventional garment factory, our staff are trained in every aspect of garment production and receive free education in areas such as budgeting, women and infant's health, self defence, and languages.

Employment with MAEKA™ is truly transformative in the lives of our staff, their families, and their communities. We're also cleaning up the dirty side of garment production with our state-of-the-art water and energy reducing finishing facilities and zero harmful chemical policy. As part of the MAEKA™ service you'll receive all the marketing assets you'll need to tell the engaging and inspiring story behind your garments, including imagery, video, art, and messages from our makers.

“Before I worked at MAEKA™, my family and I had a lot of debt. It was difficult to plan for our future. Now, I am debt free! And I am able to sponsor my nephew to go to school. My strength comes from my children. I want them to have the opportunity to study and have a better life.”

- Rom Chang



GARMENTS.

Our premium, high-quality garments are made with the finest raw materials carefully sourced from around the world. Each piece is built for longevity and crafted with expertise and pride by our team of makers and production professionals.

We don't believe something is truly sustainable unless it's economically sustainable too. This is why we offer the best product at a competitive price.

REPORTING SUPPORT.

We understand the significant resource commitment that goes along with participating in sustainability reporting, whether it be voluntary, or required by legislation such as the Modern Slavery Act.

We will support and simplify your reporting process saving your brand time, money, and resource by supplying a Modern Slavery Act statement that can be pasted directly into your own company reporting.



TRACEABILITY TECHNOLOGY.

Every MAEKA™ made garment can be made traceable with the use of innovative Blockchain technology, or fullscope vision & communications technology.

This additional digital touchpoint sets your garments apart from competitors by allowing customers to interact with products in a new, exciting, and meaningful way.

Using their smartphone, consumers can simply scan their garment to:

- View your custom brand messaging, the impact of their purchase, and full supply chain details, making your brand a leader in transparency and traceability
- Register the garment as their own, as well as authenticate and value-check the garment to reduce trade of counterfeits.





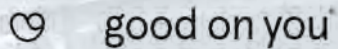
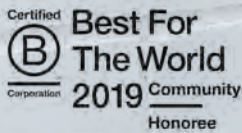
Stamped on the inside of any product made in the MAEKA™ facilities, to give you and your customers confidence that your garment was made in a way you can be proud of.

OUR ORIGINS

Producing to the MAEKA Standard™, Australian based Outland Denim have become known internationally as the leaders in sustainable denim manufacturing. With 9 years' experience and expertise in manufacturing and premium denim construction, washing, and finishing, now their facilities and experience are available to you.

Representing best practice in environmental and social impact, MAEKA™'s processes and operations are tailored to support holistically, the communities in which their facilities belong. MAEKA™ represents the future standard in production in the garment making industry.

**Producing to the MAEKA Standard™,
Outland Denim has been recognised as a
leader in sustainability.**



GET IN TOUCH

To experience the new standard
in fashion.



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Watch the MAEKA Standard™ video here

