

Craig Bennett
Chief Executive Officer
Friends of the Earth
[Sent via email]

29th November 2018

Dear Mr Bennett,

Thank you for your letter dated 2nd November regarding microfibres in clothing.

Asda recognises the concern about microfibre loss from clothing, and we are committed to understanding and working to address it. We also know, however, that we don't have all of the answers or expertise yet, which is why earlier this year we joined the Outdoor Microfibre Consortium (OMC).

The OMC is a cross-industry organisation that was formed specifically to address the challenge of fibre loss from textiles and apparel. Through collaboration, pooling of resources, and supplier engagement, we are able to more quickly establish scientific facts and inform our product development to minimise fibre loss.

In response to your specific asks, the OMC has been supporting our approach to this challenge and I hope that the work that has been undertaken so far, and the planned future activity, goes some way to addressing your concerns.

1. Measuring plastic shedding from your clothes and telling consumers which materials are the most polluting.

The OMC has developed a globally-aligned test method to measure fibre loss from textiles. The method is currently undergoing a short validation process and following this will be made publicly available by the end of this year. We are working with the University of Leeds to test a range of our products against this new method, to begin to understand how the fabrics in our products perform.

2. Ensuring that all water drainage pipes used for washing or dyeing clothing in factories are fitted with microfibre filters.

We are working with OMC members to understand how supplier processing can impact microfibre release and identify best practice. The OMC is currently developing a workstream focused on supplier processes for agreement in January 2019.

3. Committing to phasing out the most polluting materials.

We will continue to work collaboratively with other retailers, partners and microfibre consortium members to understand how our products and the fibres we use perform in terms of shedding. In 2019 we aim to publish a microfibre strategy that will look at how we improve circularity, reduce shedding and communicate about the issue with customers.

If I can be of further assistance then please do not hesitate to contact me.

Yours sincerely,



Roger Burnley
Chief Executive Officer