

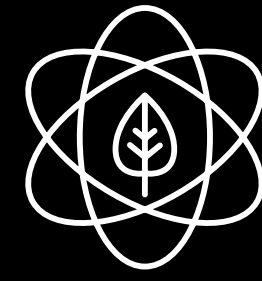


# FABRIC DNA

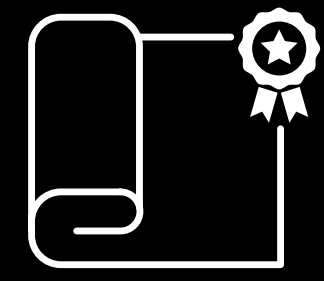
USPs & STANDARDS



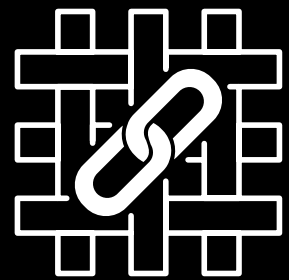
Quality Assured  
جودة مضمونة



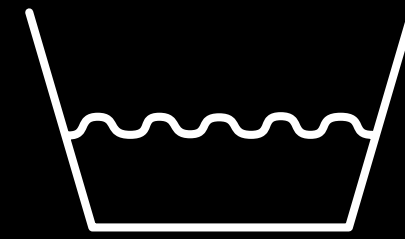
Safe & Non-Toxic  
آمنة وغير سامة



Environmental Management  
إدارة البيئة



Durable  
متينة



Washable & Easy Clean  
قابل للغسل والتنظيف



Luxurious Touch  
ملمس فاخر



**Quality Assured**

**جودة مضمونة**

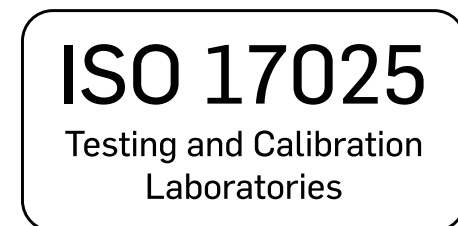
# QESH

Governance of all topics related to Quality, Environment, Safety and Health (QESH). Our QESH team monitors compliance, new legislation, and best practices throughout the industry.



# Labotex

Bru's in-house independently accredited laboratory ensures our fabrics are rigorously tested for optimal performance.



# ISO 9001

A global certification outlining a number of quality management principles while instilling a process of continuous improvement. Applicable to organisations of all sizes and within all industries.



**ISO 9001**  
Quality Management

# ISO 27001

An information and security management system to help organisations protect their data against IT and cybersecurity threats.



**ISO 27001**  
Information Security  
Management



# Safe & Non-Toxic

# آمنة وغير سامة



# STANDARD 100 by OEKO-TEX®

All of our fabrics are manufactured and certified under the STANDARD 100 by OEKO-TEX®, guaranteeing that they won't release any harmful finishes or chemicals into the environment and are completely safe for contact with you, your children and your pets.



# REACH

REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) is a mandatory EU regulation prohibiting the use of hazardous substances. All of our fabrics are REACH compliant.





# Enviromental Management

## إدارة البيئة

# ISO 14001

ISO 14001 establishes the certification criteria for an environmental management system. It serves as an essential framework providing assurance that the environmental impact of operations is being measured and improved.

We monitor compliance with the ISO 14001 standard on environmental management, empowering our mills to develop practical systems so that we can all manage our environmental responsibilities together.



**ISO 14001**

Environmental  
Management

# Global Recycled Standard (GRS)

GRS is a standard of verification for companies to determine the recycled content of their fabrics. It ensures that corporate claims concerning recycled content of textiles are accurate and up to date.



# Organic Content Standard (OCS)

OCS is a certification awarded to goods that are guaranteed as containing organic content such as organic cotton.

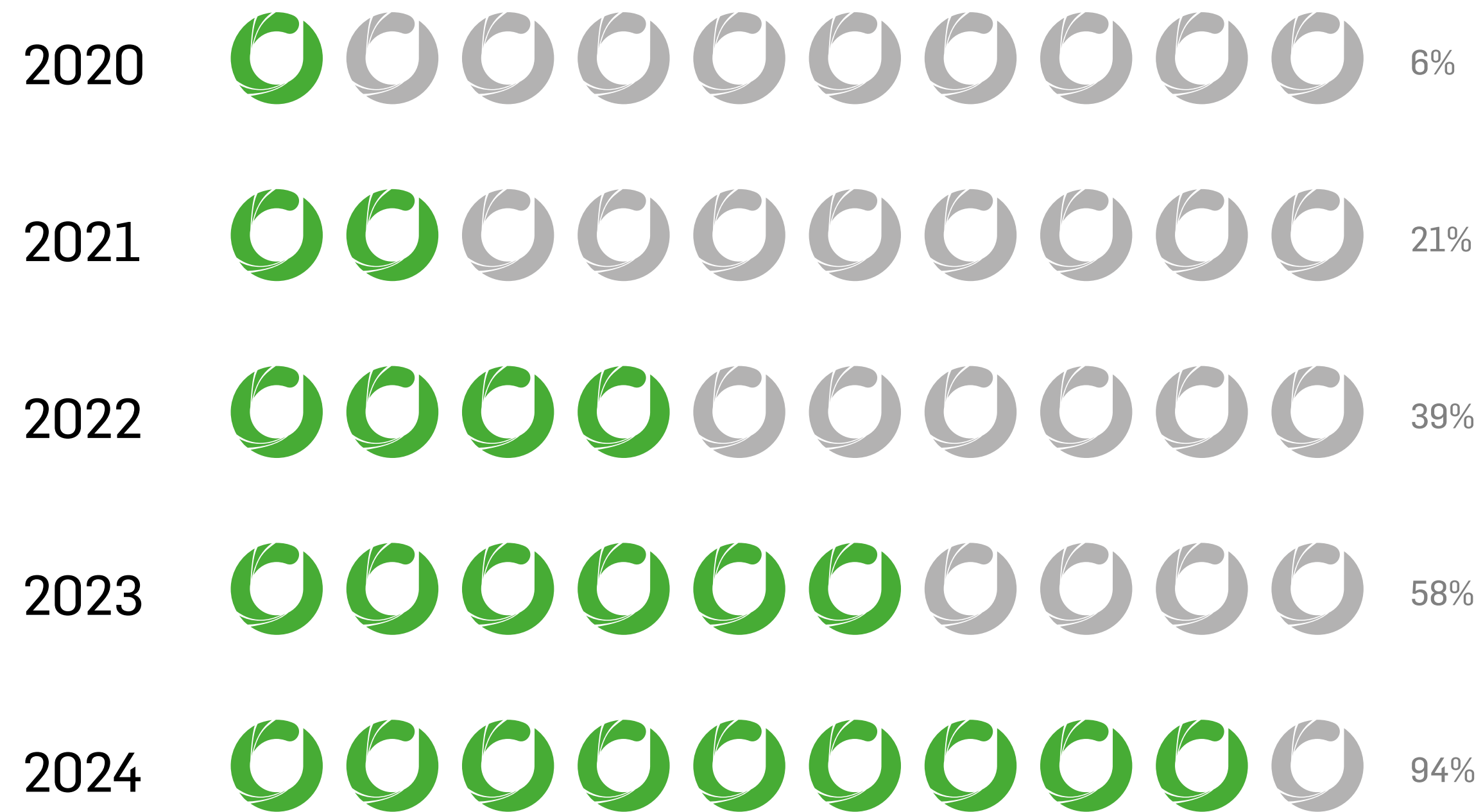


Certified by Control Union  
CU1036513



Certified by Control Union  
CU1036513

# Eco Fabrics: Skus Per Year



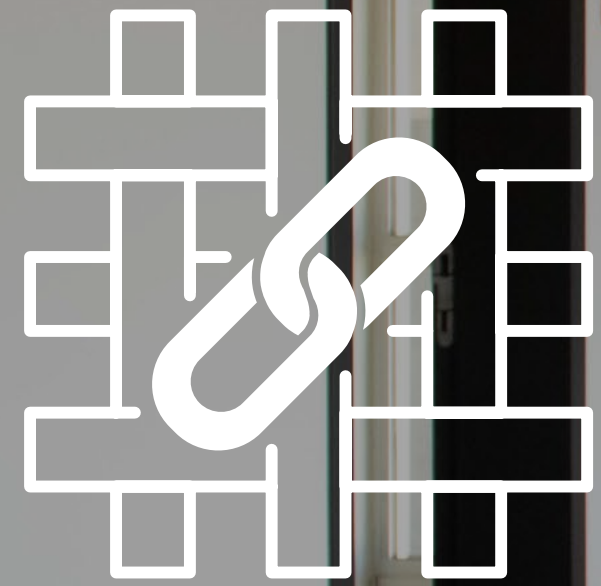
■ Eco Fabrics 
 ■ Regular Fabrics



# Our Sustainability Commitment



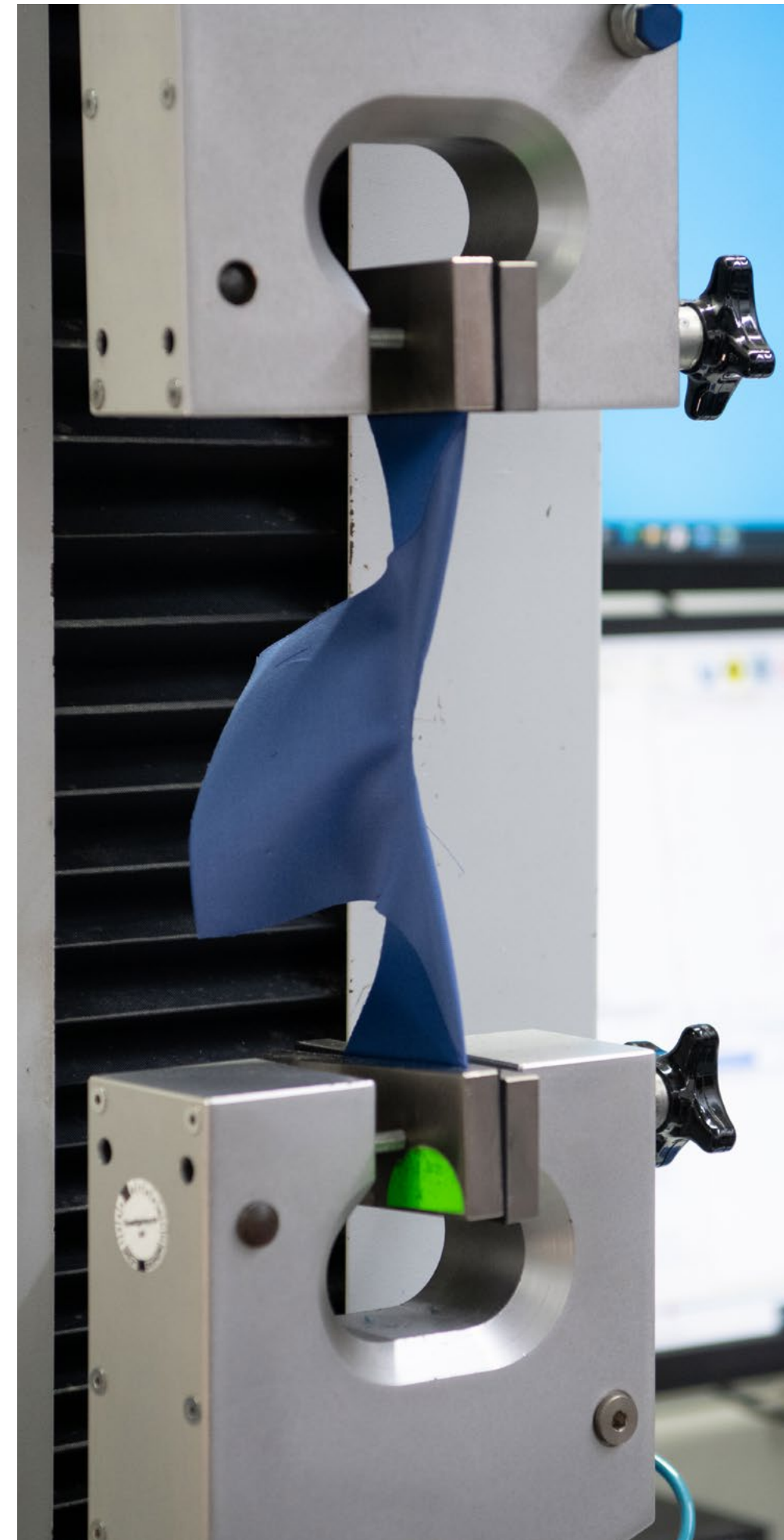




# Durable

# متينة

# Textile Testing





**Washable & Easy Clean**

**قابل للغسل والتنظيف**

# Washability

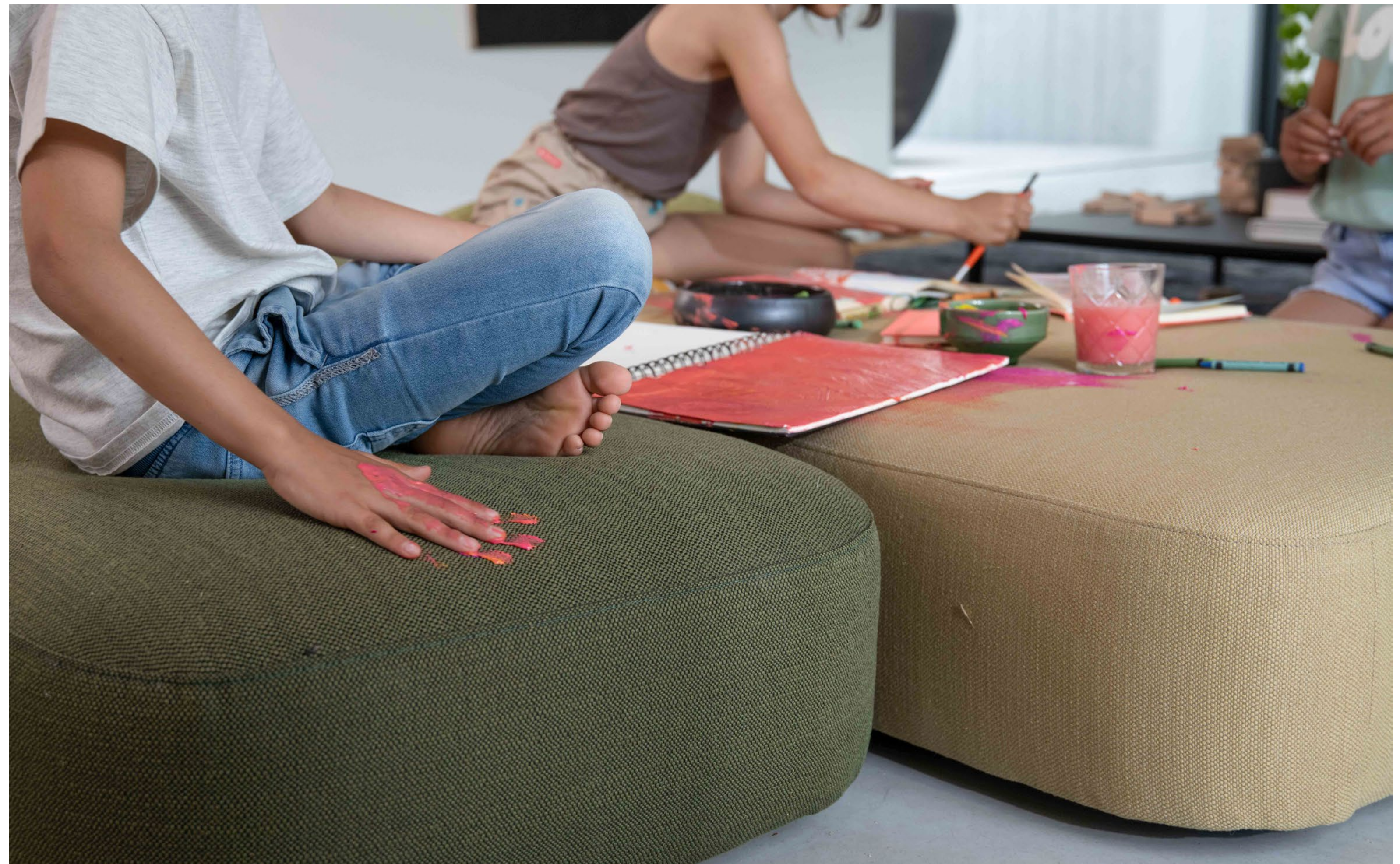
Our fabrics are tested for easy care and washability. A washing temperature of 60°C will kill 99% of germs and bacteria. Many Bru fabrics are compliant with the AATCC 96 (American Hospital Washing Standard) specifying laundering at 74°C.



# Stain Free Technology

Our easy clean furnishing fabrics support stress free living, no matter where it might take place. Indoor, outdoor, home, work, hospitality spaces... and everywhere in-between.

100% life proof.  
100% simple.  
100% trusted.





# Luxurious Touch

# ملمس فاخر

# Luxurious Touch

Bru prides itself in ensuring every fabric has a beautiful luxurious soft touch and hand feel.



# Data Driven Design

Existing and future analytics ensure the Bru group launch proven best sellers:

- SAP reporting
- 2023 Business Intelligence (BI) Platform project





# Extensive Colourlines

Bru's design team ensure our fabric collections contain a wide range of on-trend and timeless colourways.



