

# PRANA - YOGA, TRAVEL & ADVENTURE CLOTHES WITH A CONSCIENCE



## PRANA

prAna was started in a garage in Carlsbad, California back in 1992. At that time yoga and climbing gear left a lot to be desired, so Beaver and Pam Theodosakis decided to create their own stylish and sustainably made clothes. They sewed the first pieces themselves, labeled them with tags made from homemade recycled paper, and shipped their orders in fruit boxes from local grocery stores.

Today, prAna is still based in Carlsbad. We're a lot bigger than we used to be, but we continue to follow our core belief that companies like ours should give much more than they take from the world. Our commitment to sustainability, community, and doing right still inspires and pushes us to find innovative ways to do good things in a good way.

We go out of our way to ensure the impact we make on the world is mostly confined to our aesthetic. By using materials and partnering with companies and factories that adhere to strict guidelines for safety and efficacy, we're able to make the beautiful and functional products we love, in a way that we can all feel good about.

## ADDRESS OF THE CLIENT

prAna

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## PROJECT OBJECTIVES

Our main objective when partnering with SGS was to create a comprehensive testing manual that combines all our performance testing with restricted chemical testing. We always aim to have clear test results that meet all consumer product safety requirements, including CPSIA (Consumer Product Safety Improvement Act). We are also testing our products to the standards our customers' demand.

Therefore, our most obvious and biggest challenge was to marry our performance, compliance and restricted chemical testing into one SGS manual and to create customized test request forms for materials/components and finished products.

## PROJECT DESCRIPTION

We wanted all of our products tested to the highest attainable quality standards, in order to ensure optimum customer satisfaction. Working with SGS for testing our products, meant that we received the guidance to establish a high level of quality standard as desired by prAna.

We want our products to go through various quality testing including functional testing, claims assessment, labeling review, performance evaluation, etc.

Our products have to be in compliance with CPSIA, FTC (Federal Trade Commission), U.S. Customs and Border Protection and Canada CCPSA (Canada Consumer Safety Act).

Furthermore, we have partnered with bluesign® systems since 2012 to ensure that the fabrics we use meet the highest environmental and human safety standards.

## BENEFITS

By creating a clear and comprehensive manual with SGS, we are reaching our goals; and our TRFs (Test Request Forms) cover our broad product categories; from yoga mats to wetsuits to performance synthetic bottoms to fashion tops.

We truly believe that SGS represents prAna's best interest to their overseas labs and our suppliers. Our account and technical managers have come to know prAna standards inside and out which gives them the unique experience to represent prAna and speak on our behalf.

## SGS EXPERIENCE

We keep working with SGS, because the level of service is attentive and personalized. We can call and email our account and technical managers and get them almost immediately to help us solve urgent problems or help create long term solutions. The biggest goal was the RSL integration into our existing manual and further breaking out more category specific test packages. It has been time consuming but we did it through clear and consistent communication. We are getting there!!!

Clear and open communication: that is what characterizes our partnership with SGS. We have been needy in our urgency and details needed to enhance our manual. If we did not have this clear and open communication with the SGS laboratories and the SGS team then this project would have never come to fruition.

The SGS logo, consisting of the letters "SGS" in a bold, sans-serif font, with a vertical line to the right of the letters and a horizontal line below the letters.