

RESPONSIBLE SOURCING

At Matalan, we recognise that sourcing raw materials sustainably and ethically is just as important as sourcing the highest quality materials to deliver the best products to our customers.

We have set clear targets to procure our key fibres—cotton, polyester, and viscose (man-made cellulosic fibres)—through the most sustainable routes available. This includes active collaboration with NGOs, alignment with government policies, adherence to certification programmes, and compliance with internationally recognised voluntary standards. These frameworks help us verify the credentials of the sustainable materials we source and ensure transparency in communicating our sustainability practices to consumers.

As standards and policies continue to evolve to reflect changing consumer needs and behaviours, we acknowledge the ongoing challenges in achieving full traceability and validating sustainable claims. To address this, we implement robust certification and audit processes and take every possible step to meet these evolving standards.

Matalan conduct regular training sessions with internal teams and engage continuously with external stakeholders, including NGOs and policymakers, to stay informed and adapt as needed. This ensures we maintain high product quality while sourcing responsibly.

We understand that verifying all sustainability credentials is a complex and demanding task, requiring extensive collaboration across industries, NGOs, government organisations, and standard-setting bodies. Despite the challenges, as a value-driven retailer, we are committed to making meaningful progress. While we may not get everything right immediately, we strive to make continuous improvements—minimising waste and navigating a complex supply chain—to deliver the best value to our customers.