

*always ethical
always sustainable from
plant to product*

FAIRMOVE

PRODUCT NOVELTIES YOGA, SPORTS & FITNESS



Das Zeichen für verantwortungsvolle Waldwirtschaft



**GUARANTEED
FAIR TRADE
ORIGIN**

This product has been sourced from Rice & Carry, a WFTO Guaranteed Fair Trade Enterprise.



Dear retailers,

Not only ethically motivated customers are now asking for plastic-free, vegan, organic and/or fair trade alternatives in all areas of life. These topics have arrived in the middle of society and even some legislators are finally demanding fairness from their businesses through “supply chain laws”.

We set out a few years ago to find alternatives to conventional sport and fitness products for a greener and fairer future for people and the environment. By buying FAIRMOVE products, your customers should enjoy making an environmental and social impact. With their purchase, they make an important contribution to climate, environment and resource protection, create sustainable jobs in developing countries, and promote social solutions.

We don't just claim our commitment, however, but have it regularly verified by independent seal initiatives. Thus, our FAIRMOVE products bear a variety of seals, which are intended to give your customers a quick orientation. Whether Fairtrade, WFTO (World Fair Trade Organisation), Fair Rubber, FSC®, Climate Partner or Vegan Society – our seal partners make a valuable, active contribution to our social transformation through their work. We would like to thank them and the many volunteers.

And of course we thank you for your support to include FAIRMOVE in your assortment.



© M. Kunz, Fair Rubber e. V.

Latex tapper, India

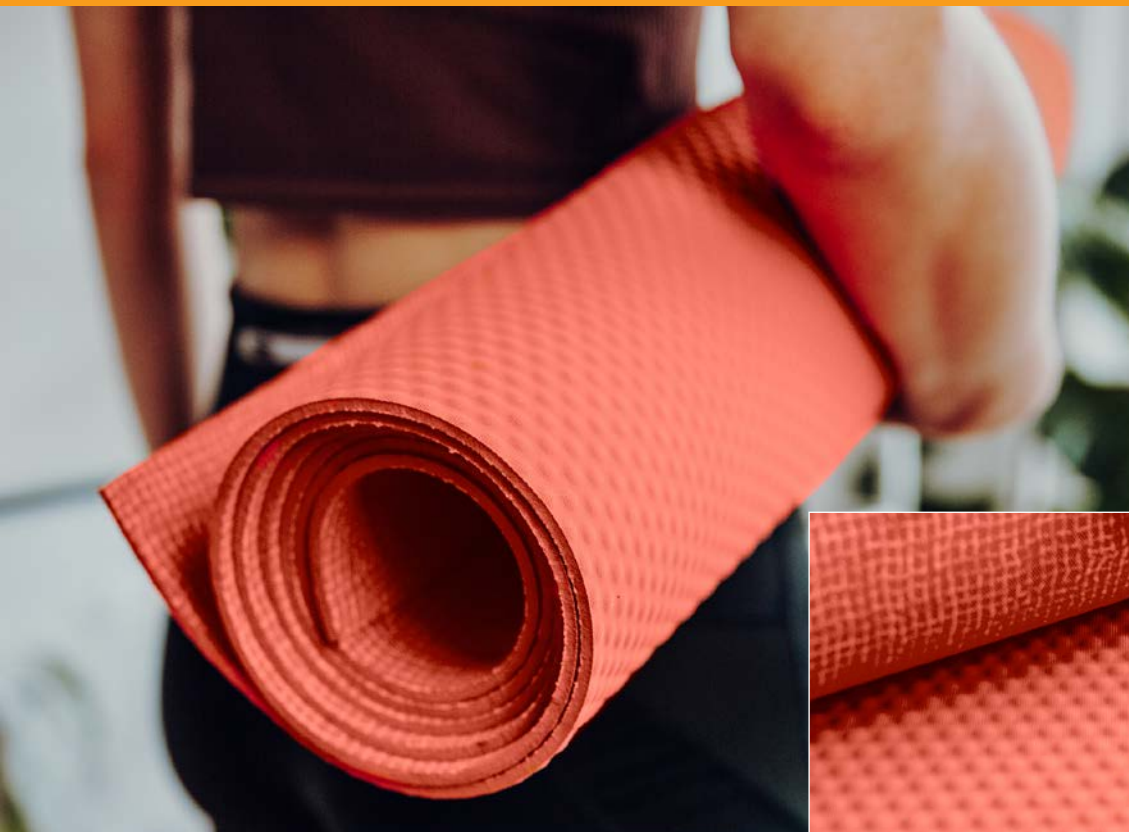


Manufacturing from Yoga mats



Weaver in Sri Lanka

YOGA- AND FITNESS- MATS



**NATURAL RUBBER –
THE HARMLESS
ALTERNATIVE TO PLASTIC**

FIRST OF ALL – ARTIFICIAL
SOFTENERS, HARMFUL
SUBSTANCES AND AGGRES-
SIVE DYES DO NOT BELONG
IN OUR EQUIPMENT.

OUR RANGE CONSISTS OF
CERTIFIED NATURAL RUBBER,
WHICH WE SOURCE FROM
SUSTAINABLE RUBBER
PLANTATIONS IN SRI LANKA,
INDIA OR THAILAND. SINCE
WE PAY AN ADDITIONAL
PREMIUM FOR THE NATURAL
RUBBER, IT IMPROVES THE
WORKING AND LIVING
CONDITIONS OF THE LATEX
TAPPERS ON THE PLANTA-
TIONS. (SEE ALSO
WWW.FAIRRUBBER.ORG)

- **DURABLE FROM
FAIRLY TRADED
FSC®-100% CERTIFIED
NATURAL RUBBER**
- **ORGANIC COTTON
MESH FOR INCREASED
CUSHIONING**
- **NON-SLIP, DURABLE,
EASY TO CLEAN AND
BIODEGRADABLE**
- **FREE FROM
PLASTICIZERS AND
OTHER HARMFUL
SUBSTANCES
(E.G. CARCINOGENIC
PHTHALATES)**
- **ENVIRONMENTALLY
FRIENDLY, VEGAN AND
PLASTIC-FREE**

SIZE: 176 X 61 CM
THICKNESS: 3 MM
WEIGHT: 2.3 KG

BLUE: ART.-NO. 4800196
EAN: 4260365857664
GREEN: ART.-NO. 4800065
EAN: 4260663813003
OLIV: ART.-NO. 4800289
EAN: 4260365859422
PURPLE: ART.-NO. 4800195
EAN: 4260365857640
CORAL: ART.-NO. 4800288
EAN: 4260365859408
GREY: ART.-NO. 4800197
EAN: 4260365857688



OUR COMPANIONS FOR A RELAXED YOGA TRAINING — BELT AND RISER



**GUARANTEED
FAIR TRADE
ORIGIN**

This product has
been sourced from
Rice & Carry,
a WFTO Guaranteed
Fair Trade Enterprise.



YOGA BELT

The tightly woven 100% organic cotton yoga belt serves as a support of various yoga asanas. With the help of the two metal D-rings the strap holds in the desired length. The belt makes it easier for you to stretch your body and stay longer in poses.

245 x 3.7 CM

ART.-NO. 4800290

EAN: 4260663811610



YOGA MAT STRAP

Made from 100% organic cotton. The yoga mat strap is tightly woven and therefore very robust. The strap allows you to carry your mat comfortably over your shoulder. Because the loops close automatically, the belt is suitable for any mat size. Washable at 30 °C.

145 x 3.7 CM

ART.-NO. 4800270

EAN: 4260663810040

FITNESS BANDS & -LOOPS: RECOMMENDED BY PHYSIO-THERAPISTS & HEALTH INSURANCES

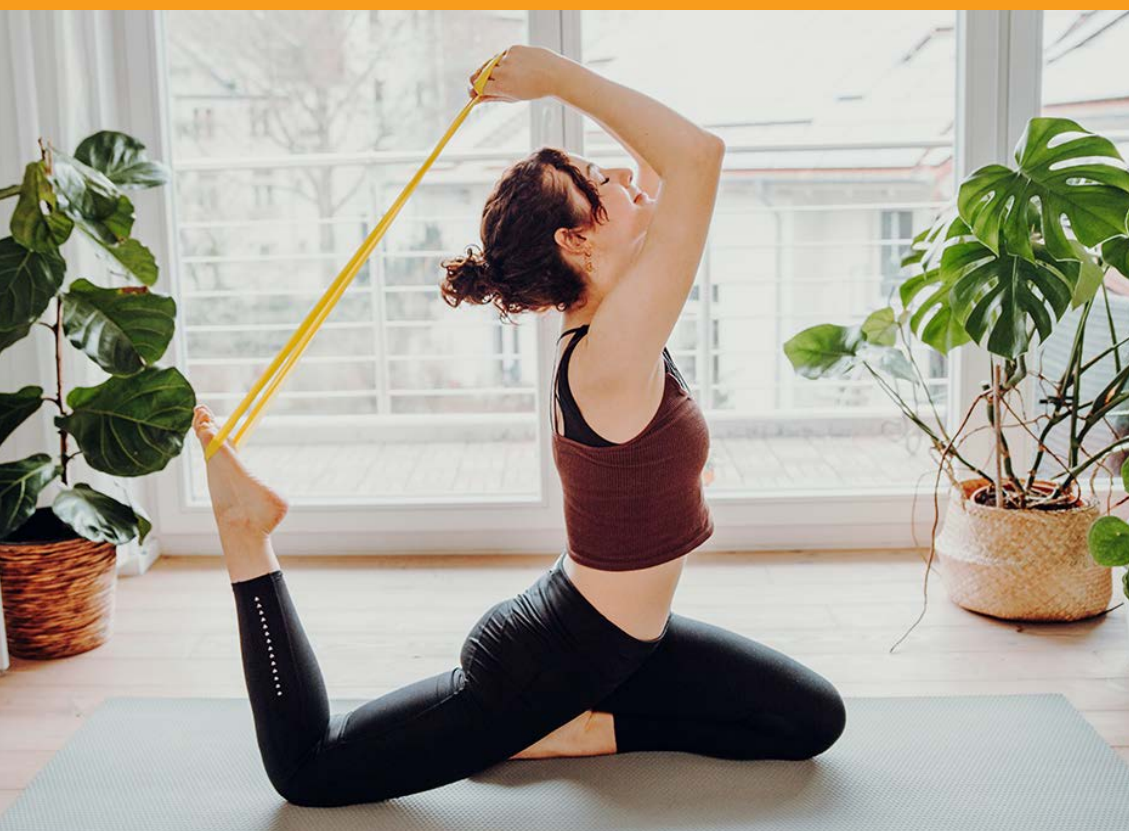
- DURABLE FROM FAIRLY TRADED FSC®-100% CERTIFIED NATURAL RUBBER

- FREE FROM PLASTICIZERS AND OTHER HARMFUL SUBSTANCES (E.G. CARCINOGENIC PHTHALATES)

- ENVIRONMENTALLY FRIENDLY, VEGAN AND PLASTIC-FREE

- VERSATILE, JOINT GENTLE AND EFFECTIVE

- DURABLE AND AVAILABLE IN 3 THICKNESSES



Usable for exercises from Pilates, Gymnastics, Crossfit and more. We recommend stronger bands for well trained persons and bands with lower tensile strength for children and training beginners.

FITNESS BAND, 200 x 12.5 CM
 LIGHT (YELLOW): ART.-NO. 4800018
 EAN: 4260365859187
 MEDIUM (GREEN): ART.-NO. 4800020
 EAN: 4260365859200
 STRONG (BLACK): ART.-NO. 4800024
 EAN: 4260365859163

FITNESS LOOPS 30 x 3 CM
 LIGHT, STRENGTH 1.0 MM (RED)
 ART.-NO. 4800277
 EAN: 4260663812303
 MEDIUM, STRENGTH 1.3 MM (BLUE)
 ART.-NO. 4800219
 EAN: 4260663812310
 STRONG, STRENGTH 1.6 MM (BLACK)
 ART.-NO. 4800220
 EAN: 4260663812327
 MIX, (LIGHT + MEDIUM + STRONG)
 ART.-NO. 4800157
 EAN: 4260365852232



HEALTHY, SUSTAINABLE AND COMFORTABLE — THE INNOVATIVE **FAIRMOVE** **SANDALS**



- DURABLE FROM FAIRLY TRADED FSC®-100% CERTIFIED NATURAL RUBBER
- FREE FROM PLASTICIZERS AND OTHER HARMFUL SUBSTANCES (E.G. CARCINOGENIC PHTHALATES)
- ENVIRONMENTALLY FRIENDLY, VEGAN AND PLASTIC-FREE
- DURABLE
- VEGAN

Innovative sandals made of natural rubber. It is probably the oldest shoe design in the world. Even Mahatma Gandhi is said to have worn the fore-runner of the FAIRMOVES. Comfortable footbed made of natural rubber that adapts to the shape of the foot.



BLACK

UK 6, EUR 38/39, ART.-NO.: 4800100, EAN: 4260365858340
UK 7, EUR 40, ART.-NO.: 4800101, EAN: 4260365858357
UK 8, EUR 41/42, ART.-NO.: 4800102, EAN: 4260365858364
UK 9, EUR 43, ART.-NO.: 4800103, EAN: 4260365858371
UK 10, EUR 44, ART.-NO.: 4800104, EAN: 4260365858388
UK 11, EUR 45, ART.-NO.: 4800105, EAN: 4260365858395



PETROL

UK 6, EUR 38/39, ART.-NO.: 4800106, EAN: 4260365858402
UK 7, EUR 40, ART.-NO.: 4800107, EAN: 4260365858418
UK 8, EUR 41/42, ART.-NO.: 4800108, EAN: 4260365858425
UK 9, EUR 43, ART.-NO.: 4800109, EAN: 4260365858432
UK 10, EUR 44, ART.-NO.: 4800110, EAN: 4260365858613
UK 11, EUR 45, ART.-NO.: 4800111, EAN: 4260365858715

UPCYCLING WITH RICE SACKS



BUM BAG

Here you can store anything that suits in a common bum bag. The only difference: this bag comes from a fair trade project in Sri Lanka which applies a second chance to discarded rice bags.

21 x 13 x 5 CM,
ART.-NO.: 4800168
EAN: 4260365858814



DRAWSTRING BAG

This drawstring bag is small and light as a feather. When needed, it offers a lot of storage space. For example for the next trip to the beach.

30 x 43 CM, ART.-NO.: 4800166
EAN: 4260365858791



EACH PRODUCT IS UNIQUE



COSMETIC BAG

Enough space for the tooth brush and the favourite cream. The cosmetic bag by Rice & Carry is perfectly storing all needed things for going on a journey.

23 x 14 x 6 CM,
ART.-NO.: 4800008
EAN: 4260365858739



BARREL BAG

A modern sports and leisure bag with two robust handles made of white or black cotton. The zipper contains a nylon string which has been collected on Sri Lanka's coast. An additional zip pocket on the side offers room for keys, telephone etc.

WIDTH: 45 CM,
DIAMETER: 25 CM,
ART.-NO.: 4800198
EAN: 4260365858135

YOGA MAT BAG

Absolutely sustainable: The own yoga mat can be easily carried within this Rice & Carry bag. Emission-free, fair and eco-friendly. The cotton shoulder strap is adjustable in length. The buckle consists of 100% recycled plastic.

LENGTH: 70 CM,
DIAMETER: 16 CM,
ART.-NO.: 4800165
EAN: 4260365858784



KEY RING

Robust key tag made of recycled materials: the Rice & Carry Key Ring. The buckle is made of collected bottle caps (HDPP), the belt has been manufactured from rice bags.

3 x 18 CM, ART.-NO.: 4800043
EAN: 4260365856193

COSMETICS WITH THE FRESHNESS OF FAIRLY TRADED LIMES



SHOWER GEL LIME

Shower gel for dry or sensitive skin. Olive oil has been used for centuries to gently cleanse and moisturize the skin. Olive oil is rich in natural vitamins, minerals and essential fatty acids that can rejuvenate the skin with its anti-aging properties. Pampers your skin with a fresh scent of lime.

500 ML ZERO WASTE BOTTLE,
ART.-NO.: 4910241
EAN: 4260365855370



DEO CREAM FRESH LIME

Our aluminum-free deodorant cream, with the subtle scent of fresh lime. It does not prevent sweating, but thanks to its formula it ensures that no odor arises.

50 ML ZERO WASTE JAR,
ART.-NO.: 4910342
EAN: 4260365857596



BODY LOTION LIME

This body lotion has a particularly light texture and is therefore absorbed quickly. The result is a silky soft feeling on the skin with a refreshing fragrance of lime. The base is also based on fairly traded olive oil, which is known for its moisturizing properties. Suitable for the normal skin type.

100 ML ZERO WASTE JAR,
ART.-NO.: 4910207
EAN: 4260365850641



LIP BALM LIME

The Lip Balm Lime cares for chapped, dry lips and makes them supple and soft. The light consistency of the lip care is easy to apply, absorbs quickly and gives the lips a subtle shine. Contains Fairtrade apricot kernel oil, Fairtrade almond oil, Fairtrade lime extract and Fairtrade shea butter and thus smells particularly discreet and pleasant.

20 G ZERO WASTE JAR,
ART.-NO.: 4910269
EAN: 4260365857459

- FREE FROM MINERAL OIL AND SILICONES
- WITH FAIRTRADE CERTIFIED INGREDIENTS
- VEGAN SOCIETY CERTIFIED NATURAL COSMETICS
- NATRUE CERTIFIED NATURAL COSMETICS
- 100% PLASTIC FREE, BOTH CONTENT AND PACKAGING
- IN REUSABLE GLASS CONTAINER

OUR PARTNERS

As one of the first producers for cosmetics worldwide, we are allowed to label our products with the renowned Fairtrade mark due to their conformity to the organisation's guidelines. Furthermore, the FAIR SQUARED cosmetic products are labelled with the NATRUE mark for verified natural cosmetics, and the Vegan Society label. „Fairtrade – Natural – Vegan“ – if that is everything your costumers want to know. With our hygiene and cosmetic products you can support the fair partnership with producers from the poorer areas of the world.

FAIR SQUARED PRODUCTS CARRY THE LABELS OF THE FOLLOWING LICENSE PARTNERS:

FAIRTRADE

FAIR SQUARED is primarily a company which implements the objectives of the Fair Trade movement and puts it in the enterprise center. We are one of the first companies worldwide that have been granted the FLO seal for cosmetic products and probably the only ones in this category whose whole product range is exclusively labelled Fairtrade. www.fairtrade.net

BUT WHAT DOES FAIR TRADE REALLY MEAN?

- No child or compulsory labor
- A guaranteed cost-covering minimum wage for producers
- Fairtrade premiums that are independent from the market price
- Fair working conditions (paychecks, security, working hours...)
- Long-term trade relationships
- Transparent conditions
- The possibility of pre-financing
- Democracy in cooperatives or working committees
(shared profit, all votes are of equal worth)

All criteria were controlled by the independent FLOCERT (www.flocert.net) through continuous audits of all license partners (producers and traders). Only the ones who could fulfill the criteria and thereafter continuously work according to them are granted with the well-known Fairtrade mark. About 90% of the European population recognizes the Fairtrade label and 95% of this percentage trust it.



NATRUE

Founded in 2007, NATRUE is a Brussels based international non-profit association committed to promoting and protecting natural and organic cosmetics worldwide. The NATRUE label is a guarantee for cosmetic products to always be as natural as possible. The products labelled with the NATRUE sign are of high standard and are divided into three different levels depending on how much organic ingredients they contain. The FAIR SQUARED products reach the first stage. We would very much like to achieve a higher level, that is however at the time not possible. Our products are certainly organically produced, but the needed documentations are either because of financial or organizational reasons not possible at the moment. www.natrue.org

FAIR SQUARED products are allowed to carry the NATRUE logo because they are always produced as natural as possible. In practice, this means:

- Using natural and organic ingredients
- Gentle manufacturing processes
- Environmentally friendly practices
- Not using synthetic fragrances and / or colours
- Not using ingredients deriving from petro-chemistry
- Not using GMO ingredients
- Not using radiation on the finished product or on the herbal ingredients

VEGAN SOCIETY

The seal of the international society “The Vegan Society” (with headquarters in Birmingham) is not only to be found on cosmetic products, but also on food, packaging, clothes, cleaning products, and others. The logo guarantees that the product does not contain any animal products. FAIR SQUARED products are certified by the English Vegan Society and meet their standards. www.vegansociety.com

Here is an extract from their standards:

- Animal Ingredients: The manufacturer and/or producer may not involve or have involved the usage of any animal products or animal by-products in their product or by the manufacturing of their product.
- Animal Testing: The development and/or manufacture of the product may not involve or have involved testing of any sort on animals conducted at the initiative of the company or that has been carried out by a party/parties over whom the company has effective control.
- Genetically Modified Organisms: The development and/or production of genetically modified organisms (GMO) may not have involved concerning animal genes or animal-derived substances. Products containing GMOs must be labelled as such.



FAIR RUBBER

Not all raw materials that FAIR SQUARED process are covered by the Fairtrade Labelling Organizations International (FLO). There are simply too many natural raw materials for that. One of these raw materials is natural rubber. It is produced from the sap of the tropical tree “*Hevea brasiliensis*”. The aim of the Fair Rubber Association is “to contribute to an improvement of the working and living conditions of the primary producers of natural latex by applying the principles of Fair Trade to the trade in products made from natural rubber”. That is what their statute says. But what does it actually mean? Fair Rubber is good for the people. Participation in Fair Trade should be an option, particularly for the primary producers of natural rubber, the rubber tree tappers, and small rubber-farmers.

But the low prices paid for raw materials make it impossible for the tappers, plantation workers, and small-scale farmers to support themselves and their families. This is where Fair Rubber wants to help:

Paying a Fair Trade premium of 0.50 € per kilo of natural rubber to the primary producers ensures that even during periods of depressed world market prices, the costs of production would be covered and the suppliers would have a surplus. Crucially, this would allow them to improve their working and living conditions. The decision of how this premium is to be used remains with the workers: for example by the management board for small-scale farmer associations, or in plantations by a panel consisting of selected employee representatives and delegated management. The FAIR SQUARED products which carry the Fair Rubber association’s label are condoms, Period Cups, and future products made of fairly traded natural rubber. www.fairrubber.org

LATEST NEWS: The Committee for Standards at WFTO (World Fair Trade Organization) has come to the conclusion that the certification system of FAIR RUBBER e.V. is considered an equivalent Fair Trade system. Therefore they recommend the recognition of FAIR RUBBER e.V by WFTO. The Board of WFTO has not yet made a decision on this matter.



WFTO – WORLD FAIR TRADE ORGANISATION

WFTO is the global community and auditing body for social enterprises that fully practice Fair Trade. WFTO members are represented in 76 countries and all serve marginalized communities. To become a WFTO member, a company or organization must demonstrate that they put people and the planet first in everything they do. WFTO is democratically governed by its members, who are part of a broader community of over 1,000 social enterprises and 1,500 businesses. Fair Squared is a first-time buyer within WFTO. A first-time buyer is a store that buys products from a guaranteed fair trade company. In our case, it is Rice&Carry from Sri Lanka, whose products we mark with our FAIR SQUARED, FAIRMOVE or FAIR ZONE brands. www.wfto.com

FSC® – FOREST STEWARDSHIP COUNCIL

The FSC® (Forest Stewardship Council®) is committed to promoting an eco-friendly, socially responsible and economically viable management of forests which meets the social, economic and ecological needs of present and future generations. The label ensures that only FSC® certified and controlled materials will be used at any time of the production chain. For the production of FSC® certified products the following materials can be used:

FSC® certified quantities, controlled wood or recycled materials. Depending on the FSC® label, one can see whether the product is made only with material from FSC® certified forests (FSC® 100 %), if it is made with recycled, certified material (FSC® recycled), or if it consists of a mixture of certified and controlled materials (FSC® mix). Only the products that are identified as such on this document are FSC® certified.

www.fsc-deutschland.de

CLIMATEPARTNER

Everything we do – the production of our products, transport, running offices and administration – causes CO2 emissions. Climate change does not just affect us and future generations, Fair Trade producers, too, already experience significant changes and disadvantages. That's why we decided to have our emissions analysed by the independent company ClimatePartner (www.climatepartner.com), to reduce emissions as far as possible and offset the rest through different climate projects. As early as 2014 we offset the FAIR SQUARED condoms through the afforestation project 'biosphere reservation Schaalsee'.

Our complete assortment's emissions are compensated by a Gold Standard Fairtrade project in Raichur (a rural district in Central India). By the purchase of clean and efficient pressure cookers we offset our emissions. Our production is therefore considered "climate-neutrally". www.climatepartner.com



This product has been sourced from Rice & Carry, a WFTO Guaranteed Fair Trade Enterprise.



Das Zeichen für verantwortungsvolle Waldwirtschaft



THE 17 UN SUSTAINABLE DEVELOPMENT GOALS AND OUR COMMITMENT

In September 2015, within the United Nations community, the 2030 Agenda for Sustainable Development was adopted. The involved 193 States have formulated in this context the so-called “goals for sustainable development” (Sustainable Development Goals, SDGs for short). These were considered cornerstones of the development and sustainability policy for the next 15 years.

Fair Trade, FAIR SQUARED and fulfilment of the SDGs

Did you know that many of the UN goals have long been implemented by the Fair Trade Movement? This is how we have been working since FAIR SQUARED was founded in 2010 on many sustainability goals that have been defined as “global goals”.

The SDGs of the 2030 agenda



Source: Global Goals, UN



© M. Kunz, Fair Rubber e. V.

Access to fresh water:
Fountain project on Sri Lanka



Collecting plastic bottles:
Upcycling project on Sri Lanka



© M. Kunz, Fair Rubber e. V.

Sustainable cultivation:
Latex tapper in India

GOAL 1: NO POVERTY

We pay a fixed minimum price for our Fairtrade commodities plus a premium. This contributes to the long-term improvement of the financial conditions of our partners, so that they can invest in sustainable projects.

GOAL 2: NO HUNGER

The price of raw materials we pay our trading partners is being established independently of the world market prices. This ensures that they still get by, even in times of lower world market prices.

GOAL 5: GENDER JUSTICE

We and the actors of fair trade make every effort to achieve the gender-independent equality in the global south. For this reason, for example, womens' labour rights are specifically supported, so that they can work on an equal basis and can thus increase their own future prospects.

GOAL 6: CLEAN WATER AND SANITARY FACILITIES

By means of premiums, about their use the workers and self-elected committees decide, well projects have already been realised, that enable access to clean drinking water.

GOAL 12: SUSTAINABLE CONSUMPTION AND PRODUCTION

Of course, as a manufacturer and trader we are interested in selling our products. However this

must not happen at the expense of the environment. For example, we compensate all our emissions through climate protection projects. Furthermore we are about to change our assortment to completely "plastic-free" and are committed to setting up more sustainable industry solutions.

GOAL 13: CLIMATE PROTECTION MEASURES

Through our work, we promote the resource-saving cultivation of plant-based raw materials under Fairtrade conditions. In addition to that, we support organic farming and use the chance to make climate-friendly and FSC® certified products attractive for consumers as an alternative to conventional ones.

GOAL 14: LIFE UNDER WATER

Our responsibility does not only extend to life on land. Much more, especially the marine ecosystem is threatened by our way of living. As a small Ocean Plastic Project, we've found a way, together with our partners in Sri Lanka, to upcycle the PP bottle caps and by this to contribute to the fact that they don't end up in the sea.

GOAL 15: LIFE ON LAND

Only an intact ecosystem can continue to meet the needs of humans and animals in the future. That's why we use FSC® certified raw materials and champion sustainable and fair conditions for the tapping of latex in India, Thailand and Sri Lanka.



*always ethical
always sustainable from
plant to product*



FAIR SQUARED GmbH
Hermann-Heinrich-Gossen-Straße 4
D-50858 Köln (Cologne), Germany
Telephone +49 (0) 2234 9 29 66 00

info@fairsquared.com
www.fairmove.info

@fairsquared_
facebook.com/FairSquared

For orders and detailed product information
please visit the webshop for retailer.
One-time registration and activation required.

shop.fairsquared.info



SALES CONTACT PERSONS:

Stephan Stavridis
stavridis@fairsquared.com
+49 (0) 2234 9 29 66-16



Oliver Gothe
gothe@ecoaction.de
+49 (0) 2234 9 29 66-11