

# web.csr

More and more consumers are demanding to know if the products they are purchasing are socially and environmentally friendly. Companies are seeing this trend and recognizing how important it is to support the concept of Corporate Social Responsibility (CSR), particularly with regards to strategic planning. *web.csr* is a web-based solution enabling you to display your manufacturing process transparently to consumers - from material procurement through to the finished product and all steps in between.

## Highlights:

- Information is displayed by scanning a QR code which is printed on the product's label and ensures absolute ease of use for consumers
- Origin of the raw materials, production plants, and any subsequent processing are displayed through images, text, certificates, and other official documents

Lady's Trousers Com	nfort Fit		
<b>Style:</b> 8510	Line: 455	Color: 100 Black	
Outer fabric:	60% Wool, 36% Polyester, 4% Elastane		
Lining:	100% Polyester		
TEXTILES VERTRAUEN Geprüft auf Schadstoffe nach Oeko-Tex* Standard 100 00000000 institut			
MATERIAL ORI	GIN		
Outer fabric			
Wool	AUSTRALIA		
Polyester	GERMANY		
Elastane	IRELAND		
Spinning plant	PORTUGAL		

Origin of materials

#### Technical characteristics:

- Web-based solution
- Smartphone and tablet PC optimized
- Bilingual: English and German

### Benefits:

- Improved brand image and positive reputation
- Increased product innovation
- Stronger market position and reduced risks
- Increased customer satisfaction
- Company acceptance from potential new customers

# integrated systems