

> Corporate Social Responsibility Report

Innovation, Product Research and Development

The company realized the importance of product development to response to customer's needs. Therefore, the innovation contest was held every years since 2007 by the research and development department.

For the past 4 decades, in order to win the 1st place in customer's mind, Thanulux PCL concentrated on developing quality products, services, and innovations to satisfy their needs and to sustainably alleviate environmental problems. As seen in 21st SAHA Group Fair 2017, the company introduced products with new innovation under leading brands as follows:

Flex Shirt by Arrow

The shirt that provided flexibility in every moves were catered to the customers who wanted good personality, well-fitting shape while maintaining mobility. With special yarn spinning technology, the fabric was not only soft, lightweight, and comfortable, it was also breathable. Moreover, the fabric can be stretchable for 15-20%, which was the comfort stretch that had high stretch recovery and was not shrunken or stretche.



Fresh Shirt by Arrow

The latest innovation of shirt with "Nano Zinc" technology, which was tested and proven by scientists that it had a property to kill and stop staphylococcus bacteria, a cause of odor, from growing. Pairing with high technology manufacturing process, "Nano Zinc" can be implanted in the fiber, which made it enduring after wash and hence did not harm environment. Apart from antibacterial, "Nano Zinc" had anti-UV ability which prevented skin cancer and also kept moisture while comfortably breathable at the same time

XTRA Balance Underwear by Guy Laroche

With special underwear pattern design, the product was an answer to modern lifestyle which required comfort, well-fitting and flexibility in order to team with slim fit trousers.



XTRA Balance was a privilege offered via Guy Laroche men’s underwear. It was a good mixture of X pattern that allowed firm fit yet comfortable teaming up with cotton lycra fabric that was **lightweight soft breathable and flexible** and also sport-designed waistband that was soft and not too tight. All become a perfect Guy Laroche innerwear “XTRA Balance”.

Xtra stretch Shirt by Guy Laroche

Super stretch innovation to challenge any opportunity in life

Shirt was made from fabric containing special fiber “Spandex” which was **lightweight**, comfortable and **breathable**. It satisfied the lifestyle of the new generation men who craved for **comfort** and **stretch**. Together with the smart-casual design, it enhanced wearer’s personality and confidence no matter if it was a working day that required formality or holidays that needs relaxation



Label No.5 Shirt - Collaboration Project with Electricity Generating Authority of Thailand (EGAT)

The company signed agreement to participate in label No.5 apparel project by Electricity Generating Authority of Thailand (EGAT) with the purpose to reduce the electricity consumption from ironing. The company therefore developed a fabric, sewing technique and manufacturing process to ensure that the garments offered met the standard and was certified with label no.5. The product will be launched in 2018.



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Label No.5 Shirt were certified with the “Cool Mode” standard which was the label from the project between Thailand Greenhouse Gas Management Organization (public organization) and Thailand Textile Institute. The fabric was tested in 3 aspects including:

1. Safety
2. Quality and Durability
3. Heat Ventilation



Wearing the garments with “Cool Mode” will allows wearers turn up the temperature on air-conditioning for 1 degree Celsius as the garments itself can cool the body temperature down for 1-5 degree Celsius. Moreover, label no.5 garments were required to pass the textile testing from Thailand Textile Institute.