

WWF-Malaysia Corporate Partner Nukleus Raises Awareness of Organic Cotton Benefits

By Jane Priya, WWF-Malaysia Corporate Engagement Communications Senior Executive and Nukleus Innerwear Sdn Bhd



Nukleus CEO Dr CW Tan speaking at the event.

Photo courtesy of Nukleus

WWF-Malaysia's corporate partner Nukleus held a party for media professionals and its corporate partners to raise awareness about the benefits of organic cotton on 24 October 2012, to coincide with the first-ever global organic cotton campaign (www.cottonedon.org) that was launched in Hong Kong on 4 October 2012, and is still on-going.

Nukleus has been contributing part proceeds of the sale of its Nukleus apparel to WWF-Malaysia's conservation efforts since 2010. Nukleus products use Global Organic Textile Standard certified organic cotton, which is the world's leading textile processing standard for organic fibres and bamboo silk, as well as Forest Stewardship Council certified paper and vegetable ink for its packaging.

Cotton production is a big business. Valued at 30 billion US dollars a year, cotton is the world's most valuable non-food crop. One of the major problems is pesticide use. Conventional cotton farming allows the use of deadly pesticides—and a staggering 99% of the world's cotton is produced this way. In 2010 alone, more than 3 billion US dollars' worth of pesticides was used on conventional cotton—more than any single crop. Furthermore, nearly half of the chemicals in pesticides are classified

as "hazardous" by the World Health Organisation, making conventional cotton the "dirtiest crop in the world".

In the very near future, Nukleus will source 100% of its organic cotton from India's Morarka Organic. This social enterprise, backed by the Morarka Foundation, is a non-profit organisation dedicated to improving the lives of Indian farmers through sustainable agriculture. Since cotton is a highly popular clothing material, consumers can play a significant role in helping cotton farmers by buying clothes produced using organic cotton and sustainable methods – a good example being Nukleus apparel.

Nukleus products are available at leading department stores such as Parkson Pavilion, Parkson Suria KLCC, Parkson 1 Utama, Parkson Setia City Mall (Shah Alam), and are available online at www.nukleusshop.com.

If you or your company would like to explore a corporate partnership with WWF-Malaysia that will benefit your business as well as the Earth, kindly email: corporaterelations@wwf.org.my or call our Corporate Relations Unit at Tel: +603-7803 3772



Miss Universe Malaysia 2012 Kimberley Leggett (third from right), Miss Universe Malaysia 2012 finalists and models (far right and far left) posing in Nukleus apparel made from organic cotton.

Photo courtesy of Nukleus