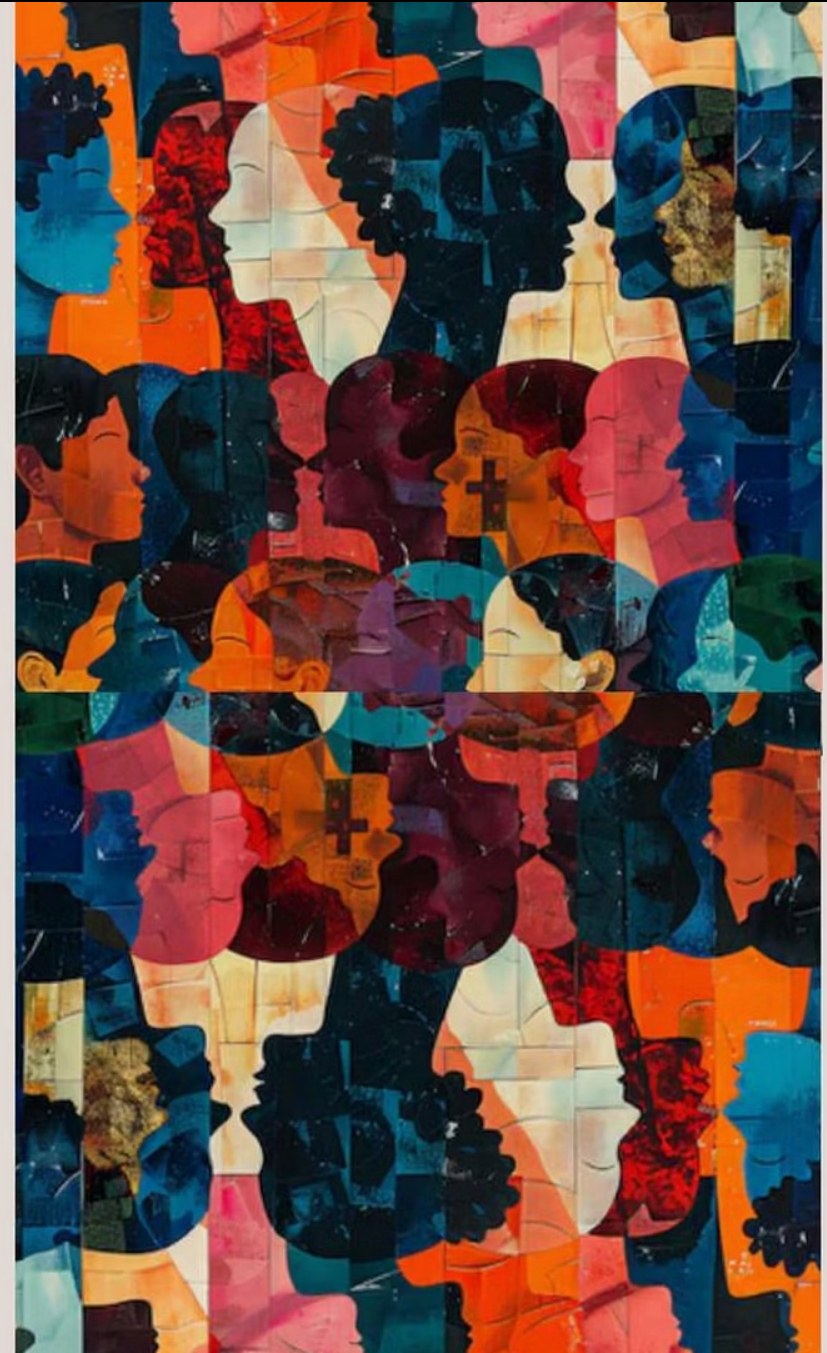


Reformation  elm ai

How Reformation Scaled Its Responsible Sourcing Program Using Elm AI's Technology





"Being naked is the #1 most sustainable option. We're #2."

Reformation is a globally recognized fashion brand redefining what it means to produce clothing sustainably. Known for its bold climate goals and ethical production practices, Reformation is deeply committed to **worker well-being, transparency, and continuous improvement** in its global supply chain. The organization embeds sustainability in their core vision.

Reformation adopted Elm AI's technology to modernize and scale its responsible sourcing practices and has been able to scale its social responsibility program to manage the ever-changing geopolitical climate.

The Challenge:

Scaling Social Responsibility with a Small, High-Impact Team

Prior to Elm AI, Reformation's responsible sourcing workflows were fragmented and manual. Tools like Quickbase, Excel, and email were being stretched far beyond their limits:

1

Audit Review Bottlenecks

Each audit review took **3–4 hours**, requiring manual quality control checks, creating internal corrective action plans (CAPs), and manually scoring third-party MRAs (Mutual Recognition Audits).

2

Limited Supplier Visibility

Without an integrated system, supply chain and social responsibility teams operated in silos, while suppliers struggled to engage proactively. Critical compliance documentation scattered across emails, Excel sheets, and even text messages hampered collaboration.

3

Disjointed CAP Tracking

CAP follow-ups were tracked in disconnected spreadsheets and inboxes, lacking visibility or prioritization by severity or risk.

4

Manual Audit Scheduling

Audit cadence tracking was done manually, complicating coordination across multiple auditing partners.

The decision to bring in Elm AI

Reformation chose **Elm AI's platform** to create a more scalable social compliance program. Some of the factors attributing to the selection of Elm's technology are as follows (in the words of Reformation's SR team):



Human-Centered Design

*"Elm's interface is intuitive and flexible—unlike many PLMs or legacy platforms we've worked with. Your team listens and builds **with** us, not just for us."*



Workflow Alignment

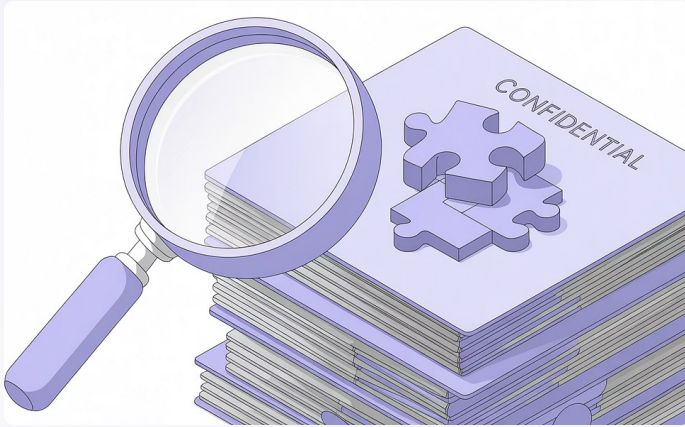
"Elm AI doesn't just automate processes; it actively frees teams to invest more in remediation, vendor support, and capacity-building efforts."



Industry-Specific Focus

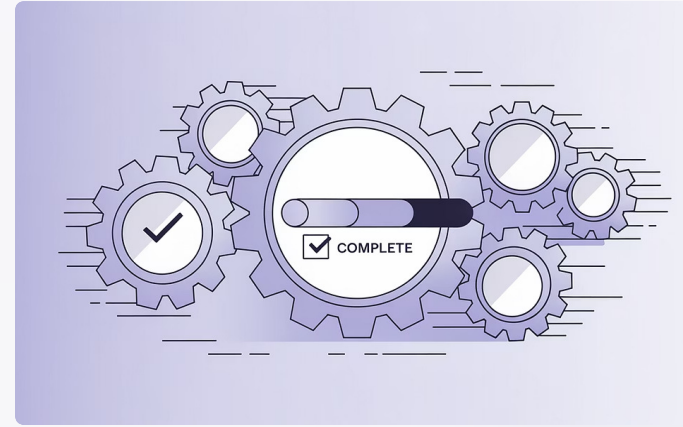
"While many platforms attempt to cover everything, Elm focused deeply on social responsibility workflows first—earning trust through depth, not breadth."

The Impact of Bringing in Elm AI: A Unified, Intelligent System for Responsible Sourcing



Audit Review & Equivalency Analysis

- As a result of them bringing in the technology, review time for an audit report significantly decreased.
- Automated equivalency scoring pinpointed nuanced gaps between audit protocols, significantly enhancing the depth and precision of compliance oversight.
- The technology surfaced high-risk issues for immediate follow-ups
- Recurring findings are automatically flagged when they appear across multiple audits of the same facility—enabling teams to engage in deeper, more targeted root cause analysis and collaborate with factories on more effective, durable corrective action plans



Automated Corrective Action Plan Regrading

- Real-time tracking of findings, linked with severity levels
- Streamlined evidence collection—centralized within the platform instead of scattered across emails, excels, and messages
- Automated regrading of CAPs significantly reduced manual oversight

“Now I have immediate, centralized access to evidence, conversations, and CAP progress in a single place—that’s a game-changer.”

The Impact of Bringing in Elm AI: A Unified, Intelligent System for Responsible Sourcing



Supplier Onboarding & Pre-Sourcing Workflow

- Onboarding timelines were compressed, even during high-volume expansion.
- Tailored, multi-language pre-sourcing forms helped vet suppliers across social, environmental, and operational criteria
- There is now the enablement of supplier diversification at scale without losing compliance visibility



Insights & Reporting

- Monthly KPI dashboards have replaced manual reporting
- There is live tracking of onboarding status, audit outcomes, and CAP progress
- There is potential to build relevant metrics like onboarding timelines by country or category

“We’re already reporting monthly using insights from Elm. The potential to evolve into industry-wide benchmarks is huge—especially with FLA-aligned CAP trend tracking.”

Results: Operational Impact & Strategic Enablement

Audit Review Time

Before Elm: 3–4 hours per audit

With Elm: Significant decrease in time spent

CAP Tracking

Before Elm: Manual spreadsheets

With Elm: Centralized, real-time tracking, severity filters, and automatic regrading

Supplier Onboarding

Before Elm: Time-consuming and fragmented

With Elm: Digitized workflows attaining significant time-savings and established timelines

Cross-Team Collaboration

Before Elm: Systems siloed between supply chain teams

With Elm: Shared visibility, actionable insights, and direct in-platform communication via team member tagging

Scalability

Before Elm: Bottlenecks during onboarding surges

With Elm: Able to onboard multiple facilities simultaneously

Improved Vendor Relationships

Before Elm: Unclear guidance and communication bottlenecks

With Elm: Strengthened trusting accountability, reduced audit and system fatigue

"Without Elm, we wouldn't have been able to meet the onboarding demand this year.

The system scaled with us."



Reformation's Experience Working with the Elm AI Team

For Reformation, the quality of partnership and customer success has a differentiator in itself:

“The Elm team is collaborative, transparent, and incredibly responsive. You don’t overpromise—and you deliver. That’s rare.”

Features were rapidly incorporated based on feedback, and bug fixes were addressed within hours. According to Reformation, this responsiveness and flexibility helped them feel supported, not sold to.



Setting a New Standard for Responsible Sourcing

“The work these programs do is too important to be slowed down by admin. Elm helps ensure we can do more—with less.”

As Reformation looks ahead, its vision is clear: build a future-facing, resilient supply chain grounded in transparency, accountability and continuous improvement. Achieving that vision requires more than compliance checklists—it demands systems that scale, teams that collaborate, and tools that empower both brands and their suppliers. With a platform that’s intuitive, adaptable, and built for real-world workflows, Elm AI enables Reformation to shift from reactive oversight to proactive, strategic engagement. Together, they are not just navigating complexity—they are setting a new standard for what responsible sourcing can be.