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A Strategic Approach to Compliance





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About

Ammi Borenstein

- 30+ years in snow and outdoor industries
- Leadership roles at K2 and Outdoor Research
- Introduced hundreds of styles and millions of units to market
- Creator team on the Higg Index
- Led sustainability efforts in snow and outdoor for 20 years
- Founded Snaplinc Consulting in 2018

About Snaplinc Consulting:

- Two years working with SIA
- Sustainability and ESG strategy
- Compliance management
- ESG/ Sustainability Reports
- Environmental assessments
- Supply chain and labor due diligence
- Materials and chemicals assessments



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Regulatory Compliance from 40,000'

What are the most pressing regulatory categories now?

EPR (Extended Producer Responsibility) for Packaging

Implementation is expanding rapidly, requiring producers to report across 43 jurisdictions in the US, Canada, and EU.

Prohibited Goods

Supply chain mapping must identify restricted origins and materials under laws like the Lacey Act, UFLPA, and EUDR.

Forced Labor

Global requirements from the UFLPA, Canada, and upcoming EU bans are driving integrated due diligence programs. Brands must demonstrate supplier risk screening, corrective actions, and transparent governance.

ESPR and DPP

Upcoming EU regulations require products to embed sustainability data and circular design features. Material sourcing, repairability, and recyclability must be documented and verifiable.

What are the most pressing regulatory categories now?

PFAS and Chemical Restrictions

PFAS phaseouts and disclosure requirements, Prop 65 in CA, REACH in EU, and multiple US state laws will reshape material selection, testing, and supplier certifications.

Deforestation-Free Supply Chains

The EU Deforestation Regulation (EUDR) will require traceability to the source of raw materials (cotton, leather, rubber, wood), reshaping sourcing systems.

Greenwashing

New EU and state-level rules restrict unverified environmental claims. All public statements must be evidence-based, specific, and supported by transparent data.

Textile EPR (France and California)

France's textile EPR recently expanded with new reuse and repair targets. California starts on Jan 1, 2028 and will start to influence design decisions.

Where most companies are today.

Compliance lives in folders, not systems

Awareness is high, but information sits across teams and tools, making it hard to see the full picture.

Tracking is manual and uncertain

For global regulatory tracking, most rely on spreadsheets, inbox alerts, or trade updates and can't be certain if something critical was missed.

Ownership is shared, but accountability is thin

Several functions touch compliance, yet no one owns the full process from regulation to implementation or from region to region.



Where most companies are today.



Data exists, but it's not harmonized and is incomplete

Collection happens, but consistency, verification, and alignment across regulations and regions remain major challenges.

Future planning is ad hoc

Teams know what's coming but don't have a structured way to track, assess, and prepare before rules take effect.

Why?

Regulatory volume has exploded

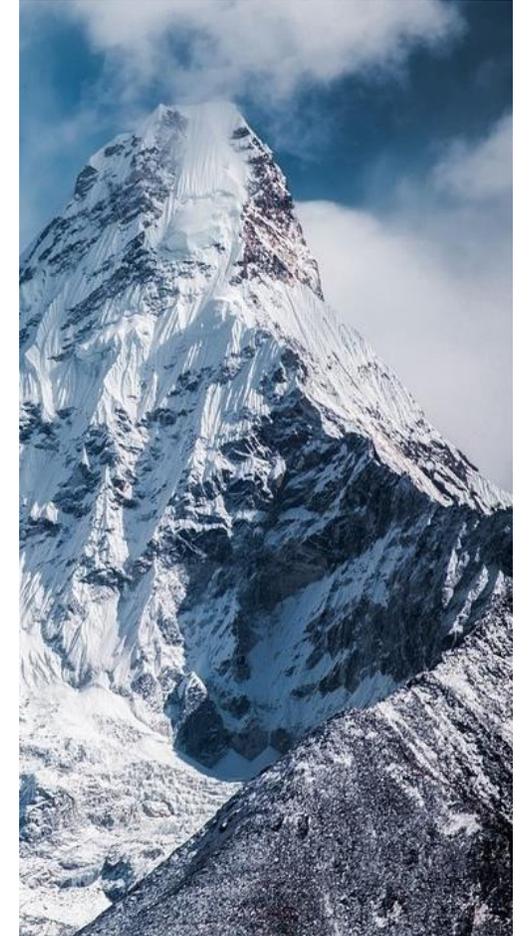
Our industry tracked fewer than 10 key regulations just a few years ago. Today we monitor nearly 150 across multiple regions and product scopes.

Most brands are still tackling them one at a time

Teams chase individual rules by region, by product type and by deadline, resulting in substantial inefficiency.

The overlap is a challenge

Regulations often reference the same data, materials, and suppliers but many companies are challenged to manage that harmonization across regions, divisions, etc.



Why?



Managing one by one doesn't scale

What worked when there were ten rules breaks down when there are hundreds, each with unique timelines and reporting triggers.

Structure is now the differentiator

Managing compliance by category, region, and timeline turns regulatory chaos into something you can actually plan for.

Where most companies should be today.

Compliance is Embedded, Not Adjacent

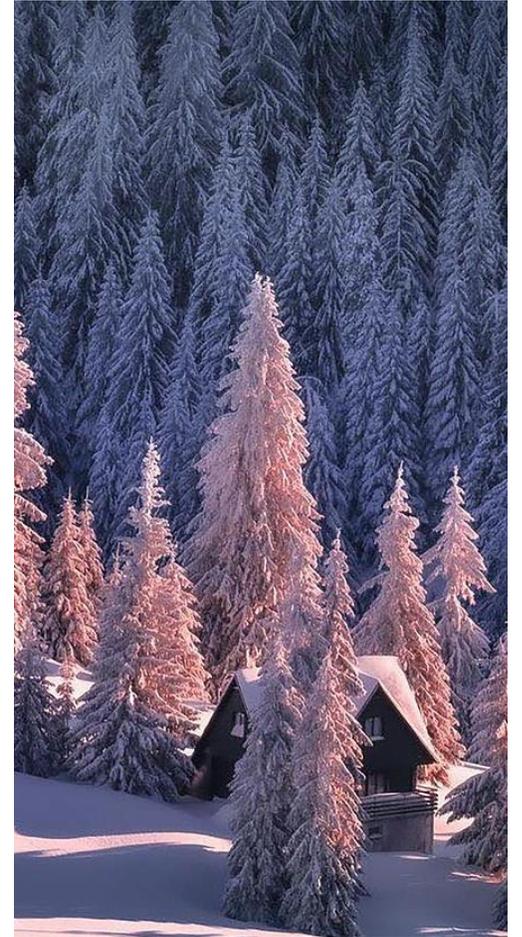
Regulatory awareness is part of product, sourcing, and marketing decisions, not a downstream check.

You Have a Defined Regulatory Map

Key regulations are identified by product, market, and function, even if tracking is still manual.

Ownership and Accountability Are Clear

Internal owners manage monitoring and reporting with executive visibility and cross-functional alignment.



Where most companies should be today.



Data Collection is Routine

Foundations for supplier engagement and data collection exist, even if systems aren't yet automated.

You're Beginning to Look Ahead, Not Just Catch Up

Teams scan for emerging legislation and plan for flexibility as requirements evolve.



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Regulatory Compliance Strategy



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How to bridge the gap.

Centralize What's Scattered

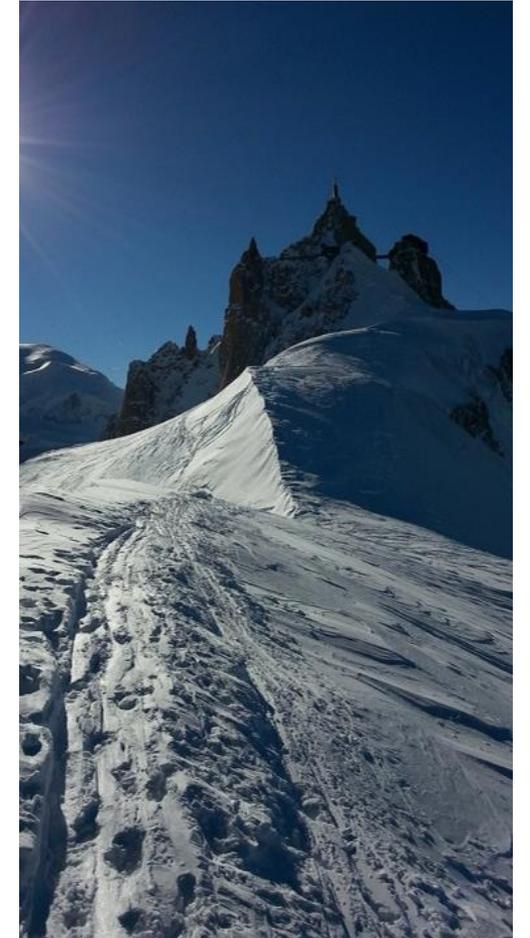
Pull all your regulatory information (notes, spreadsheets, trade updates, supplier docs) into one organized, accessible place.

Make Regulatory Intelligence a System, Not a Person

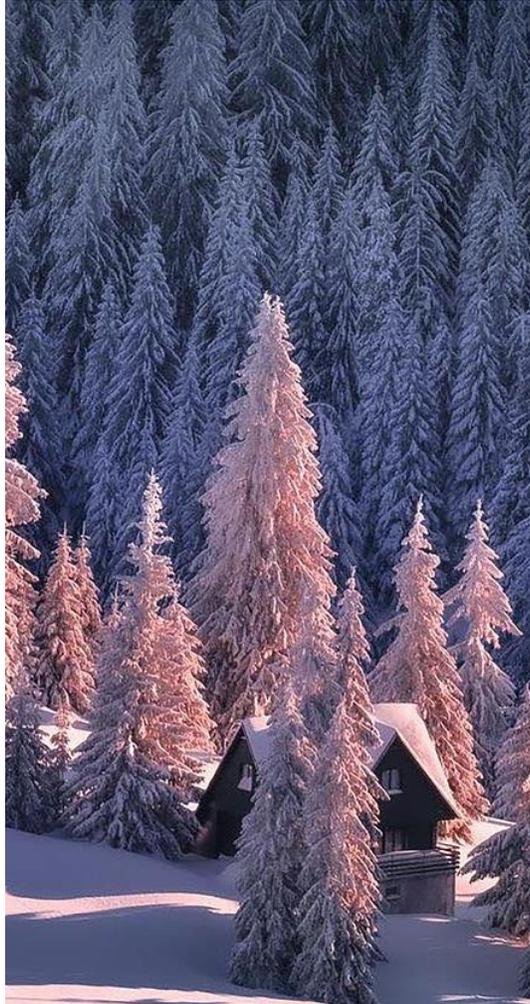
Relying on individuals works until someone leaves or misses an update. You need continuity and automated visibility.

Link Regulations to Real Business Impact

Connect each requirement to affected products, materials, and suppliers so you don't get caught with fines and selling bans.



How to bridge the gap.



Build Capacity

Train teams and leaders about broad regulatory categories. Provide tools and resources to facilitate ongoing learning.

Create a Living Compliance Framework

Move from static reports to a connected system that organizes regulations by region, type, and timeline that updates automatically as regulations evolve.

Much easier said than done.

The Big Pause

Risk profiles are increasing

Moderate risk is always part of doing business, but six to seven figure risk has not historically been on the table.

You probably can't do it alone

Everyone here is expert in delivering world class product to market, not identifying packaging materials or PFAS types.

This affects all teams

Design, development, sourcing, marketing, legal and operations teams are all affected.



Two strategic imperatives

Harmonization makes compliance efficient

Grouping regulations by category, region, and timeline reduces duplication, connects shared requirements, and streamlines how teams respond.

Tracking makes planning effective

Monitoring upcoming and evolving regulations reveals patterns, timelines, and risks early enough to prepare, not react.

Together, they turn compliance from chaos to control

Harmonization builds order, tracking builds foresight and both are essential for staying ahead as global regulations accelerate.





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Compliance Resources

Two supporting resources from SIA and Snaplinc

Toolkits

SIA Toolkits are built for action

They align directly with the key regulatory categories that most brands need to manage today.

Use them as anchors within your segmentation strategy

They provide a practical foundation for organizing compliance work around the areas of highest regulatory activity.

TraceBound

Launching March 2026

Tracebound delivers clarity and control

It helps brands identify which regulations apply, what actions are required, and when compliance deadlines occur.

Built to scale with global complexity

Tracebound combines assessment, mapping, and tracking across all major regulatory categories.



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SIA Toolkits

SIA Toolkits are built for action

They align directly with the key regulatory categories that most brands need to manage today.

Capacity building

Educate key team members at differing levels of accountability and expertise.

Current toolkits include:

- **EPR:** Extended Producer Responsibility and packaging requirements
- **Traceability: Prohibited Goods** – Restricted materials
- **Traceability: Forced Labor** – Supply chain transparency and due diligence obligations
- **ESPR:** The EU's Eco-design for Sustainable Products Regulation

The screenshot shows a website interface for the 'Compliance Toolkits Traceability Forced Labor Toolkit'. At the top, there is a dark blue header with the title 'Compliance Toolkits Traceability Forced Labor Toolkit' in white. Below the header is a yellow navigation bar with a link '← Back to all Toolkits'. The main content area is a grid of four resource cards, each with a thumbnail image, a title, a subtitle, a brief description, and a 'View Resource' button.

Resource Title	Description
Narrated Video Presentation	SIA Traceability Forced Labor Video A guided video presentation of the SIA Traceability Forced Labor Deck.
Regulatory Training Deck	SIA Traceability Forced Labor Deck Traceability – Forced Labor
Regulatory Briefing Document	SIA Traceability Forced Labor Bulletin Companies importing or selling goods will soon be held accountable for forced labor risks across their supply chains. Regulations include market access bans, transparency reporting, and due diligence mandates.
Compliance Action Checklist	SIA Traceability Forced Labor Checklist Use this checklist to map your obligations, assign internal owners, and build the systems needed to stay ahead of fast-approaching deadlines.

TraceBound Regulatory Assessment

✓ Tracebound Start Assessment

1. What is your company's primary market region?

United States

European Union

United Kingdom

Other

2. Does your company sell products that contain chemicals or materials subject to environmental regulations?

Yes

No

3. How many suppliers does your company work with?

Less than 10

10-49

50-99

100 or more

Tracebound Regulatory Assessment

Regulatory Overview

EPR Extended Producer Responsibility

Forced Labor

Packaging Requirements

Compliance Recommendations

- Recommendations
- Recommendations
- Recommendations

Regulatory Timeline

June 30, 2024 Circular Economy Directive

December 2024 Supply Chain Act

March 31, 2025 Eco-design Regulation

Tracebound is built for clarity

It helps brands identify which regulations apply, what actions are required, and when key deadlines occur.

Tracebound includes key capabilities:

- **Assessment:** Guided questions that identify which global regulations apply to your company
- **Planning:** Organizes results by category, region, and timeline for a clear compliance roadmap
- **Tracking:** Monitors global regulation timelines so plans stay current

Connects strategy and execution

Tracebound provides the visibility that allows executives, legal, product, and sourcing teams to work from the same regulatory picture.

Built to make complexity manageable

It transforms scattered regulations into a structured guidance system that adapts as requirements change.



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Bringing It All
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How to Move Forward

Compliance has shifted from obligation to strategy

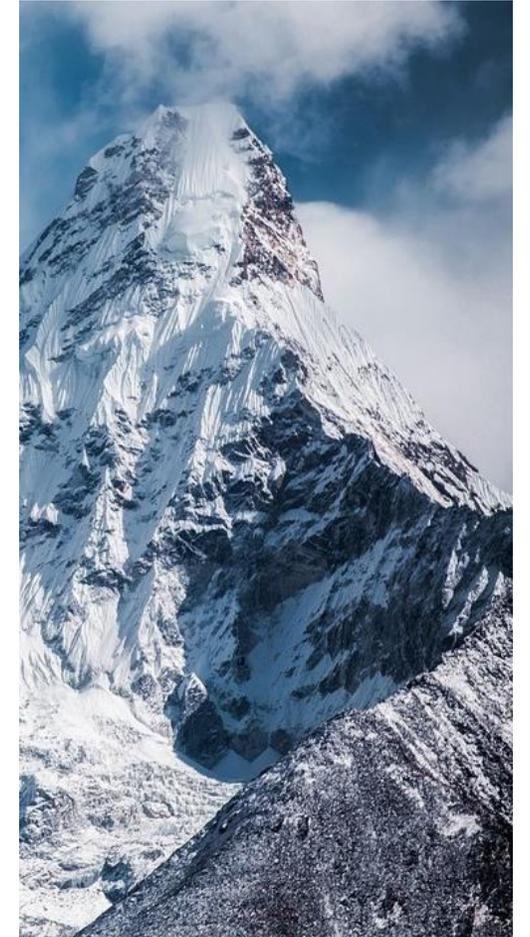
The brands succeeding today treat it as a system that connects sourcing, product, and business planning.

Harmonization and tracking define the next phase

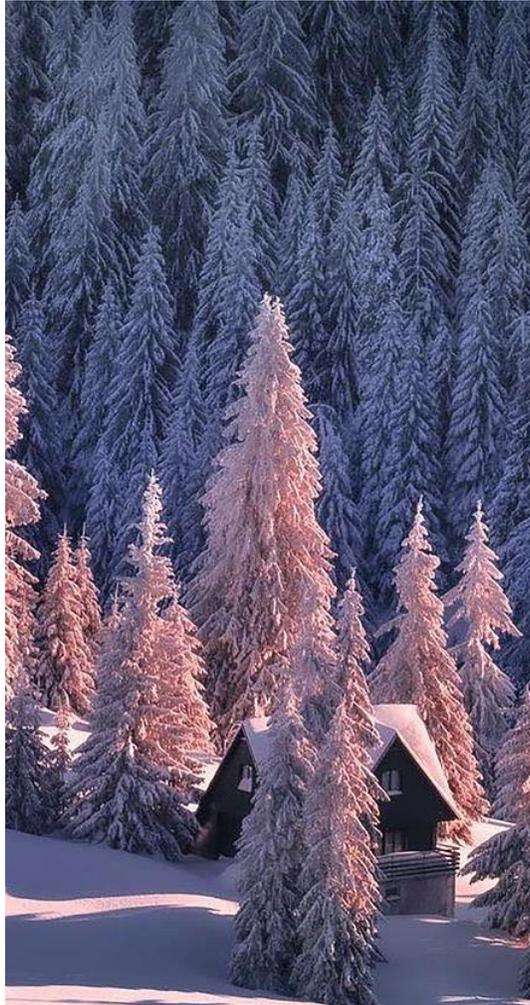
You can't chase 150+ regulations one by one. You need structure and visibility.

SIA and Tracebound provide the foundation

Toolkits help teams act now. Tracebound gives them clarity for what's next.



How to Move Forward



Build clarity out of complexity

Transform scattered data and shifting regulations into a clear, connected compliance vision.

Turn alignment into advantage

When every team shares the same understanding, compliance becomes a easier.

Invest in systems that adapt as you grow

Scalable tools and shared frameworks turn compliance into an ongoing capability, not a one-time project.

Lead through readiness

The companies that plan ahead, align early, and stay informed will hold a competitive edge.



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Thank you!



info@snaplinconsulting.com

www.snaplinconsulting.com

206-409-2093

Seattle, WA

