

Clean clothes: Detox Fashion from Greenpeace and Remei

Swiss Remei AG has managed to do what the textile industry has been trying to do for the past eight years. The company is the first to produce clothing that fulfils Detox criteria on an industrial scale. The result is the new Greenpeace Detox collection. Clean. Green. Fair.



Rotkreuz, Switzerland, 8th January 2020. It is possible to fulfil Detox criteria on an industrial scale across the entire supply chain. Remei AG, commissioned by Greenpeace Media, a subsidiary of Greenpeace Germany, has now proven that. Greenpeace launched the “Detox my Fashion“ campaign in 2011. Now, with the Greenpeace collection, Greenpeace Media and the Swiss pioneer for organic cotton textiles Remei AG have demonstrated how to produce a toxic-free collection on an industrial scale. And it is a first.

“We consider it our mission to develop effective solutions with our production partners for a sustainable textile supply chain. The Greenpeace collection is the best example for that. We constantly aim to improve conditions and processes – from our organic cotton to the final textile product. We are very proud and extremely happy that the textiles we developed and produced for Greenpeace Media under the quality label bioRe® Sustainable Textiles are now available to consumers”, says Marion Röttges, co-CEO of Remei AG.

Remei AG is based in Rotkreuz and has been one of the pioneers in the field of organic cotton textiles since 1991. The Swiss company has developed an innovative business model to fulfil economic and ecological as well as human rights-based requirements for textile production. As the exclusive licensee of the brand bioRe® the company has been working as a successful private label supplier to retail and as a producer of capsule collections for brands for many years. When it comes to organic cotton and fair trading the company’s products meet the highest standards worldwide.

Strong partners, new standard

Since September 2017, Remei AG has been supporting the launch of the Greenpeace collection. In order to produce textiles that conform with Detox criteria, Greenpeace has developed the industrial sourcing standard “Greenpeace Global Textile Procurement Trial Standard“. Remei AG’s part was to provide its know-how as a specialist for a sustainable supply chain. Remei is in charge of the product development of the Greenpeace Media collection, guarantees that fair trading bioRe® organic cotton from small farmers in Tansania is available and manages the entire production across the textile supply chain.

The textiles used in the Detox collection are made from 100% bioRe® organic cotton. The collection is produced in the factory of textile producer Utenos Trikotazas in Lithuania. In 2017, Remei AG was able to convince its long-time production partner to sign the Detox commitment and in this way optimise all processes in the factory. The Detox collection textiles are now being knitted, dyed, printed and sewn in the factory. Every production stage complies with the Detox criteria for non-toxic production. The Institut Hohenstein audits the production stages for Ökotex. The Greenpeace Detox textiles carry the quality label bioRe® Sustainable Textiles and can be individually tracked by means of a traceability code through Remei's Traceability Tool.

Für Weltenretter

The clean textiles are now available in the online shop of Greenpeace Magazin (www.greenpeace-magazin.de). Sweatshirts, long sleeves, T-shirts, polo shirts, pyjamas and night dresses. Whether it is for babies and toddlers, girls and boys or men and women, there is something for everybody. With prints like "Saviour of the World" or "Save the Arctic", the modern basics made of soft bioRe® organic cotton are spot-on contemporary. Prices range from 15€ for a baby body suit to 58€ for a sweatshirt.

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About bioRe®

The bioRe® brand stands for the world's highest standards with regard to organic cotton and fair trading. The brand is owned by the foundation bioRe® Stiftung. Remei AG, which guarantees 100% traceability across the entire supply and value chain, is the exclusive licensee of the brand. bioRe® Stiftung audits and guarantees compliance with all standards by working together with independent third-party institutes.

www.biore.ch

About Remei

Remei AG is the exclusive licensee of the bioRe® brand and both quality labels. The company trades in sustainably produced textiles made of bioRe® organic cotton and bioRe® organic cotton yarns. Remei develops collections for brands and retailers that meet the highest sustainability standards without compromising quality and design. The company is responsible for compliance with the standards and product requirements of the quality labels across the entire supply chain. From fibre to fashion.

www.remei.ch

About Detox My Fashion

The „Detox My Fashion“ campaign is one of Greenpeace's most successful campaigns worldwide. Since its launch in 2011, the Detox campaign has convinced 80 global brands and suppliers to transition to a toxic-free production by 2020, accounting for about 15% of textile producers worldwide. Millions of people worldwide are supporting the Greenpeace campaign with its motto „Detox our clothing“.

www.greenpeace.de/detox