

PRESS RELEASE

Together against the crisis – Remei is leading by example

Remei AG's Annual Report for 2019/2020 shows that the company's values and vision are very much in tune with the times. Despite the coronavirus crisis, the Swiss pioneer in organic cotton textiles is continuing to write its success story – thanks to its close cooperation with bioRe® organic farms and production partners, as well long-standing customers like Coop, Greenpeace Media and Mammut.



Rotkreuz/Switzerland, 28 August 2020. Ecological production, complete transparency, offsetting the entire carbon footprint, purchase guarantees and premiums for smallholders, fair trade: all these elements form the basis of Remei AG's business ethos. From its headquarters in Rotkreuz, the Swiss yarn and clothing company is taking responsibility for the entire textile supply chain. With cooperation as key, the focus on fair trade relations has also proven successful for the company in the past financial year.

Full transparency down to the kilogram

Remei not only demonstrates what full transparency and traceability look like in terms of what it says and does, but also in its figures: out of 5,713 tonnes of organic cotton, it spun 774 tonnes of yarn and produced 316 tonnes of textiles. And 993,151 fair and sustainably produced garments ended up being delivered to retailers. The pioneer in organic cotton textiles also measures and completely offsets its carbon footprint – in the past financial year, 8,547 tonnes of CO₂ emissions were offset by projects run by the bioRe® Foundation in the regions where bioRe® organic cotton is grown. Up to now, this level of unlimited traceability demonstrated by bioRe® textiles had not really existed in the globalised market of the textile industry. “The reason we can calculate the mass flow and CO₂ emissions for every stage of the value chain is because we take full responsibility in the production of textiles – from fibre to fashion. This is what makes transparency possible in the first place, as well as making sustainability a reality and topics easier to communicate and understand. Brands and retailers are becoming more interested and taking advantage of these benefits themselves,” says co-CEO Marion Röttges.

Creating lasting values with textiles

With its all-holder value business model, Remei AG creates value for everyone involved. Remei is the exclusive licensee of the bioRe® brand. 5,092 registered farmers worked with the organic farming businesses bioRe® India Ltd. and bioRe® Tanzania Ltd. in the last financial year. And even last year Remei had already assured them that they would be ordering fixed purchase quantities and giving the farmers a premium above the local market value – thereby building the foundations for fair trade. Textiles produced in agreement with these strict requirements are awarded the bioRe® Sustainable Textiles quality label by Remei's B2B partners. One of these customers is Swiss retail and wholesale company Coop. In compliance with the highest social and ecological standards, Remei has been developing clothing textiles for Naturaline, Coop's private label, for 25 years now – and, since 2013, completely CO₂-neutrally.

Fashion without toxins: the fact that detox criteria can be met on an industrial scale is being proven by Remei with its partner Greenpeace Media Germany. In 2019 they managed to deliver the first detox-compliant garments – a milestone in eco-friendly textile production.

With its partner Mammut, Remei is celebrating two anniversaries this year: together they can look back on ten years of cooperation and 1.5 million fairly produced T-shirts. And this year they also produced their one millionth CO₂-neutral garment.

Transparency and reliability

The past business year ended with the outbreak of the coronavirus pandemic, which drew attention to the deficits of global supply chains within the textile industry. Taking responsibility, from the fibre to the finished textile, is no easy feat, but all the more important in times like these: Remei has found solutions with its customers and partners and assured the farmers in India and Tanzania that they will purchase their yield in 2020, even during the pandemic, and that they will continue to pay them premiums. Together with its partners, Remei is now looking towards a new business year that will set the course for the future: "This crisis will change a great deal of things and possibly even lead to a deeper awareness. Partnerships in which we support and reinforce each other, without losing sight of our values, could turn out to be the solution," concludes Röttges.

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About bioRe®

The bioRe® brand stands for the world's highest standards with regard to organic cotton and fair trading. It is owned by the foundation bioRe® Foundation. Remei AG, which guarantees 100% traceability across the entire supply and value chain, is the exclusive licensee of the brand. The bioRe® Foundation 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 the two quality labels. It trades sustainably produced textiles made from bioRe® organic cotton and bioRe® organic cotton yarns. For brands and retailers, Remei develops collections that fulfil the highest sustainability standards, without ever compromising on quality and design. It is responsible for the quality labels' compliance to the standards and product requirements along the entire production chain – from fibre to fashion.

www.remei.ch