

Remei is taking responsibility – with a future-oriented system

All-holder value: with its business model, Remei AG is focusing on a new way of doing business – an approach that creates value for everyone involved in the production process. And together with its production and retail partners, Remei is also embracing its corporate responsibility during the coronavirus pandemic.



Rotkreuz/Switzerland, 5 May 2020. Social standards, completely transparent supply chains and a network based on partnership – Remei AG is proving that textile production can also be fair and transparent. And to do this, it has adopted a different way of doing business: with its ‘all-holder value’ approach, the Swiss pioneer in organic cotton textiles combines social responsibility and ecology with economic profit. Remei is part of a network that considers

respect for human dignity and a mindful awareness of nature as equally important as economic profitability. Across the entire textile chain, acting together and taking responsibility for the raw material are at the foreground. And also since the outbreak of COVID-19, Remei is showing that it understands taking responsibility as a company mission: together with its partners, it is working on solutions to safeguard the cultivation of bioRe® organic cotton and the production and supply of textiles in the long term.

The situation in the producing countries India and Tanzania is worsening and the protective measures and restrictions are hitting farmers, workers and businesses hard. In exchange with its raw material suppliers bioRe® India Ltd. and bioRe® Tanzania Ltd., Remei is monitoring the repercussions and seeking suitable solutions together with its production and retail partners. “During this crisis we are seeing a lot of solidarity and a very cooperative exchange with our partners,” said Marion Röttges, Co-CEO Apparel & Communication at Remei AG, in [an interview](#). In contrast to the widespread cancellations of production orders, the company has therefore succeeded in securing production orders for its supply chains.

Rethinking textile production

Remei is the exclusive licensee of the brand bioRe® – with the highest standards for organic cotton and fair trade worldwide. For its retail partners, the Swiss company has textile collections produced in accordance with bioRe® requirements, thereby guaranteeing a fully transparent value chain.

The organic cotton that Remei uses comes from the organic farming companies bioRe® India Ltd. and bioRe® Tanzania Ltd. Farmers working on site with these businesses are paid a purchase guarantee and premium payments by Remei, who also bears the risk of market access for their organic cotton. Remei's retail partners, who are supplied by Remei with textile assortments and capsule collections made from bioRe® organic cotton, are the final link in the chain to the consumers.

For many years now, Remei has been involved in successful partnerships with companies such as Coop Switzerland (Naturaline), Mammut, Grüne Erde, ZRCL, Gerry Weber, Maloja and Maas. In 2019, Remei joined forces with Greenpeace Media to create the first textile collection based on Detox criteria.

Remei retail customers – retailers and brands – become part of a forward-thinking way of doing business. They can offer conscious consumers fair and ecological clothing from a transparent production process and are given the opportunity to play an active role in system changes.

Transparent and traceable: fibre to fashion

Remei AG sees itself as a network manager as it controls the entire supply chain – from the fibre to the finished textile. By doing so, Remei is preventing a lack of transparency and responsibility gaps that can result from the fragmentation of supply chains. A traceability tool enables consumers to find out which organic cotton cultivation region the bioRe® raw material from the garment comes from and where it was produced.

From Remei to the farmers, what is the situation in the supply chain? What repercussions will the coronavirus pandemic have on the fashion industry? And do sustainable companies have an advantage when it comes to showing resilience during the crisis? These and other questions were answered by Marion Röttges, Co-CEO Apparel & Communication at Remei AG, in [an interview](#).

Further information on the current situation can be found [here](#).

Press contact

KERN.
Wiesenstraße 23
60385 Frankfurt am Main
Tel.: +49 69 6500 5732
presse@kern.consulting

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