

Press Release: my-trace by Remei – traceable back to the origin

Driving forward systemic change – with transparent processes and a fully traceable supply chain, all the way from the fibre to the finished textile. Transparency is now a reality for customers of Remei: with my-trace by Remei, its digital traceability tool, the company is fully disclosing the manufacturing process of textiles and making the journey of a textile directly visible via a sewn-in QR code – as far back as the organic cultivation of the fibres in India and Tanzania.



Rotkreuz, Switzerland. 1 December 2021. Where does the cotton in my clothing come from? How was it processed? And where was the textile made? These are all questions that consumers are increasingly seeking answers to these days. And anyone who has really tried to do their research is often disappointed. But not in the case of organic cotton textile trader Remei from Switzerland: the company retraces the full supply chain for its customers and transparently discloses it – visible to everyone and all the way back to the origin of the raw materials.

Several brands are cooperating with Remei for their own-brand ranges and already using the new tool. The list includes Coop Switzerland, Gerry Weber, Greenpeace Magazin, Grüne Erde, Maas, Maloja, Mammut, ZRCL and Wöhrl. A new customer is Bergfreunde – an online shop for mountain climbing and outdoor equipment – that has been stocking the first fully traceable products since November. “As an outdoor company, it is very important to us that we act in an ecologically responsible way. The Bergfreunde collection produced with Remei is a flagship project for us and we have made sustainability and transparency our top priority throughout the entire planning and production process. Via the QR code on the FSC-certified hangtag,

end consumers can access the Remei traceability tool and see the product's entire manufacturing and supply chains," says Benedikt Bombeiter, Team Lead Own Brand, Bergfreunde GmbH.

Trusted origins

Clear, direct and modern: this complete traceability and transparency can be attributed to the fact that Remei can guarantee the availability of organic cotton for retail customers' collections because they have their own organic farming businesses. Remei starts monitoring the manufacturing process right at the source of the raw materials in India and Tanzania: Remei India Ltd. and Remei Tanzania Ltd. (formerly bioRe India Ltd. and bioRe Tanzania Ltd.) work with around 5,000 smallholder farmers in India and Tanzania. Now that transparency is playing an increasingly relevant role for manufacturers and consumers, this offers decisive advantages.

Changing awareness

More knowledge leads to a deeper understanding and an awareness that drives change. As Bombeiter explains: "In our opinion, sustainability and transparency very much go hand in hand. After all, when they can access information about the origins of the raw materials and production chains themselves, end consumers can make their own minds up about products. With Remei, we can guarantee our customers this complete traceability and therefore sensitise them to making more conscious purchasing decisions." Peter Räuber, CEO of outdoor and streetwear brand Maloja, is seeing a change happening: "We are noticing an increasing awareness on the market. That fills us with confidence. We believe in the path that Remei is taking with its business model and the digital traceability tool for complete transparency."

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About Remei

Swiss company Remei AG trades in sustainably produced textiles made of organic cotton and with organic cotton yarns. For brands and retailers, Remei develops collections that fulfil the highest sustainability standards, without compromising on quality and design. It specialises in sustainable value chains, from the fibre to the finished textile, and offers international B2B trading partners access to a unique business model that fulfils economic, ecological and human rights-based requirements in textile production.

www.remei.ch

Remei Unique
Sustainable Solutions.

About my-trace by Remei

By entering a QR code or a sewn-in traceability number, my-trace by Remei reveals the journey of a textile all the way back to its origin: From seed to finished textile. The user navigates through the textile production stages and individually accesses provided location information, images and content.

www.my-trace.ch