

Press release

“I grow your cotton”

Under the slogan “I grow your cotton”, Remei is launching its new campaign and putting the spotlight on the cotton producers at the very start of the textile trading company’s transparent supply chain.



Rotkreuz/Switzerland, 11 April 2022. A farmer is standing in a field, holding a sign in his hand saying: “I grow your cotton”. With its new campaign, which Remei is launching as a long-term marketing and communication tool, the Swiss organic cotton and textile trader is drawing attention to the topic of responsibility for the raw source material. At the same time, it also highlights

what transparency means for Remei: organic cotton from the field to the finished textile – from fibre to fashion – and genuine relationships along the value chain and reliable cooperation with everyone involved. The campaign will be shown over a longer period on Remei’s social media channels.



Remei works with around 5,000 farmers, and not just since the integration of the organic farming businesses in the state of Madhya Pradesh in Central India and the Meatu District in Tanzania last year. For more than 25 years, the focus here has been on participatory and trust-based partnerships – as this is the only way that Remei can keep its promise of fairly produced clothing from the fibre to the finished textile for its trading partners and also ensure the availability of organic cotton.

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I grow
your
cotton!

#TRACEABLECOTTON #ORGANIC #FIBRE2FASHION
#ALLHOLDERVALUE #TRANSPARENTSUPPLYCHAIN
REMEI.CH

Woman farmer returning from harvesting in the field in Meatu district, Tanzania, during the cotton season between May and July.

Strong together

“This trusting and direct collaboration with the organic cotton farmers shows us on a daily basis just how important these connections are, so that all parties can develop together and ultimately also profit from it. For Remei, completely integrating organic cotton farmers in the transparent supply chain is the key to sustainable development. For the farmers in the fields, for everyone involved in the supply chain and for us, but also for our B2B partners in the textile retail sector. Our B2B customers are an integral part of our innovative economic system – they play a key role in us being able to take responsibility for our raw source material – which is exactly what we do,” says Marion Röttges, Co-CEO of Remei AG.

The fact that sustainability only works when the ecological, economic and social key aspects are in harmony is demonstrated by Remei's work: right from the outset, Remei has been giving the smallholder farmers a purchase guarantee to provide them with a foundation that is as economically viable and predictable as possible in return for making the transition to sustainable agriculture. Payment of the organic premiums is already made during the three-year transition phase. Another Remei hallmark is 'insetting' – the process of offsetting CO₂ from the entire supply chain in the cultivation areas of organic cotton within the company's own supply chain.

For its B2B trading partners, Remei ensures the availability of organic cotton from reliable sources and the production of fully traceable finished textiles and own-brand assortments from a transparent and sustainably developed supply chain – from fibre to fashion.

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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

About my-trace by Remei

By entering a QR code or a sewn-in traceability number, my-trace by Remei reveals the journey of garments made from organic cotton all the way back to their origin. The user can navigate their way through the individual production stages – from the seed to the finished textile – and individually access all the location information, images and content provided.

www.my-trace.ch