All-Holder-Value instead of Shareholder Value

Our ambition goes far beyond meeting standards; we aim to set new benchmarks together with our partners.

That is why we are realizing the vision of a company that involves all participants in the value chain in the value creation. It's about responsibility and the knowledge that we can only solve the big problems of our world together.





Innovative solutions arise only through cooperation and on an equal footing

Involving everyone in the value chain, including partners in cultivation, production, and trade, is at the core of our "All-Holder-Value" philosophy.

This enables us not only to transform the supply chain for traceable organic cotton textiles, but also to implement innovative solutions. Are you with us?







Are you interested in private label collections made from fair traded organic cotton?

From the fibre to the finished textile, everything from a single hand? Digital traceability all the way back to the source? Made in a sustainable and fully transparent supply chain? At fair conditions with a direct connection to the cotton farmers? Please contact us.



