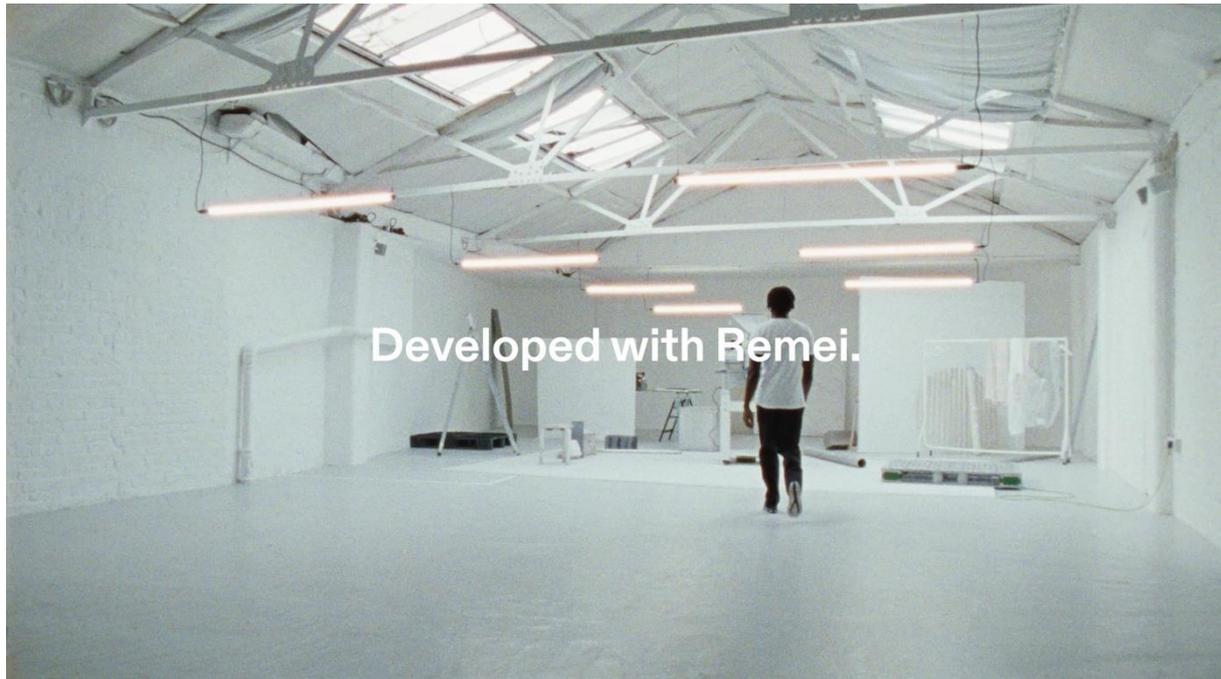


On launches traceable On-T with Remei as partner

“Seed to shirt. From us to you. Nothing to hide.”: On is launching a new garment – the On-T, a classic T-shirt that is manufactured under fair conditions and 100% traceable. “How well do you really know your favourite T-shirt?” With Remei as its production partner, On is telling the story.



Rotkreuz/Switzerland, 03.02.2022. We all have our favourite T-shirt. The one we always reach for first, the one we can't live without, our holiday suitcase staple. But who really knows the story behind their favourite tee and its journey from the cotton plantation to the production site? Answers are being provided by the new On-T, the result of a collaboration between On, the performance running shoe and apparel manufacturer from Switzerland, and Swiss yarn and apparel producer Remei. On shares the same goals as Remei: to create high-quality, durable products with a minimal negative impact on the environment. On focuses on recyclability, ethical and natural materials and sustainable relationships with partners at the production facilities.

Together, they have developed the On-T – the perfect all-rounder for every occasion. The On-T combines the soft breathability of organic cotton with Swiss technology, which means that it adapts to all conditions. This makes it gentle on the skin and it also naturally absorbs moisture so it doesn't leave you feeling uncomfortable, even when you sweat. A seam gives the tee a simple, yet modern twist. It is ideal for any situation: as everyday wear, during sports, on relaxed or active days, for travelling, on city trips or hikes out in nature. And thanks to the my-trace by Remei tool, the entire supply chain is fully traceable – from the cotton seed to the finished textile.

The journey of the On-T begins in Tanzania, where trained farmers grow certified organic cotton from GMO-free cultivation. Remei gives the farmers a purchase guarantee for the organic cotton and can enable long-term partnerships and availability. The cotton is already paid for at the time of purchase, and a premium above the market price is added on top. For Remei, this forms the essential basis of fair trading and provides security and continuity for the weakest market participants – the farmers and their families. By assuming this responsibility, Remei can enable the traceability of the end products all the way back to their origin.

After Tanzania, the On-T continues to India, where the cotton is spun. The fabric is then made in Lithuania before the final product is manufactured. If you want to follow the On-T's journey yourself, all you have to do is scan the label inside the T-shirt. And the journey begins: "Seed to shirt. From us to you. Nothing to hide."

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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 a textile all the way back to its origin: from the seed to the finished textile. The user can navigate their way through the textile production stages and individually access all the location information, images and content provided.
www.my-trace.ch