



**MAMMUT**  
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## **MAMMUT CELEBRATES ITS MILLIONTH CO<sub>2</sub> -NEUTRAL T-SHIRT MADE FROM ORGANIC COTTON**

Together with partner company Remei, Mammut has focused on sustainable and fair production for the last ten years



**Mammut is committed to sustainable and fair production as part of its WE CARE strategy. A result of this is the outdoor brand's close, 10-year collaboration with Remei within the organic cotton sector. During this time, the Swiss company and its partner have produced over 1.5 million *bioRe® Sustainable Textiles* T-shirts. CO<sub>2</sub>-neutral production of the shirts has been in place since 2013 and the two Swiss companies are now celebrating their one millionth jointly and CO<sub>2</sub>-neutral produced T-shirt.**

The cultivation of organic cotton uses less water and energy and reduces greenhouse gas emissions while at the same time promoting soil fertility and biodiversity. Farming organic cotton also ensures that communities enjoy a good quality of life through their investment in sustainable agriculture. Mammut has been using organic cotton for its T-shirts for around 10 years as part of its close collaboration with Remei AG, the exclusive licensee of bioRe®. The bioRe® brand stands for the highest standards in organic cotton cultivation and fair trading worldwide. The bioRe® Foundation monitors and guarantees compliance with all standards by means of independent, external institutions. Remei further guarantees 100% traceability along the entire production and value chain. The unique QR code on each product makes tracing



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possible: back to the store where the shirt was bought, to the manufacturer, the spinning facility, the ginning location and even back to where the seeds were grown.

The jointly produced T-shirts carry the *bioRe® Sustainable Textiles* quality label, which distinguishes ecologically and fairly produced clothing made from bioRe® organic cotton. Both companies are delighted with the one millionth CO<sub>2</sub>-neutral T-shirt, which measures up to the high bioRe® requirements. "We are very proud of this anniversary T-shirt, which underlines Mammut's long-standing commitment to sustainable production and demonstrates the close collaboration with our partner company Remei," says Adrian Huber, Head of Corporate Responsibility at Mammut. Marion Röttges, Co-CEO Apparel and Communication at Remei adds, "We congratulate Mammut on this major milestone. Our long-standing collaboration is very important to us and we look forward to continuing our production of ecologically and fairly produced T-shirts with Mammut, so that we can further support organic cotton farming and the people in the textile chain."

*More information about Mammut WE CARE and the use of organic cotton can be found here:*

<https://www.mammut.com/int/en/cat/23030/reduced-footprint/>

#### **About MAMMUT**

Founded in 1862, Mammut is a Swiss outdoor company that provides high-quality products and unique brand experiences for fans of mountain sports around the world. This leading international premium brand has stood for safety and pioneering innovation for more than 155 years. Mammut products combine functionality and performance with contemporary design. With its combination of hardware, shoes and clothing, Mammut is one of the most complete suppliers in the outdoor market. MAMMUT Sports Group AG operates in around 40 countries and employs more than 870 people.

[mammut.com](http://mammut.com)

#### **About REMEI**

Remei AG and its supply chain partners form a network that centers on an alternative way of doing business in the organic cotton yarns and organic cotton textile sector. Respect for human rights and mindfulness in the interaction with the environment are just as important as profitability. Remei plays a key role in making business with all-holder value a reality. Remei offers decision-makers in the retail trade the opportunity to participate in this innovative system, which is supported by the economic strength of its cooperating partners.

[www.remei.ch](http://www.remei.ch)

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