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## MAMMUT WE CARE: SUSTAINABLE HIGHLIGHT PRODUCTS

Mammut relies fully on bioRe® cotton for its climbing shirts



**As a Swiss premium outdoor brand with roots going back to 1862, Mammut has a strong drive to preserve what is worth preserving, with a high degree of transparency. For this reason, Mammut published its Corporate Responsibility goals in November 2018. The outdoor company wants to significantly reduce the environmental footprint of its collections and ban environmentally damaging substances from supply chains. The use of bioRe® cotton in T-shirts of the climbing collection is another concrete measure for Mammut to achieve these goals.**

Although cotton is a natural product, standard cotton is far from being environmentally friendly. As part of the WE CARE strategy, Mammut is focusing on the increased use of organic cotton to minimize the environmental footprint of its products. Life cycle analysis indicates that organic cotton consumes 91% less water compared to conventional cotton and causes 46% less greenhouse gas emissions.

This is why Mammut uses bioRe® cotton for its climbing shirts. It is organically grown without genetic modification and under fair conditions by 6,000 small farmers in India and Tanzania. Since 2012, Mammut has been working with the Swiss fair-trade focused company Remei for its procurement. Remei assures small farmers a purchase guarantee and pays them a 15% organic premium on the regional market price. Furthermore, Remei advocates the training of farmers in organic farming methods.

### **How does sustainable production look like in concrete terms?**

Beyond the premium quality of bioRe® fiber, Mammut places great importance on sustainable production throughout the entire textile supply chain. Remei-approved spinning mills are used to spin the yarn. The yarns and textiles are then dyed in strictly controlled dye works. For printing, embroidery and finishing, Remei has set up specific Mammut production lines with its long-standing production partner. Trained and motivated employees ensure that Mammut's high standards are met. All products marked as bioRe® sustainable textiles are also CO2-neutral.

Mammut attaches great importance to transparency in its WE CARE program. The bioRe® cotton climbing t-shirts offer consumers the opportunity to trace the entire textile chain all the way back to the farmers. The traceability code required for this is sewn into the Mammut Climbing T-shirts and can be entered at [www.biore.ch](http://www.biore.ch).

Further information about Mammut WE CARE can be found here:

<https://www.mammut.com/ch/de/cat/230/we-care/>

#### **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 820 people.

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

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