



Press Release

August 01, 2022

OUR AIM: CIRCULAR ECONOMY

Sanetta – Together into a Green Future

"Sustainability" - a big word that affects the world today in almost all areas of daily life. The apparel industry is particularly in focus here, as it is responsible for a not insignificant part of the world's CO2 emissions.

The company Sanetta has already begun many years ago to set up environmentally friendly. You will not find fast fashion at the Swabian family business. The clothing should be functional, robust and, above all, long-lasting. Sanetta clothing therefore often finds a "second life" in the second-hand sector.

In addition, Sanetta has been using sustainable fibers and fabrics for many years. Thus, the products today consist mainly of cotton from controlled organic cultivation, which is produced according to the guidelines of organic farming. The use of chemical pesticides and fertilizers is prohibited. In order to document these high demands on the products and their production, the certification "GOTS Standard" (Global Organic Textile Standard) was introduced in 2006. In addition to the use of natural fibers, this confirms that clothing is free of harmful substances and that fair social standards have been observed during production. Currently, around 80% of all Sanetta articles are GOTS certified.

However, sustainability does not stop at the nature of the materials - it also includes the conditions in production. Sanetta therefore produces 87% of its garments in its own production facilities in Europe (Romania and Bulgaria). A large proportion of the clothing therefore does not have to travel around the world, but arrives at the site on the Swabian Alb by the shortest route from southeastern Europe. Close production partnerships have grown over decades and are based on a trusting relationship with each other. The international social and labor standard of SA8000 certification applies to working conditions.

Philosophy of the Future: Circular Economy

In order to significantly reduce CO2 emissions, it is not sufficient to merely limit the use of sustainable fibers and to pay attention to production that is as environmentally friendly as possible. Systematic sustainability in the entire apparel industry can only be generated with the help of the so-called "circular economy". This principle follows that clothing is reprocessed after use. New clothing is then made from these reprocessed materials.

Sanetta Group

Gebrüder Ammann GmbH & Co. KG Sanettastr. 1 72469 Meßstetten
Telefon: 07431 639 100 Fax: 07431 639 77 100 E-Mail: marketing@sanetta-group.com



Source:
<https://www.bafu.admin.ch/bafu/de/home/themen/wirtschaftskonsum/fachinformationen/nachhaltige-textilien.html>
 (17/06/2022)

The term "circular economy" thus refers to the longest possible use of products, including their repair and recycling. The aim is to extend the lifetime of a product or the material used to the maximum and thus save resources. True to the motto: Reduce, Reuse, Recycle. What was taken for granted 100 years ago is now experiencing a revival: clothing should not be a throw-away item.

Unfortunately, the apparel industry is still far from this goal.

At Sanetta, one wants to help drive this process forward: On the one hand, by also processing fabrics from recycled yarns - this is currently happening in the T-shirt sector, where recycled cotton is used; likewise in swimwear, which is already made entirely from recycled polyamide fibers. The proportion of recycled qualities is being permanently increased at Sanetta. In addition, waste is reduced to a minimum - and, where possible, returned to the "cycle". Cutting waste, for example, is further processed into insulation material in a downcycling process.

Circular Economy as a Challenge

The difficulty in the recycling process generally lies in the fact that the materials contained in the product must be separated wherever possible so that they can then be reused. This is a very complex process. It is extremely helpful if a garment consists of only one recyclable material. As a rule, however, other materials (e.g. polyester) are also used, at least in the sewing thread or in the area of the added elements (labels, buttons, etc.), even in the case of garments labeled "100% cotton".

Sanetta has now developed cotton articles in which even the sewing thread and all the other components are made of 100% cotton and which can therefore be easily reprocessed or recycled. Since it is usually common practice to produce with polyester



yarn, it was necessary to look for an equivalent replacement yarn made of cotton, which can be easily recycled and reintegrated into the cycle.

This has brought the company a significant step closer to the major goal of the "circular economy". This example makes it clear that circular economy is a major challenge - both for Sanetta and for the entire fashion industry. Industrial realization is still lacking, as are the necessary logistics. Sanetta has set itself the goal to drive this major project forward.

Sustainable - Without ifs and Buts

According to the company, it is important to involve all parties in this process. At the company's headquarters on the Swabian Alb, a cross-departmental project team has therefore been set up to address the issue of "Sustainability with Sanetta". In regular meetings, suggestions for improvements to even more sustainable processes in everyday work are discussed and, whenever possible, immediately put into practice. Based on EMAS (Eco Management and Audit Scheme), an environmental management system was also introduced in cooperation with the Albstadt/Sigmaringen University of Applied Sciences, which helps to intensify and improve environmental protection.

Whereas in one place it is up to politics to create the legal framework, such as the Supply Chain Act, in the next place it is up to companies and finally consumers to act in a socially sustainable way. At Sanetta, one is convinced of the philosophy of this "all-round sustainability" without any ifs and buts.

Public Relations:

Janine Gollnau

Phone: +49 (0)7431 639 154

Mail: janine.gollnau@sanetta-group.com

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Gebrüder Ammann GmbH & Co. KG Sanettastr. 1 72469 Meßstetten
Telefon: 07431 639 100 Fax: 07431 639 77 100 E-Mail: marketing@sanetta-group.com