

## Press Release

July 04, 2022

### ABOUT US

#### **Sanetta – More than just a company.**

High-quality clothes for children, sustainably and fairly produced. - That is Sanetta. For 65 years now, the company, based on the Swabian Alb, aims to produce children's clothing according to the highest quality standards. Heart and soul and its love of the environment, combined with a feeling for quality and design, are particularly important. The passion for the product of all employees and partners is what makes Sanetta children's fashion something very special. A specialness that you can feel. In every fiber. As a family business, Sanetta is now run in its third generation. But Sanetta is more than just a company. Sanetta is acting out of conviction. Sanetta is a passion.



#### **Sanetta – A passion.**

At Sanetta, one is convinced that children's clothing must be ecologically sustainable, fair and produced without the use of harmful substances. As a renowned manufacturer in the textile industry, it means a great deal to the company to maintain the healthy coexistence of people and the environment, in order to leave a world worth living for future generations. Sustainability has always been a central part of the company's philosophy. The focus of the company's activities is on sustainable management through fair working conditions and the conservation of resources.

**Sanetta Group**

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Whenever possible, Sanetta uses cotton from controlled organic cultivation, which is produced according to the guidelines of organic farming. - This means that the use of chemical pesticides and fertilizers is prohibited. In addition, less water is used in cultivation than with conventional cotton - a plus for people and nature. Currently, around 70% of all Sanetta products are made from organic cotton. The goal is to continuously increase this percentage.

The fair and sustainable production is made visible by the GOTS certification: The strictest global standard for ecological textiles covers the entire manufacturing process from the processing of sustainable and pollutant-free materials to compliance with fair working conditions. Sanetta products are labeled with GOTS Standard "Organic" - guaranteeing the use of at least 95% GOTS natural fibers from controlled organic cultivation. The GOTS share is growing continuously: currently, 56% of Sanetta children's clothing are already GOTS certified. By the end of 2022, 80% are expected to have this certification.

The success of the Sanetta PURE TEENS collection shows what is possible: PURE TEENS registers a GOTS certification of 100%. - In addition, the PURE TEENS series is 100% vegan.



In addition to organic cotton, Sanetta also uses alternative fibers. Since the 2021 fall/winter collection, the range has additionally included items made of wool as well as fabric qualities made of bamboo and linen. Since 2022, recycled polyester and recycled cotton have also been used, and Sanetta beachwear is made from 100% recycled polyamide fibers. In the production process, reused fibers require far fewer resources than newly produced ones - while maintaining the same quality.

Sanetta's passion does not end with the product. The company strives for consistent sustainability: recycled or FSC-certified paper from sustainably managed forests is used for hangtags, folding cartons or image brochures. In the online store, the shipping cartons are used more than once.

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Polybags made of recycled plastic are used to protect products from contamination. Unsold products are offered at discounted prices during sale periods, distributed in outlets or donated to charitable organizations.

At the company headquarters in Meßstetten, Sanetta covers its entire electricity requirements via its own combined heat and power plant and feeds electricity from the photovoltaic system into the general power grid. Sanetta follows the EMAS guidelines and has adapted work processes accordingly. Sanetta has not yet come to the end of the road: the Swabian company's goal is to shape together the world of tomorrow from today.



### **Sanetta – Together into a green future.**

87% of all Sanetta products are produced at own production sites in Romania and Bulgaria. In addition, Sanetta has close production partnerships that have grown over decades and are based on a trusting relationship with each other. The partners are obliged by agreements to fulfill working conditions according to the international social and labor standard of the SA8000 certification.

The high quality of manufacturing plays a central role. Sanetta produces some of its own fabrics using circular knitting machines. The special feature here is the possibility of producing underwear without side seams. - This is gentle on sensitive baby skin. This expertise has been optimized over decades. Small details on the Sanetta products ensure individual and modern designs that convince with the highest wearing comfort. - Safety is always kept in mind: The EN 14682 standard describes the safety of children's clothing and is a fundamental requirement for every Sanetta collection.

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In order to keep the impact on people and the environment as low as possible, the finishing process - bleaching, dyeing, printing and final finishing of the fabrics - takes place at Sanetta under strictest regulations. No chemicals are used at all in the preshrinking process. In 1978, Sanetta was the first manufacturer ever to develop a process that uses only water, steam and heat to guarantee the garments' resistance to drying. In addition, most of Sanetta's outerwear and swimwear offers UV protection according to DIN EN 13758-1 of 15+, 30+, 50+. The UV protection itself also works without the addition of chemicals.

At Sanetta, innovation does not only relate to design, it covers all areas of the company. Sanetta's headquarters in Meßstetten is also a logistics center. Every week, new goods arrive there from production sites in southeastern Europe, and around 3,000 packages leave the shipping center on the Swabian Alb every day. This corporate philosophy of short distances and Made in Europe contribute to a sustainable and environmentally friendly logistics.

Transparency creates trust - Sanetta is convinced of that. It is a matter close to the heart of the family business to always be honest and fair to both employees and customers. Prices are calculated transparently to ensure fair wages. Sanetta products have a price - but this price is well invested and ensures that Sanetta clothing can be worn with a good feeling - and with a good conscience. Today as well as tomorrow.



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