



# #my\_pure\_mate

*The natural strong companion*



[www.minersmate.eu](http://www.minersmate.eu)





*pure*

Since 2018, miners mate has enriched the textile industry with over 20 trendy styles of outstanding quality and durability.

**miners mate** is made for all those who value fashion and combinability. The colour consistency of the miners mate items allows for a uniform, coordinated look for mates, teams and groups - for every occasion, every opportunity and every moment!

In 2022, the young brand from the Ruhr region expands its range with another collection called

## *my pure mate*

It proves that casually simple looks can be perfectly combined with **sustainability and fairness**. Learn more about my pure mate and its special features on the following pages!

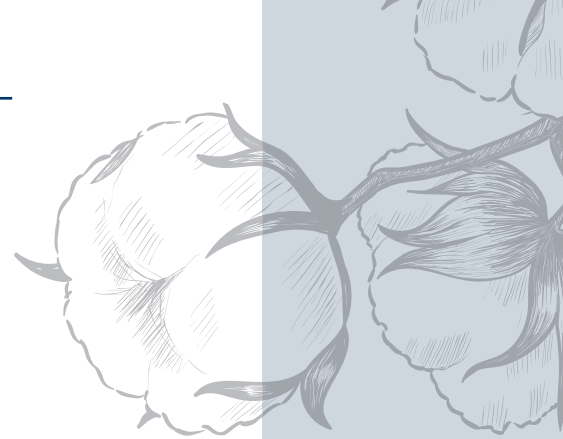
*#discover\_your\_perfect\_pure\_mate*



# #together my pure mate

A collection with a focus on the essentials! With the combination of Fairtrade-certified organic cotton and recycled polyester, as well as the simple design, my pure mate offers all mates, teams and groups the opportunity to contribute to sustainable and fair coexistence without losing the casual miners mate style!

The collection includes a **Unisex Hoody (MY612)** and a **Unisex Tee (MY112)**. Both items convince with their durable quality and modern cut for both him and her. Thanks to the five continuous colours, the hoodies and T-shirts can be ideally combined. The unisex tee also comes in the natural shades Soft Olive, Mustard and Soft Blue.



## The 5 special features at a glance

### ***\_pure***

The natural strong companion

### ***\_fair***

Made from 100% Fairtrade  
certified organic cotton

### ***\_tear away***

Removable brand label for  
easy re-labelling

### ***\_perfect***

Smooth surface for optimal finishing

### ***\_colourful***

From boldly striking to naturally simple



XXS-3XL

MY112

## Unisex Tee

100% Fair Trade certified organic cotton  
(Heather Grey = 90% Fair Trade certified organic cotton and 10% viscose)



Ribbed waistband  
at the neckline



Forward  
shoulder seam for  
high wearing comfort



100%  
Cotton  
surface

No metal eyelets at  
the cord ends

Inside side  
pocket for  
large print area

MY612

## Unisex Hoody

80% Fair Trade Certified Organic Cotton  
and 20% Recycled Polyester  
(Heather Grey = 75% Fair Trade certified  
organic cotton 15% polyester 10% viscose)

black white navy red heather grey

# #sustainable



*The combination of Fairtrade-certified and organic cotton* is the best possible solution to improve social sustainability and protect the environment in the growing countries.

Strict standards apply to the production of organic cotton:

- **Seeds without gene technology**

Only traditional seeds are used in the cultivation of organic cotton, genetically modified plants are prohibited.

- **Low artificial irrigation**

Organic cotton also needs water - although the water consumption is lower than for conventional crops. The majority of the water organic cotton needs is covered by rainwater and moisture stored in the soil.

- **Without pesticides**

Only natural methods are used for fertilisation and plant protection methods are used instead of synthetic chemical agents.

- **Handpicked**

The elimination of machinery and defoliants protects the health of the farmers and the fertility of the soil is preserved.

## The path of cotton

Transparency in the supply chain, from cultivation to the finished textile.



Cultivation



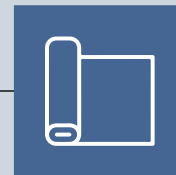
Harvest



Ginning

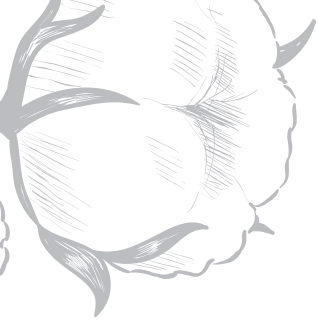


Spinnery



Knitting





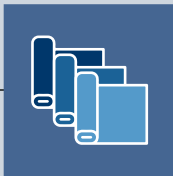
**The Fairtrade product label for cotton** stands for fairly grown and traded raw cotton that is directly traceable through all production steps and is processed separately from non-Fairtrade cotton. **All the cotton for the collection my pure mate** is grown by Fairtrade producers, certified and traded according to Fairtrade standards. Fairtrade promotes better working and living conditions for cotton producers as well as environmental protection  
 More information: [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)



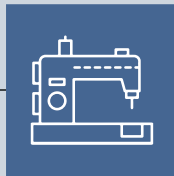
**OEKO-TEX**  
 Textiles of all kinds that have been tested for harmful substances, from yarn to the finished article, may carry the STANDARD 100 product label. My pure mate has been awarded the STANDARD 100 label.



**Recycled polyester**  
 Recycled polyester is used so that the hoody stays cosy and keeps its shape for a long time. Unlike conventional polyester, the manufacturing process for recycled polyester requires fewer resources and is far more energy-efficient.



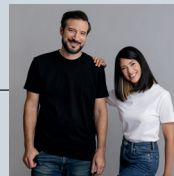
Dyeing



Sewing/Cutting



Confection/  
 Labelling



Your textile

**Separation of Fairtrade and organic certified cotton from conventional cotton along the entire supply chain**

*simple*







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