

#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



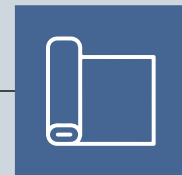
Harvest



Ginning



Spinnery



Knitting