

## Press Release

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### German politician Renate Künast sponsors cotton marking project of Tailorlux and Dibella

**Berlin/Bocholt/Münster, October 2018: German companies enable the traceability of textiles and offer excellent support in securing organic cotton**

The Dibella Group and Tailorlux GmbH have won Renate Künast's sponsorship in Berlin for the organic cotton marking project of Chetna Cooperative. Renate Künast sees physical labeling as the solution to the problem of bio-fraud.

"It's essential to be able to trace the path of cotton from the textile back to the field to stop fraud and greenwashing, and I support this innovative project out of conviction: the existing and proven technology shows how transparency guidelines should look like, to demonstrate the ecological cultivation of cotton," says Künast.

Alex Deitermann, Managing Director of Tailorlux GmbH, comments: "Many thanks to Renate Künast for the support. It is important that our efforts for a fair cotton market find an echo in politics: with our tagging, we can trace the path of the product seamlessly, eliminating mixing and blending - thus creating true product integrity that lives up to organic agriculture. Now that the technical possibilities have been met, the next step must be taken."

Ralf Hellmann, Managing Director of the Dibella Group adds: "With Renate Künast as the authentic patron, we have already taken a decisive step in the further development of our project. I am convinced that our cooperation with Tailorlux will result in a textile standard that will also cause a sensation beyond our industry. Now we can finally provide the technical proof for the organic cotton used by Dibella of the cooperative Chetna Organics and, fortunately, trace our supply chain back to the farm level. For sustainability at Dibella means honesty!"



### Information about the marking:

The marking is based on the detection of emissions of luminescent pigments which are invisible to the eye. Via a carrier fiber, such as Viscose or cellulose, it is mixed with the cotton. This fiber is similar to the chemical structure of cotton fiber and is introduced in a range of less than 1 per thousand in the production. The combination of the marking can be adapted to the customer's individual needs, similar to a fingerprint, and the sensors can be calibrated accordingly.

The sensors for reading the data are also provided by Tailorlux, so that the complete solution for marking and documentation comes from a single source. The sensors are specially calibrated by Tailorlux for the unique pigment created in the specific application.

For further information please visit <https://en.tailorlux.com>

### Photos:

Image: Berlin - Endorsement Renate Künast\_Tailorlux\_Dibella

Caption: (from left to right: Alex Deitermann (CEO Tailorlux GmbH), Arun Ambatipudi (President Chetna Organics), Renate Künast (MdB) and Ralf Hellmann (Managing Director Dibella Group) seal the endorsement for the innovative project for marking organic cotton.

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### For more information, please contact:

Dibella b.v.

Michaela Gnass

Hamelandroute 90

NL-7121 JC Aalten

Fone +31 (0) 543 490015

Mail: [Gnass@dibella.de](mailto:Gnass@dibella.de)



## About Dibella

Dibella is a competent partner for the textiles rental service for long-lasting textiles used in the hotel industry, catering trade and in the healthcare. The service-oriented company has been supplying the branch since 1986 with exclusive, appropriate goods. Thanks to solid growth, Dibella today is represented in the most important markets in Europe over international offices.

Dibella has been engaged for years now in sustainably production to protect people and the environment. Membership of numerous organisations is an expression of this engagement.

## About Tailorlux:

Tailorlux develops and implements industrial marking solutions as a solution provider for product labeling. The aim of the solution concepts is to protect and prove the integrity of materials and products. With well-known international customers, Tailorlux GmbH is one of the most important providers of hidden markings and thus contributes significantly to the protection of customer and trade relations as well as the environment.

[www.tailorlux.com](http://www.tailorlux.com)

