



## PRESS RELEASE

JANUARY 2010

### WEISBROD PRESENTS WORLD'S FIRST ORGANIC SILK FABRIC COLLECTION

There is almost nothing that is as flattering to the skin as silk. Silk combines many ideal characteristics. Because of its low density it is light and comfortable and has excellent insulating properties which protect against the heat in summer and the cold in winter. In addition, clothes made from silk have the great advantage, compared to synthetic fibres, that they have an odour-inhibiting effect and are extremely hard-wearing. However, beyond these physical properties there is the proverbial erotic feel of silk. Its sheen and caressing feel on the skin speak for itself. Although silk is sometimes called the wonder fibre, over recent years it has become a mass product with little appreciation of its value. The enormous relative drop in prices and strong focus on efficient, large production facilities have not only been detrimental to the quality of silk but have also made growing conditions worse for silk farmers and have increased environmental pollution.

In this situation, Weisbrod-Zürcher AG came to the conclusion: what is so sensuous and flattering to the skin should definitely be free from any additives that are a health hazard and should be traded in fair trade agreements.

Through its close cooperation with the Swiss company Alkena, which has been a pioneer in the field of knitted organic silk products for years, Weisbrod-Zürcher AG is in a position to procure certified organically grown raw silk. Its subsequent processing through all production stages is certified in accordance with the Global Organic Textile Standard (GOTS). As a result, Weisbrod-Zürcher AG is the first company in the world that is able to offer a small and very select fabric collection made of organic silk and processed to GOTS standard – which will be available from March 2010. Weisbrod is targeting large and small companies which look for a product with genuine added value and yet don't want to miss the service and small minimum quantities they are used to with conventional products.

#### **In what way is Weisbrod's Organic Silk different from conventional silk?**

Alkena grows its mulberry trees not in a monoculture but together with hundreds of fruit trees and other trees in biodynamic cultivation. This creates much greater biodiversity and, owing to the fact that the trees are planted over a much wider area, there is much less chance for disease to spread to harm the trees. The company has a strict policy of not using artificial fertiliser, antibiotics or growth hormones.

Fixed prices and supply agreements provide security for farmers. Humane working conditions in production prevent child labour and guarantee a 5-day working week. All subsequent processing, such as boiling, twisting and dyeing is carried out in accordance with the GOTS guidelines. That means that only those chemicals and dyes are used which are not hazardous to health and the environment. The supply chain is subject to rigorous checks to ensure that customers can be sure that the certified products really only contain what is claimed on their label. All companies involved in the process are inspected by the certification agency at least once a year.



ORGANIC SILK BY WEISBROD

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Weisbrod-Zürcher AG has been producing high-quality products from silk and other fine fibres in Switzerland since 1825. One of the factors of this long success story was and is the company's policy of pursuing long-term development rather than short-term success. By entering the field of sustainable organic silk production the company aims to add a suitable segment to its wide competence in textile production and trade – and help a little bit to improve the world...

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