

Press release

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Frankfurt am Main and Berlin, April 25th, 2019

MaxTex announces record membership growth in the first quarter of 2019. Great joy and emotion at the awarding of the prize for corporate ethics at the MaxTex Forum in Berlin.

After an extraordinary tribute to the initiative and work of MaxTex by Prof. Albert Löhr of the German Network for Business Ethics and the awarding of the certificate to the Chairman of the MaxTex Board, Hans-Peter Beck, there was no stopping the many members present - the stage was stormed.

The ceremony took place after the MaxTex Forum, traditionally held at the Federal Ministry for Economic Cooperation and Development, on 27 March in Berlin. Already this event was worthwhile for the numerous participants, as every year. The focus was on lectures on textile recycling management, on holistic sustainability approaches and on the latest developments in the partnership for sustainable textiles. Key Note Fabian Takacs from the University of St.Gallen, in particular, impressively demonstrated the urgency of sustainable action and the necessary implementation of a consistent environmental service branch and pointed out concrete approaches for implementation in the companies.

The forum also gave all new MaxTex members the opportunity to present their projects, ideas and topics. This was particularly exciting for the start-ups.

These start-ups are also part of the new MaxTex strategy to involve young companies in the dialogue for more sustainability in the textile chain. The opening to a young and fresh company dialogue as well as the meanwhile attractive membership conditions are obviously also the reason for an almost doubling of the number of members to currently 30 companies since the beginning of the year!

This means that all stages of the textile value chain are now represented at MaxTex and demonstrate the extraordinarily broad expertise and high quality of the sustainability network.

In addition to some new members from Germany such as Klopman, WEITBLICK, Elmer & Zweifel, Gebr. RUNDE, Tailorlux, Scholz & Friends Reputation, Sustify and TUTAKA, Roosmarie Ruigrok and Tobias Meier are particularly pleased about new comrades-in-arms from the Netherlands and Switzerland: Schellenberg Textildruck, fabric wear and the start-ups Good Brand Guru, UPSET textiles and Sailmate. MaxTex has been officially and actively represented in both countries since last year.

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Direct links to the member companies can be found on the new MaxTex website at www.maxtex.eu.

In line with the MaxTex philosophy, the new players have no intention of remaining passive and in expectation of associated services. On the contrary! From the "acquisition of valuable approaches in the professional and sustainable exchange of members at eye level" (Felix Blumenauer from WEITBLICK) to the integration into the extensive MaxTex training offers with their own workshop (TUTAKA), activities and personal contributions are announced.

In keeping with the good mood among the "MaxTexler", the above mentioned awarding of the 2018 prize for corporate Ethics took place on the afternoon of the forum day.

The representatives of the present new but also existing members, first of all of course the MaxTex founders Hans-Peter Beck, Greiff Mode and Ralf Hellmann, Dibella, did not hold back their joy on stage during the awarding of the certificate. Hans-Peter Beck, Chairman of the MaxTex board, was particularly impressed by Prof. Löhr's laudatory speech, which was also mentioned above. In an emotional speech of thanks, he pointed out the special way in which the members collaborate, the excellent way in which they treat each other and the good work they do together.

Hans-Peter Beck continued: "The award is both an incentive and a motivation to consistently pursue the path taken jointly by the MaxTex members towards an honest and sustainable textile industry. And we hope that our customers - end consumers, operators in the B2B business, hotels, gastronomy, hospitals, care facilities, industry, many service providers, public institutions and textile service providers - will become more aware of the responsibility they bear in their purchasing decisions. We want to show that sustainable, responsible action and economic success can be reconciled."

Equally noteworthy are the closing words of the laudator: "The individual players are highly motivated, very realistic and long-term oriented, i.e. MaxTex is not a short-term fair-weather event, but a targeted approach to the strategic restructuring of business models in the direction of sustainability. Moreover, since MaxTex itself sees the need to increasingly deal with the topic of "ethics", we cannot imagine a better prize winner at the moment".

There should be little to add to this.

The full text of the laudation can be found on the MaxTex website.

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The following companies and organisations belong to the MaxTex Association:

Blycolin, Chetna Organic, CHT-Group, ClimatePartner, Dibella, 360report, ecos, Elmer & Zweifel, Enova, fabric wear, Good Brand Guru, Greiff Mode, HAVEP, Hessnatur Stiftung, Hochschule Niederrhein, InfraCert, Klopman, Lamme, Lenzing, Product DNA, RUNDE; Saimate, Schellenberg Textildruck, Scholz & Friends Reputation, Sustify, Tailorlux, TUTAKA, UPSETtextiles, WEITBLICK, Wenzel & Hoos

Photos of the 2018 Corporate Ethics Award ceremony are attached:

Photo 1: Laudator Prof. Dr. Albert Löhr

Photo 2: Great pleasure at the award ceremony

Photo 3: MaxTex members with the award certificate

Photo 4: Winners and DNWE Jury

Photo 5: Proud prize winners (from left: Gerhard Becker, Ralf Hellmann,
Hans-Peter Beck)

Further information: www.maxtex.eu
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The German Network for Business Ethics (DNWE) was founded in Bad Homburg in May 1993. DNWE is a national association of the European Business Ethics Network (EBEN), which was founded in Brussels in 1987 and aims to promote intercultural dialogue on issues of business ethics.

The MaxTex society promotes the interests of companies in the textile and clothing industry, textile service, suppliers and important customer groups as well as young start-ups. MaxTex pursues the goal of strengthening the overall development of the sectors and thereby taking into account the special requirements of customers and end consumers with regard to sustainable production and services. The association is also a forum for experts, decision-makers, lateral thinkers, visionaries and creators in textile management!
