***MEDIA INFORMATION*** **((for free publication))**

*Contemporary sustainability pictorially reinforced*

**A new image for Texaid**

Schattdorf, 27th August 2015 – **For over 35 years, Texaid has delivered ecological sustainability through the professional collection, sorting and recycling of used textiles, together with social and charitable involvement. The Swiss textile recycling company, which is today one of the leading European organizations in its sector, has revamped its image with the aim of lending weight to this sustainability profile.**

Martin Böschen, CEO of the Texaid Group summarizes that committing an economically orientated company to the greatest possible level of ecological and social action is an ongoing feat of strength. Because the aims of the aid organizations to deliver sustainability, jobs and funds for charitable projects through used textiles still remain unshakable, even more than 35 years after Texaid was founded. What used to by a collecting organization has grown into the Texaid Group of today, based in Schattdorf/UR and with collecting and production facilities in Germany, Bulgaria, Hungary and Morocco. «All of our facilities are run on the basis of the same professional parameters and ecological requirements, and the time has now come to also give the Group a uniform image», says Martin Böschen.

***Imagery to support expression***

The new corporate design is intended to symbolize the values of sustainability, social and charitable involvement. Martin Böschen is keen to stress that «we want to convince the public that their used clothes are in the best possible hands with us, that we will guarantee that they are put to the best possible further use». The new horizontally aligned Texaid logo is supported by images that catch the eye. The change in appearance is most obvious on the likewise freshly revamped web site «which of course ensures ease of use on all devices thanks to the latest state of the art», explains Stephan Kruse-Thamer, the Texaid Group's head of marketing and communication.

Texaid will get a new public identity in stages: The task now is to give 4,500 Texaid containers the new image. The collecting sacks will be given the new look from this fall onwards, the collection team's approximately 60 vehicles will be re-labeled, and the new logo will of course adorn the company's premises.

www.texaid.ch

((Box))

Texaid was founded in 1978 as a charity private partnership between the aid organizations Swiss Red Cross, Caritas Switzerland, Winterhilfe Switzerland, Solidar Suisse (formerly the Swiss Workers' Relief Agency), Kolping Switzerland and HEKS, together with an entrepreneur. Every year the approximately 1000-strong workforce of the Texaid Group collects, sorts and recycles just under 75,000 tonnes of used textiles. Texaid has an ISO-certified quality management system and in Switzerland it has been awarded the Swiss Climate AG «CO2 Neutral» quality seal.

**Picture legend:**

The Texaid containers will appear successively with a new look.

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