

NATIVATM COTTON

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FILATI DI COTONE TINTI

NATIVATM brings nature-focused solutions to brands and supply chain partners, centered in 100% traceable natural materials backed by Blockchain technology.

NATIVA RegenTM

#1 The new NATIVATM Regenerative Agriculture Program improves the quality of the soil - resulting in

- Better nutrients
- Cleaner water
- An overall healthier habitat that restores natural biodiversity at farm level.

#2 Brands that commit to using NATIVAREgenTM cotton for their garments will take an active part in the programme's implementation, supporting farmers and claiming a double NATIVATM + BCI certification that guarantees sustainable practices from farm to finished garment.



0% tillage at farm level

20% increase of organic matter in the soil

25% reduction in the use of pesticides

* Along a period of five years.

WHY COTTON

“Accounting for **65% of the content of wardrobes** around the globe, cotton has the potential to be a **force for change.**”

THE METHOD

We developed the exclusive and comprehensive NATIVATM Cotton Protocol, which **considers the needs of both farmers and brands** - laying the ground for a thorough certification at both cotton fields and supply chain levels.



Non
GMO



European
Supply Chain



Third party
certified

NATIVAREgen CottonTM is sustainably sourced from Greece, meaning the entire supply chain takes place within Europe, shortening travel times and lowering its impact on the environment.

Discover the journey



Discover more on
nativapreciousfiber.com

Get in touch with us
nativa@chargeurs-luxury.com



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www.annitex.com
(info@annitex.com)