



Rioma's environmental commitment

Rioma has improved its **environmental commitment** from the establishment of the firm in the seventies. We are specially careful about the finish process of our products. We guarantee a strict control during all our processes of production, assuring the use of the latest techniques of filtering during both the dye and the print processes. Being aware of the necessity of purifying and treating the water processed during the production of the different fabrics, the company also wants to promote the use of water-treatment plants in the textile industry to reduce the environmental impact.

Rioma promoted the use of **organic pigments** in Spain more than **25 years ago**, and went for a great range of natural fabrics, which we work with, like cotton, linen, jute, or silk.

The commitment of Rioma with the nature is set nowadays creating **ORGANiC**, a line of organic fabrics.



* What is "organic fabrics"?

Organic fabrics are made with **natural fibres**, like cotton or linen. These fibres using methods and materials that have **a low impact on the environment**. Organic production systems replenish and maintain **soil fertility**, reduce the use of **toxic and persistent pesticides and fertilizers**, and build biologically diverse agriculture.

* Why should I buy "organic fabrics"?

When you use organic fabrics you are joining a **growing community** of people that are environmentally friendly and are demanding organic products, like food, cosmetics and of course, textiles. This community represents a **growing market** in many countries, like in U.S. (with increases near 20% YOY) That represents the most rapidly growing non-food organic category, growing to **\$1.1 billion** in sales.

Organic fabrics make a positive differentiation which it is crucial for the buying decision of more and more people every day. And definitely **improve your brand image**; your customers will perceive your company socially and environmentally responsible.



soft



breathable



chemical free



antiallergenic