

Media release

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Andermatt Swiss Alps: Dressing sustainably with ROTAUF

Andermatt Swiss Alps employees have new jackets. And there's more to them than meets the eye: they're lined with organic wool from Disentis and made in Switzerland – just the way Grisons company ROTAUF always operates. Andermatt Swiss Alps is thus helping to support local jobs and environmentally friendly products, in keeping with the goal of its sustainability initiative, Andermatt Responsible.

You're seeing them more and more frequently in Andermatt, the olive-green jackets with the prominent "A" over the breast and the mountain logo on the back. They're the new jackets of Andermatt Swiss Alps employees. The company opted for the product by ROTAUF, because the provider of outdoor clothing pursues a strategy unique in the outdoor industry: ROTAUF has its products made by about 20 Swiss artisan workshops, forgoing the use of all harmful chemicals and materials. This approach, which reflects the values of Andermatt Swiss Alps, ensures that the products are as socially and ecologically sustainable as possible. Important textile know-how stays in the country and jobs are preserved.

Andermatt Responsible

With Andermatt Responsible, Andermatt Swiss Alps is promoting climate-friendly, sustainable tourism in the region. The aim of the campaign is to facilitate tourism operations in a way that preserves resources. Having the company jackets made by ROTAUF is another step in this direction. ROTAUF general manager Peter Hollenstein is excited about the collaboration: "On behalf of ROTAUF and our production partners, I would like to express my sincere thanks for the order, which directly benefits the local textile industry. We are impressed by the Andermatt Responsible strategy and are pleased that we can make a contribution to its implementation with our products."

High-quality, black Andermatt jackets by ROTAUF are also available in the [Andermatt Swiss Alps shop](#).



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Andermatt Swiss Alps AG – Welcome home.

Andermatt Swiss Alps AG, with registered office in Andermatt, plans, builds, and develops the year-round destination of Andermatt. In 2009 Andermatt Reuss came into being, with apartment buildings, hotels, and chalets. The Andermatt Swiss Alps Group also owns Andermatt-Sedrun Sport AG with its cableways, the catering brand Mountain Food, the Swiss Snowsports School Andermatt, an 18-hole, par-72 championship golf course, and the Andermatt Concert Hall. With the hotels, the sports infrastructure, the wide range of events on offer, and the properties, Andermatt Swiss Alps is pursuing the vision of becoming the prime Alpine destination. In doing so, it is committed to an intact environment and a sustainable future that will enable coming generations to have an extraordinary home. During high season, the Andermatt Swiss Alps Group has more than 1,000 employees working at the locations in Altdorf, Andermatt and Sedrun.

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