



Press release

Climate neutral main catalogue 2021 by JAMES & NICHOLSON and myrtle beach

Albstadt, 2nd February 2021. The new main catalogue by JAMES & NICHOLSON and myrtle beach has been available since the beginning of the year. It also includes the new collection 2021. The CO²-emissions caused by production and dispatch have been completely made up for with the support of Bergwaldprojekt e.V. as a climate partner.

The new collection 2021

On 629 pages, the comprehensive main catalogue by JAMES & NICHOLSON and myrtle beach, which has been available since the beginning of the year, includes, among other things, the new collection 2021. With the 40 novelties the focus is, inter alia, on sustainable fabrics, such as organic cotton or recycled polyester as well as crossover styles, with which you can cut a fine figure both at work and in private life. A highlight of the collection is for instance the first jeans by JAMES & NICHOLSON (JN875) in a brand history of about 20 years.

ClimatePartner supports Bergwaldprojekt e.V.

By promoting regional and internationally acknowledged climate protection projects, ClimatePartner enables other companies to produce in a climate-neutral way and to commit themselves regionally. Thanks to our cooperation with ClimatePartner, the CO²-emissions caused by production and dispatch of the main catalogue by JAMES & NICHOLSON and myrtle beach were made up for 100%, this year, too. 'As a manufacturing company we bear a responsibility towards the environment', says managing director Kai Gminder. 'We are aware of that and therefore, together with ClimatePartner, we promote sustainable and ecologically valuable projects.'

One of these has recently also been the association Bergwaldprojekt e.V. from the Oberallgäu. It consists of volunteers and experts who have been maintaining and cultivating native woodlands since 1991. Regional commitment protects natural habitats and is therefore vital for the adaptation to climate change.



JAMES &
NICHOLSON



More information on the company, the products and image material is available for downloading at: www.daiber.de.

For information on the sustainable products by JAMES & NICHOLSON and myrtle beach please go to: www.daiber.de/de/company/sustainability/products.

Information on Bergwaldprojekt e.V., which is promoted in cooperation with ClimatePartner, is available at: <https://www.bergwaldprojekt.de/>.

contact PR

Gustav Daiber GmbH
c/o follow red GmbH
Leonie Kirschner
Waldburgstraße 17/19
70563 Stuttgart
Tel.: +49 (0)711-90140-713
E-Mail: daiber@followred.com

contact Gustav Daiber GmbH

Tobias Seidel
Head of Marketing & Business Development
Vor dem Weißen Stein 25-31
72461 Albstadt
Tel.: +49 (0)7432-7016-119
E-Mail: tobias.seidel@daiber.de

contact advertisements

Gustav Daiber GmbH
c/o follow red GmbH
Carina Bodenmüller
Waldburgstraße 17/19
70563 Stuttgart
Tel.: +49 (0)711-90140-533
E-Mail: tobias.seidel@daiber.de



About JAMES & NICHOLSON und myrtle beach

Both in textile promotion and in corporate fashion JAMES & NICHOLSON and myrtle beach are among the most popular brands in Europe. Every year the wide product range is supplemented by about 100 fashionable novelties. The two brands cover the areas of promotion, sport, leisure, business and workwear.