

# 1:0 for Fairtrade

Everyone's a winner with Tramondi sports balls



**TRAMONDI**<sup>®</sup>



# A shining example of fair play – and Fairtrade



Hägendorf/Schweiz



Friedrichshafen/Deutschland



Sialkot/Pakistan



Kowloon/Hong Kong

For 29 years, fair play has been Tramondi's guiding principle in its business activities and its relationships with both staff and customers. We produce sports balls and promotional and merchandising goods for brands and wholesalers throughout Europe. Tramondi products offer exceptional quality at competitive prices as a result of efficient structures and a high degree of flexibility in production and distribution. The decisive factor here is the commitment of our highly motivated team. We have 600 employees at four locations in Switzerland, Germany, Hong Kong and Pakistan.

Pakistan is the land of footballs, producing 70% of the 40 million footballs manufactured around the world. Tramondi has its own production facility in Sialkot, Pakistan. This is the only way to assume total responsibility for the quality of production - and above all - the working conditions in this poor country. We do not achieve low production costs by paying low wages but by efficient production planning, direct sales and a strategy that sets great store by the principle of sustainability. This „Tramondi system“ enables us to transfer the same high standards that apply to the quality of the balls to our responsibility for the employees' families. Tramondi pays the school fees for the employees' children and provides the necessary books, teaching materials and school uniforms. In doing so we are contributing to the prevention of child labor and giving these young people a brighter future at the same time.

Consequently, the continuation of the Tramondi tradition and the logical result of our endeavors to ensure fair working conditions is our commitment to fair trade. As early as 2002 we decided to include sports balls that had been certified by Fairtrade in our product range. Thus, Tramondi is one of the pioneers of fair trade among ball manufacturers throughout the world. Our Sialkot plant is one of only five facilities that produce Fairtrade sports balls.



Football, volley balls or handballs are mostly produced in the Sialkot District in Pakistan. The balls are individually sewn together by hand, a time-consuming task that is often inadequately paid. It takes a stitcher two to three hours and more than 700 stitches to produce one ball that is sewn together from 32 panels. The workers are generally underpaid. Driven by financial necessity, therefore, the children of these families are mostly forced to earn an additional income.



In order to offset this situation and break through the cycle of poverty, Tramondi operates its own production plant. In addition, Tramondi produces sports balls that are Fairtrade certified. Tramondi's Fairtrade sports balls guarantee:

- **The Fairtrade bonus:** a bonus of 10% on top of the import price goes to a fund for social projects. The so-called Joint Body, an independent committee of elected employees, rules democratically on the distribution of the money.
- **Fair working conditions:** forced labor and child labor are prohibited. The company bans any form of discrimination when hiring or promoting workers. The conventions of the International Labour Organization (ILO) must be observed.
- **Employee representatives:** autonomous, independent employee representation is mandatory in the factory. Workers are entitled to join an independent union and take part in collective bargaining on wages and working conditions.
- **Independent certification:** at regular intervals, independent inspectors from the FLO-Cert GmbH ensure that the standards are being met.

Employees at Tramondi Pakistan have voted to invest the Fairtrade bonus in water purification projects, in medical services and free health checks, and to buy an ambulance. Furthermore, a workers' canteen has been set up to provide inexpensive meals. But the most important factor - the wages paid in Tramondi's production facility are well above the national level.





Tramondi's employees and customers, along with well-known representatives from non-governmental organizations (NGOs), all agree on the importance of fair play and Fairtrade in the sports industry.



„In line with the spirit of fair play in football, it is absolutely essential that our merchandising goods are produced under fair conditions.“

**Markus Ischi, owner of PERMASHOP AG**



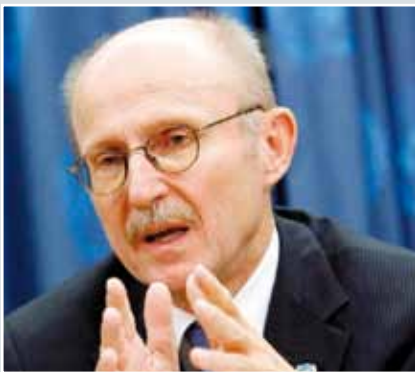
„Fairtrade stands for top quality products that are produced at a fair wage and without child labor. BSC YB supports this philosophy wholeheartedly and this is why we chose Tramondi's Fairtrade balls. In this way we can offer our customers a top product - and a clear conscience.“

**Markus Lehmann, head of the YB fanshop**



„Tramondi's Fairtrade balls are perfect for our product range as environmental and social sustainability are guiding principles for Coop. Our responsibility to society, nature and the environment is laid out in the statutes of the cooperative society. Sustainability shapes all our core processes - from product range selection to procurement and dealing with our suppliers right through to logistics and our retail outlets. Tramondi's footballs and volleyballs meet our high standards.“

**Sibyl Anwander, Coop, Head of Quality and Sustainability**



“In the sporting world, fair play is of paramount importance, both on and off the playing field. For the production of sporting goods, the Fairtrade label guarantees that the goods are not produced using child labour or manufactured under inhumane working conditions. As the UN Special Adviser on Sport for Development and Peace, I consider it of the utmost importance to support the work and commitment of companies such as Tramondi that comply with the stringent Fairtrade standards.“

**Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace**



„The procurement organization of the Swiss Post is committed to sustainable development. Tramondi’s Fairtrade balls allow us to handle procurement in line with our core values. Thanks to the prominence of the „Fairtrade / Max Havelaar“ brand, we can clearly demonstrate our sourcing efforts to our customers. Moreover, the customer is getting an extra benefit as we can guarantee that they are buying an impeccable, fair trade product.“

**Daniel Darioli, Head of Product Group Team Services/Impuls, Swiss Post**



„There are three main reasons why Migros (SportXX) buys Tramondi’s Fairtrade sports balls. 1. Migros supports a sustainable production in terms of the natural environment and the working environment. 2. Migros has a longstanding tradition with the Fairtrade/ Max Havelaar label. 3. Since football production has generated negative publicity in the past, it is important that Migros be able to offer its customers an acceptable alternative.“

**Marianne Hengy, buyer with Migros Genossenschafts-Bund, SportXX division**



„The Swiss Labour Assistance SLA campaign: „No Exploitation with our Tax Money“ uncovered malpractice in the ball production industry in Pakistan. Only if consumers insist upon reliable standards will humane working conditions prevail throughout the country.“

**Hans-Jürg Fehr, President of the Swiss Labour Assistance SLA**



„I have been a stitcher with Tramondi for ten years. There have been a number of changes since we received the Fairtrade certification. Thanks to the Fairtrade bonus, all workers are now entitled to free medical services. In addition, we now have a canteen that serves inexpensive meals or where we can eat our packed lunches.“

**Asghar Ali, stitcher, Tramondi Sports Pakistan**



## Our product range

Our guiding principle is to offer the best materials and top quality at a fair price. All Tramondi sports balls are sewn together by hand. This ensures ideal playing characteristics: controllable flight handling, a high dynamic performance and great durability. Wherever possible, we use PVC-free materials in the balls. Tramondi's Fairtrade product range includes footballs, volley balls and handballs.

The following models are available from stock or to order in Fairtrade quality:



### Footballs

- Sizes 5, 4, 4 Light
- Available from stock
- Price on request



### Promotional footballs

- All sizes available
- Price on request



### Handballs

- Sizes 0 – 3
- Price on request



### Volley balls

- Official size
- Price on request

# Certifications



In November 2009, Tramondi's Fairtrade certification for sports balls was extended for a further three years. In addition to Fairtrade, Tramondi is certified in accordance with the following international standards:



FLO e.V.  
(Fairtrade Labelling  
Organizations International)



ISO 9001



SA 8000



IMAC  
(Independent Monitoring  
Association for Child Labour)





There are numerous arguments for Fairtrade. Here are the most important reasons why our Fairtrade ball range is unique, of special merit yet reasonably priced:

- Our Fairtrade sports balls enhance your image as a committed supplier of sustainable products and help set you apart from your competitors.
- Independently monitored and certified, the production conditions will guarantee you a high level of credibility.
- You are actively involved in the Fairtrade trend. Fair products have enjoyed increasing popularity among consumers for many years. With a brand awareness of over 80%, the Fairtrade logo is one of the most well established sustainability labels.
- By running its own production facility, Tramondi is able to keep the prices lower than companies that only import. Although the sports balls meet the highest quality standards and an extensive catalog of criteria must be complied with to be granted the Fairtrade certification, our Fairtrade sports balls are exceptionally low priced. The cheapest start from as little as CHF 15.
- A customized Fairtrade ball box is also available as a sales promotion at the POS.
- Fairtrade is of particular interest to the media. We will be happy to offer you the benefit of our advertising and PR expertise on request.

## Set a fair example ...!

...ask for our delivery conditions and prices today, without any obligation, or give us a call. We look forward to hearing from you.



Tramondi Sport AG  
Industriestrasse West 10  
Post office box 548  
CH - 4614 Högendorf

Telephone: +41 (0)62 205 15 15    [sport@tramondi.com](mailto:sport@tramondi.com)  
Telefax: +41 (0)62 205 15 19    [www.tramondi.com](http://www.tramondi.com)