

Press Contact

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**MEDIA RELEASE**

A-ROSA introduces sustainable uniforms for nautical & technical crew

Workwear from renowned clothing expert with sustainability label

Rostock, 20 November 2024 – A-ROSA has introduced new uniforms for its nautical and technical crew which bear the ‘Green Button’ accreditation.

The river cruise line commissioned the workwear specialists, and ‘Green Button’ holders *Weitblick*, to design and manufacture the new uniforms, which have been specifically adapted to the demand of duties onboard. The clothing is made from a durable blended fabric that is partly made from recycled polyester and responsibly grown cotton.

The ‘Green Button’ is run by the German government and is a certification label for sustainable textiles. It is recognised as one of the best-known and most trustworthy sustainability labels in the German textile industry. It sets binding requirements to protect people and the environment in the production process of fabrics. To receive a ‘Green Button’ label, stringent social and ecological product criteria must be met and the company as a whole must prove that it takes responsibility in its textile supply chain by fulfilling additional company criteria. Independent inspection bodies monitor compliance with the criteria.

Captions

A-ROSA Crew Uniforms 1_c_Weitblick.jpg

The nautical & technical A-ROSA crew was outfitted with new workwear. Photo: Weitblick

A-ROSA Crew Uniforms 2_c_Weitblick.jpg

The clothing is perfectly tailored to everyday work life onboard. Photo: Weitblick

A-ROSA Crew Uniforms 3_c_Weitblick.jpg

The company *Weitblick* was responsible for the design and production of the workwear. Photo: Weitblick

A-ROSA Crew Uniforms 4_c_Weitblick.jpg

The new uniforms bear the government-run ‘Green Button’ sustainability label. Photo: Weitblick

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe’s most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest’s needs. To preserve the visited destinations and landscapes for future generations, A-ROSA puts high focus on sustainability. The line’s newest hybrid powered ship A-ROSA SENA was awarded 1. Place at the 2022 German Awards for Sustainability Projects. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

Further information about the company as well as accompanying press material can be found at <https://newsroom.a-rosa-cruises.com>.