

## Press information

### "Made in Green by OEKO-TEX®"

#### New product label for safe and sustainably produced textiles

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Zurich (hm) With the product label "Made in Green by OEKO-TEX®", the Switzerland-based OEKO-TEX® Association presents a new certification for textiles proven to be safe in terms of human ecology and that are additionally produced in a sustainable and socially responsible manner. The label replaces the previous certification system OEKO-TEX® Standard 100plus and the Spanish mark "Made in Green by Aitex". The latter is already used by several companies, of which Mango is the most well-known fashion brand, who use it to distinguish their products. After taking over the name rights, OEKO-TEX® and its 16 member institutes are, from now on, the exclusive issuers of the new "Made in Green" label.

"As a logical enhancement of our product portfolio", says OEKO-TEX® General Secretary Dr. Jean-Pierre Haug, "the 'Made in Green by OEKO-TEX®' label offers companies in the textile industry the perfect tool for communicating to the consumer their commitment to sustainability directly on the product." With the STeP by OEKO-TEX® certification, brand suppliers, manufacturers and retailers have, since last year, been able to have their production plants assessed, analysed and audited by the OEKO-TEX® institutes with regard to sustainable production conditions. As a logical enhancement to this, OEKO-TEX® recently also developed MySTeP database which enables the central administration of existing OEKO-TEX® certificates and optimum management of the complete supply chain with regard to sustainable key performance indicators (KPIs). With the established OEKO-TEX® Standard 100 and the latest range of OEKO-TEX® services, the textile and clothing industry now has at its disposal a complete up-to-date package which can specifically support companies on their path to improved product safety and sustainability.

"The basic difference and added value when compared with its predecessors", explained Haug "is in the transparency of the new 'Made in Green by OEKO-TEX®' label for the consumers." Using the given test number and a QR code, the textiles and the manufacturing process can be uniquely tracked. Other prerequisites apply for the allocation of the "Made in Green by OEKO-TEX®" label than for the "OEKO-TEX® Standard 100plus" and "Made in Green by Aitex". "We understand that not all companies can meet the requirements for the new product certification 'Made in Green by OEKO-TEX®' straight away. In spite of this, the OEKO-TEX® Association cannot relax the defined requirements under any circumstances. However, we offer all companies the best possible support in the implementation of the necessary prerequisites", states Haug.

#### The current product portfolio of the OEKO-TEX® Association:



OEKO-TEX® Standard 100 - Laboratory testing and certification of textiles at all processing levels with regard to ingredients that may be harmful to health.

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STeP by OEKO-TEX® - Assessment, auditing and certification of production facilities along the textile chain with regard to the use of environmentally friendly production technologies, fair working conditions and appropriate safety in the workplace.

OEKO-TEX® |   
My STeP

MySTeP by OEKO-TEX® - Online database for the central administration of existing OEKO-TEX® certificates and optimisation of supply chains with regard to sustainable key performance indicators (KPIs).

OEKO-TEX® |   
MADE IN GREEN  
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Made in Green by OEKO-TEX® - Certification of proven harmless textiles which have been manufactured under environmentally friendly and socially responsible production conditions.