



The label for sustainable textiles.

Judith Meyer, OEKO-TEX®

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THIS IS OEKO-TEX®

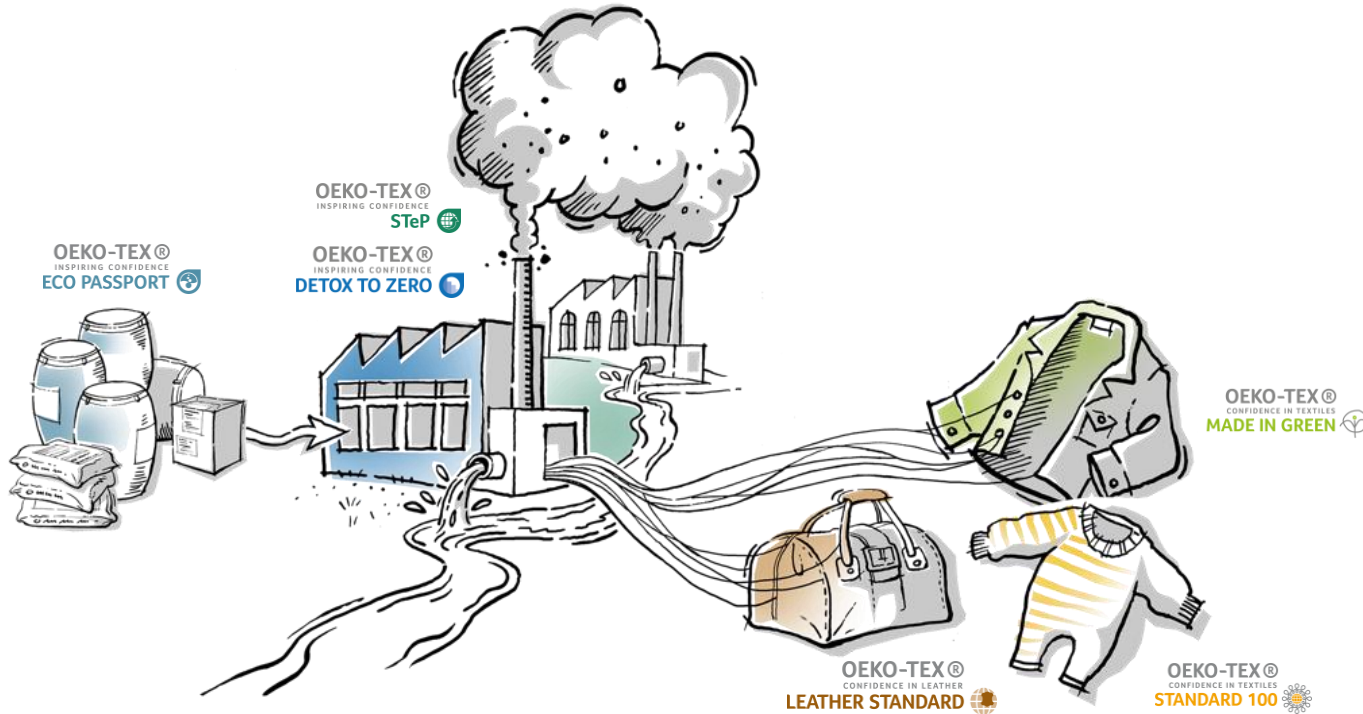


WHAT WE DO

INPUT CONTROL

PROCESS CONTROL

OUTPUT CONTROL



WHY WE DO IT

OEKO-TEX® enables
consumers and companies
to make responsible
decisions to
protect our planet.

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OEKO-TEX® MISSION STATEMENT



CHANGING MARKET DEMANDS

Traceability &
transparency



Responsible
sourcing



Efficient production
& cost structures



Strategic risk
management



Sustainability in
processes and
sourcing



Product &
consumer
safety



GOALS FOR SUSTAINABLE DEVELOPMENT



Detox Campaign by Greenpeace

The demand...

“To adopt a credible, individual and public commitment to phase out the use and release of all toxic chemicals from their global supply chain and products, by 1 January 2020.”



More than half of consumers worldwide consider it important that clothing and home textiles should be safe and made with respect for the environment and textile workers.

© iStock.com / WillSelarep

Importance of clothing and home textiles safety from harmful substances*



Importance of environmentally responsible clothing production



Importance of socially responsible clothing production



*Rated 8-10 on a 10-point scale

Source: The Key To Confidence: Consumers and Textile Sustainability © OEKO-TEX® 2018

**MADE IN GREEN
BY OEKO-TEX®
THE PRODUCT**

MADE IN GREEN by OEKO-TEX®
labelled products have been
produced sustainably and can
be easily traced.

MADE IN GREEN PRINCIPLES



✓ Tested for harmful substances



✓ Made in environmentally friendly facilities



✓ Produced in safe and socially responsible workplaces



WHAT DOES MADE IN GREEN MEAN?



=

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100 

&

OEKO-TEX®
INSPIRING CONFIDENCE
STeP 

PRODUCTS MARKED WITH THE
MADE IN GREEN LABEL ARE:

MADE OF MATERIALS
TESTED FOR HARMFUL
SUBSTANCES

AND SUSTAINABLY
PRODUCED



MADE IN GREEN BY OEKO-TEX® THE REQUIREMENTS

STEPS FOR THE MADE IN GREEN LABEL



1

REGISTRATION

Register and gain access to the database



2

CONNECTION

Find suppliers and send requests asking them to confirm and connect



3

DEFINITION

Define the product and its individual components



5

DISPLAY

Display products with the MADE IN GREEN label

CERTIFICATION EXAMPLE T-SHIRT



The entire garment must be certified according to **STANDARD 100** by **OEKO-TEX®**.



EXAMPLE T-SHIRT



OEKO-TEX®
INSPIRING CONFIDENCE
STeP
OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100

The making up company shall be STeP certified

STANDARD 100 certification of individual components is optional



70% of the total weight, main material:

The facility shall be STeP by OEKO-TEX® certified

STANDARD 100 certification of individual components is optional



15% of the total weight, additional material:

The facility shall be STeP by OEKO-TEX® certified

STANDARD 100 certification of individual components is optional



8% of the total weight, additional material:

The facility shall be STeP by OEKO-TEX® certified

STANDARD 100 certification of individual components is optional



4% of the total weight, fixing band:

STeP not necessary

STANDARD 100 certification of individual components is optional



3% of the total weight, sewing thread:

STeP not necessary

STANDARD 100 certification of individual components is optional

THE LABEL

Product brand logo

Pledge and
web address

OEKO-TEX®
CONFIDENCE IN TEXTILES
MADE IN GREEN
000000000 Institute

Tested for harmful substances and produced
sustainably in accordance with OEKO-TEX®
guidelines. www.madeingreen.com



Product ID (individual)
and responsible institute

QR Code
(optional)

"QR Code" is a registered trademark of
DENSO WAVE INCORPORATED.

THE MADE IN GREEN LABEL MUST LOOK LIKE THIS.

MADE IN GREEN BY OEKO-TEX® THE ADVANTAGES



TRANSPARENT AND VERIFIABLE

- Every label has an individual product ID (and/or QR Code)
- Scanning the QR code / entering the product ID on www.madeingreen.com provides information on certified production sites and other details to the customer
- Transparency increases the trust in your textile production processes and underlines your engagement in safely and sustainably produced textile products

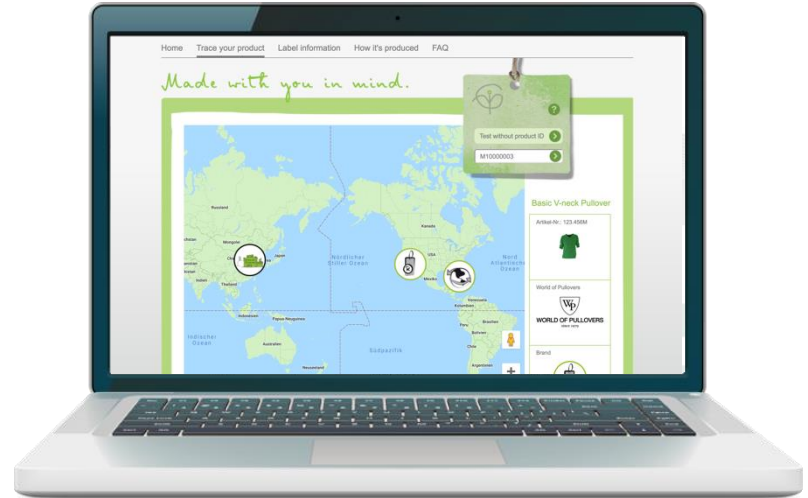


"QR Code" is a registered trademark of DENSO WAVE INCORPORATED.

MADE IN GREEN WEBSITE



3. MADE IN GREEN website
www.madeingreen.com
Scan QR Code



MADE IN GREEN...



supports the vision of a fully transparent supply chain with validated data.

.....



is a tool for gathering information about suppliers and products within the supply chain.

.....



The MADE IN GREEN label with product ID and/or QR code is a unique communication tool. It allows consumers to see where their garments have been made.

.....



enables consumers to make a more sustainable choice

.....

© iStock.com / PeopleImages



WHAT ARE THE BENEFITS FOR THE MANUFACTURER?

- The MADE IN GREEN label provides you with reliable risk management and process reliability.
- Increase your credibility through independent product and process control based on the included STANDARD 100 by OEKO-TEX® and STeP by OEKO-TEX® certifications.
- Show your customers that you take responsibility in the areas of social responsibility and environmental protection.



WHAT ARE THE BENEFITS FOR BRANDS?

- Use MADE IN GREEN to communicate your CSR compliant production
- MADE IN GREEN shows your customer that your product has been produced sustainably (certified according to STeP by OEKO-TEX®) and tested for harmful substances (STANDARD 100 by OEKO-TEX®).
- MADE IN GREEN transparently shows your customers the individual components of the supply chain of the labelled product

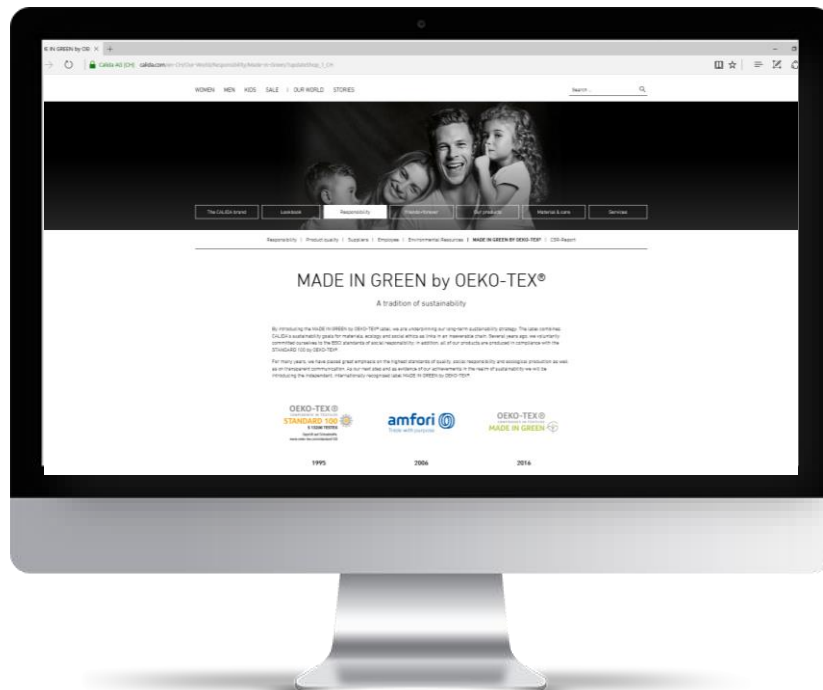


**ALLOW YOUR
CUSTOMERS TO MAKE A
SUSTAINABLE CHOICE!**

MADE IN GREEN BY OEKO-TEX® THE EXAMPLE

MADE IN GREEN IN CORPORATE COMMUNICATION

CALIDA





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