

## What is MADE IN GREEN by OEKO-TEX®?

An independent product label for sustainably produced textile products that have been tested for harmful substances. Any kind of textile product can be awarded the MADE IN GREEN by OEKO-TEX® label from garments and home textiles to other textile goods.



## WHAT ARE THE REQUIREMENTS FOR THE MADE IN GREEN LABEL?

- The product must be successfully tested for harmful substances with certification according to STANDARD 100 by OEKO-TEX®
- The factory facilities for the production stages of making up the product (ie. the cut & sew) and all chemical production processes/wet processes (ie. dyeing and finishing) must be certified according to STeP by OEKO-TEX®, an independent certification for environmentally friendly and socially responsible production facilities of the textile chain

## WHAT IS THE PRODUCT MESSAGING OF THE MADE IN GREEN LABEL TO THE CONSUMER?

- Made with materials tested for harmful substances
- Made in environmentally friendly facilities
- Made in safe and socially responsible workplaces

## WHAT ARE THE BENEFITS OF THE TRACEABILITY BARCODE?

- Each MADE IN GREEN label has an individual product ID in the form of a number and/or 2D barcode that provides transparency for individuals to track the product throughout the manufacturing process
- The information displayed with the product ID is
  - The MADE IN GREEN labelled article
  - A map of the stages involved in the supply chain
  - Confirmation that the product is MADE IN GREEN



## WHY LABEL MADE IN GREEN BY OEKO-TEX®?

- To support long term sustainable production with safe and socially responsible work practices
- To convey a sustainability message to your consumer about your product
- To give your product a competitive advantage in the marketplace that may influence consumers purchase decisions by connecting with them on an emotional level
- To provide transparency to consumers who want to make more sustainable purchase decisions