

# ANNUAL REPORT 2017/18

Vision. Dedication. Confidence.



# FOREWORD.

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## 02

Dear readers,

An extraordinary year lies behind us: in addition to the advancement of our products, the OEKO-TEX® partner institute Hohenstein achieved a breakthrough in the testing of genetically modified cotton. It is now possible for us to prove whether the cotton is actually organic or not - the special feature here is that it can be verified on the finished garment. This new test creates trust and challenges in equal measure. On the one hand, the additional testing means more certainty for consumers. On the other hand, despite all efforts to increase the proportion of organic cotton, it can be observed that demand significantly exceeds actual supply. Since access to organic cotton is not the only challenge facing the textile industry, our main focus is on optimising MADE

IN GREEN. With MADE IN GREEN in particular, we want to give the industry and consumers the opportunity to have better orientation in their purchasing decisions through greater transparency. Here is our credo: Reduce complexity and enable simple communication. This is why we promote innovation, engage in critical exchange with our stakeholders and remain open to new perspectives and a continuous improvement process.

The OEKO-TEX® Association has achieved a lot, but is still some way from achieving its goal.

We look forward to every entrepreneur who joins us on a sustainable path towards future-oriented supply chains and resilient textile produc-

tion. With this in mind, I wish you interesting reading and look forward to your feedback, suggestions and inspiration.

Yours faithfully,



**Georg Dieners**  
Secretary General  
OEKO-TEX®



# THE MOST IMPORTANT FACTS. AT A GLANCE.

03



## IN THE „SOCIAL RESPONSIBILITY“

module our STeP certificate

holders achieve top results. More than 90 % of the companies in this module achieve above-average performance and thus achieve the Best Practice rating (Level 3). The second strongest module for our customers is „Health and Safety“. Here, 80 % of the companies comply with Level 3, followed by „Chemical Management“ with 55 %.



## QUALITY IS IMPORTANT:

OEKO-TEX® therefore carried out 4,938 audits

at production sites last year. In addition, OEKO-TEX® carried out 4,440 control tests on certified articles. The financial expenditure for the control tests corresponds to 14 % of the turnover.



## MADE IN GREEN IN THE

USA: One of the largest department store chains

in the country relies on MADE IN GREEN by OEKO-TEX® for its own brand of home textiles. The first certified towels and bed linen are already available in the famous department stores and online.



## OEKO-TEX® HAS INTRODUCED A TEST FOR GENETICALLY

**MODIFIED ORGANISMS (GMO) FOR ORGANIC COTTON.** In a new laboratory test, a molecular-level indicator indicates whether cotton or cotton clothing actually meets the criteria for an „organic“ rating. The test can be carried out as part of a STANDARD 100 certification.



## ON BEHALF OF OEKO-TEX®

11,000 consumers around

the world were asked about their attitudes towards sustainability in textiles. The study „The Key To Confidence: Consumers and Textile Sustainability - Mindsets, Changing Behaviors, and Outlooks“ was published in autumn 2017.



## OEKO-TEX® IN NUMBERS:

- 17,735 STANDARD 100
- 458 MADE IN GREEN
- 36 LEATHER STANDARD
- 215 STeP
- 371 ECO PASSPORT

# ENERGETIC AND EFFECTIVE. FOR A BETTER WORLD.

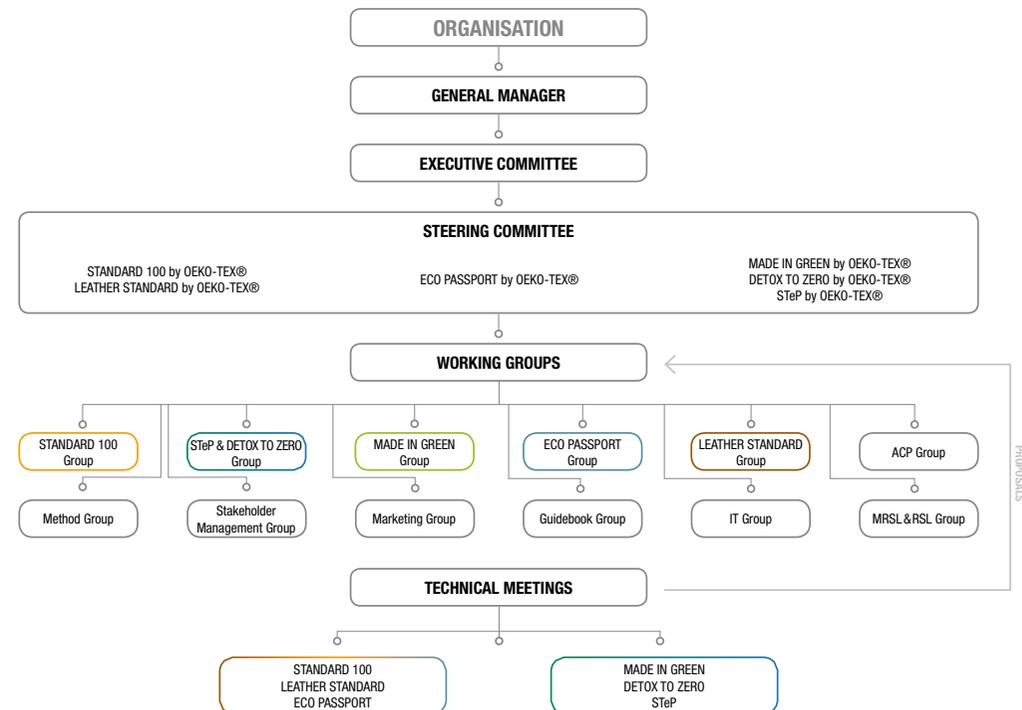
04



Broad expertise and a participatory negotiation process.

The OEKO-TEX® Association consists of 18 independent textile and leather institutes in Europe, Japan and their worldwide contact offices. Our core tasks are the development and advancement of our standards. To ensure that the standards remain at the highest technical level, they are revised every year. Various OEKO-TEX® committees (see illustration) deal with all the necessary documents. The committees are made up of experts from various areas and countries who jointly discuss possible adjustments. Textile engineers, technicians, chemists, lawyers, social scientists, marke-

teers, etc. are represented so that as many perspectives as possible can be considered. Through this broad-based expertise and the participatory negotiation process, we create high-quality standards that meet the high demands for transparency and credibility. The operational work is the responsibility of the institutes, i.e. they carry out the laboratory tests and audits in the customer's operations. Overarching tasks are handled by the OEKO-TEX® office in Zurich.



# OUR PROMISE. RELIABILITY. TRUST. VISION.

05

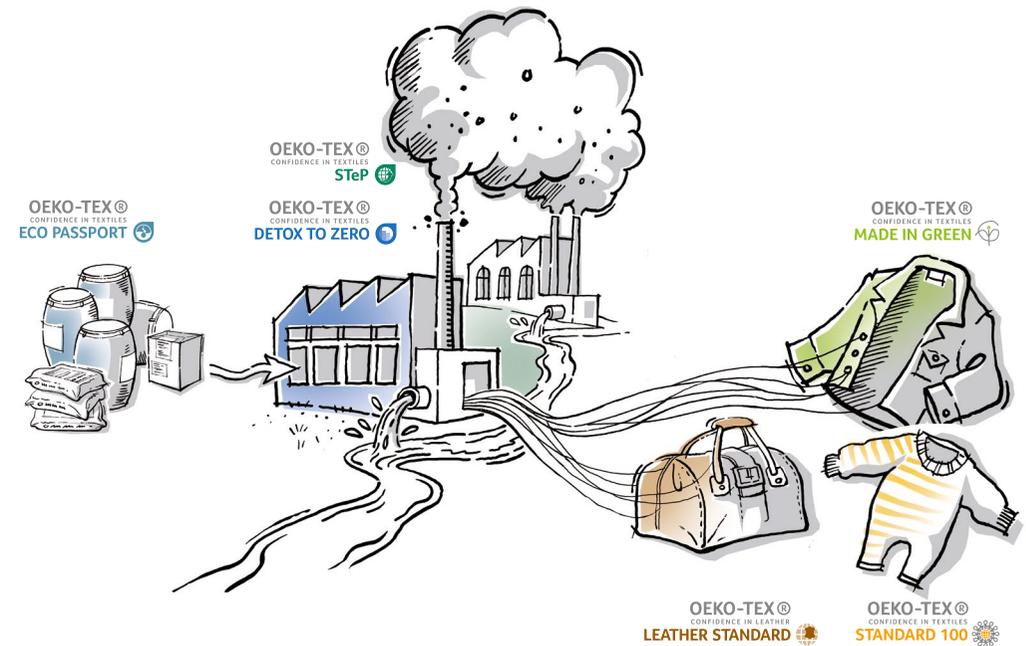
The OEKO-TEX® portfolio is growing. The STANDARD 100 has been in existence since 1992 and we have continued to develop since then. While consumer protection and human ecology were still the cornerstones of product testing at the beginning of the 1990s, today further requirements have been imposed on industry and trade. Above all, sustainability. Some speculate that sustainability is just a trend. We say: Sustainability is the future. That is why we have defined sustainability for ourselves and expanded our portfolio accordingly. So that we can continue to offer our customers solutions and create trust for consumers despite the changed framework.

„OEKO-TEX® understands sustainability as a process. This process is the equal inter-

action of environment, social and economic action. The aim is to preserve life and economic activity for future generations as well“.

Therefore, communication is a central concern for us, in addition to the actual testing. The OEKO-TEX® labels are a simple and valid communication instrument between retailers and consumers. On this basis, we enable consumers to make responsible decisions. MADE IN GREEN by OEKO-TEX® is our flagship.

We say: Sustainability is the future.



# JOINTLY SUSTAINABLE. FOR OUR FUTURE.

06

“We are excited to be working with OEKO-TEX®.”  
Roberson Keffer, Macy’s Fashion Director, Home



Macy’s has chosen MADE IN GREEN. The traditional department store chain introduced the sustainability label in spring 2018 for a selection of its home-textile collection. Macy’s is committed to social responsibility and sustainability. Through MADE IN GREEN, the company wants to make its commitment to greater sustainability visible

to its customers. „We are excited to be working with OEKO-TEX® and we are delighted to offer our customers the MADE IN GREEN by OEKO-TEX® label“ says Roberson Keffer, Macy’s Fashion Director, Home. Shopping enthusiasts will find the label on Macy’s bed linen and towels. The department store thus offers consumers an innovative degree

of transparency when buying textiles. The consumer can use the product ID on the label to trace back in which countries the article has passed through which production step. In addition, consumers can be sure that MADE IN GREEN is an independent product label that stands for textiles that have been tested for harmful substances and produced

sustainably. Macy’s is a traditional company founded in 1885. Today, Macy’s is the largest department store operator in the United States of America.

# WE'RE ON THE RIGHT TRACK. TOGETHER FOR OUR PLANET.

07

MADE IN GREEN by  
OEKO-TEX® receives top  
rating from Greenpeace.

GREENPEACE

In April 2018, the Greenpeace shopping guide for environmentally friendly and fair fashion rewarded MADE IN GREEN by OEKO-TEX® with the best rating of three stars. The comprehensive review of the use of chemicals in production is particularly positively highlighted. The conservation

organisation regularly examines which labels guarantee that products are manufactured in a truly environmentally friendly, fair and socially responsible manner and informs consumers of the recommendation in a purchasing guide. MADE IN GREEN is one of only three labels with three stars to

achieve the highest score and thus meets the highest requirements for chemical management, waste water and workers' rights.

OEKO-TEX®  
CONFIDENCE IN TEXTILES  
MADE IN GREEN 

# UNIFORMS FROM AMERICAN AIRLINES. WITH STANDARD 100.

08

“We’re proud to be the first airline to take the extraordinary step of offering our team members a uniform collection where every garment, including every component of every garment, is certified.”

Brady Byrnes, Director, Global Marketing

American Airlines 

American Airlines flight and ground personnel will wear uniforms certified according to STANDARD 100 by OEKO-TEX®.

„STANDARD 100 by OEKO-TEX® certification is in line with our commitment to provide an industry-leading program that focuses on the highest levels of textile safety, comfort,

durability and brand integrity,” said Brady Byrnes, Global Marketing Director, American Airlines. It is the first airline to have its employees’ uniforms tested and certified to STANDARD 100. Thus American Airlines make an important contribution to the protection of its employees and thus promotes their confidence in their work wear.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100** 

STANDARD 100 by OEKO-TEX®  
means confidence in your uniform



# HARMONIZATION. WITH STeP.

09

STeP by OEKO-TEX®  
meets high credibility  
requirements.



STeP and MADE IN GREEN are recognized verification tools within the Partnership for Sustainable Textiles. Both meet the high requirements for the credibility of a standard. Therefore, they can now be selected by Partnership members in the Partnership's own reporting tool to demonstrate their commitment to sustainable produc-

tion. Production companies can include STeP as evidence in their reporting and brands and retailers can include MADE IN GREEN. This option makes it easier for companies to report to the Partnership. In order to harmonise requirements, the STeP criteria have also been compared with those of the alliance. The Partnership for

Sustainable Textiles is a multi-stakeholder initiative initiated by German Federal Development Minister Dr. Müller in 2014. OEKO TEX® has been working since years closely together with the alliance and has been a member since 2016.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STeP** 

# PURSUE GOALS SUSTAINABLY. SHORT AND LONG TERM.

10

Since 2018 DETOX TO ZERO can be integrated into STeP by OEKO-TEX®.

DETOX TO ZERO by OEKO-TEX® was successfully integrated into STeP. Since January 2018 our customers have the possibility to integrate a DETOX TO ZERO analysis into their STeP certification. This promotes advanced independent analysis and evaluation of chemical management as well as wastewater and sewage sludge. The combination

of the comprehensive STeP certification and DETOX TO ZERO makes it possible to achieve short and long-term corporate goals efficiently, credibly and to pursue these goals sustainably.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**DETOX TO ZERO** 

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STeP** 

# WITH DETOX TO ZERO. FOR CLEAN WATER.

11

A chemical check for the whole factory - and currently the strictest and most comprehensive program in the market.



In June 2018, OEKO-TEX®, Greenpeace and the Lithuanian textile company Utenos trikotažas - one of the largest and most modern knitwear manufacturers in Europe - initiated a pilot project for the detox-compliant production of textiles. The term detox originates in the detox campaign of the environmental protection organisation Greenpeace. The campaign was launched in 2011 with the aim of banning certain toxic sub-

stances from textile production. Since then, the organisation has regularly checked how the pollutant content in the waters of the producing countries and the chemical residues on clothing develop. The joint project was set up to establish these values and prove the success of the OEKO-TEX® methods. This consisted of textile testing according to STANDARD 100 by OEKO-TEX®, waste water analysis with DETOX TO ZERO

by OEKO-TEX® and additional analytical product testing. The expert support was provided by the testing institutes Hohenstein HTTI (Germany) and DTI (Denmark). We are pleased to announce that DETOX TO ZERO has been approved by Greenpeace as one of the most ambitious analytical instruments in the sewage sector.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**DETOX TO ZERO** 

# MORE SAFETY FOR EVERYONE. FOR CHEMICALS, COLORANTS AND AUXILIARIES.

12

The new audit for ECO PASSPORT by OEKO-TEX® sets new standards in quality assurance.

## CERTIFICATE

STAGE I RSL / MRS� SCREENING

STAGE II ANALYTICAL VERIFICATION

STAGE III ASSESSMENT AND AUDIT



In addition to the two existing stages - RSL/ MRS� screening (I) and analytical testing (II) - a further stage was added. Stage III is an audit designed to determine the working conditions and environmental management of the manufacturing plant. The additional Stage III quality control allows our custo-

mers to demonstrate that their manufacturing methods meet the requirements and identify improvement potential. This additional measure strengthens internal quality assurance and facilitates communication of the commitment to the outside world via the label. In addition, our customers who

comply with the criteria for ECO PASSPORT Stage III receive an automatic approval for conformity level 3 at the Chemical Gateway of the ZDHC.

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**ECO PASSPORT** 

# MORE TRANSPARENCY. FOR A GROWING MARKET.

13

The new laboratory test shows whether cotton really meets „organic“ criteria.



The new OEKO-TEX® GMO test is a method for testing organic cotton for genetically modified organisms (GMO). An indicator at the molecular level indicates in a laboratory test whether cotton products actually fulfil „organic“ criteria. The samples are analysed using the qPCR (Real-Time Polymerase Chain Reaction) method, which allows

known genetically modified substances to be identified up to a limit of 0.1%. The test results clearly indicate whether these GMOs were found or not. Organic cotton products for which certification according to STANDARD 100 by OEKO-TEX® is sought must undergo GMO testing. Nowadays about 70 % of the world's cotton is geneti-

cally modified. Some Cotton species shall be modified in such a way that they're resistant to herbicides. Other are equipped with an insecticide, to stop pests.

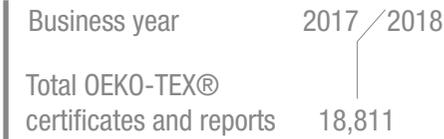
**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
**GMO-FREE**



# INCREASED DEMAND. OEKO-TEX® IN NUMBERS.

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Number of OEKO-TEX®  
certificates and licenses - total



Number of valid certificates and  
licenses 2017/2018



# LEATHER STANDARD BY OEKO-TEX®. CERTIFICATES IN THE TOP 5 COUNTRIES.

15

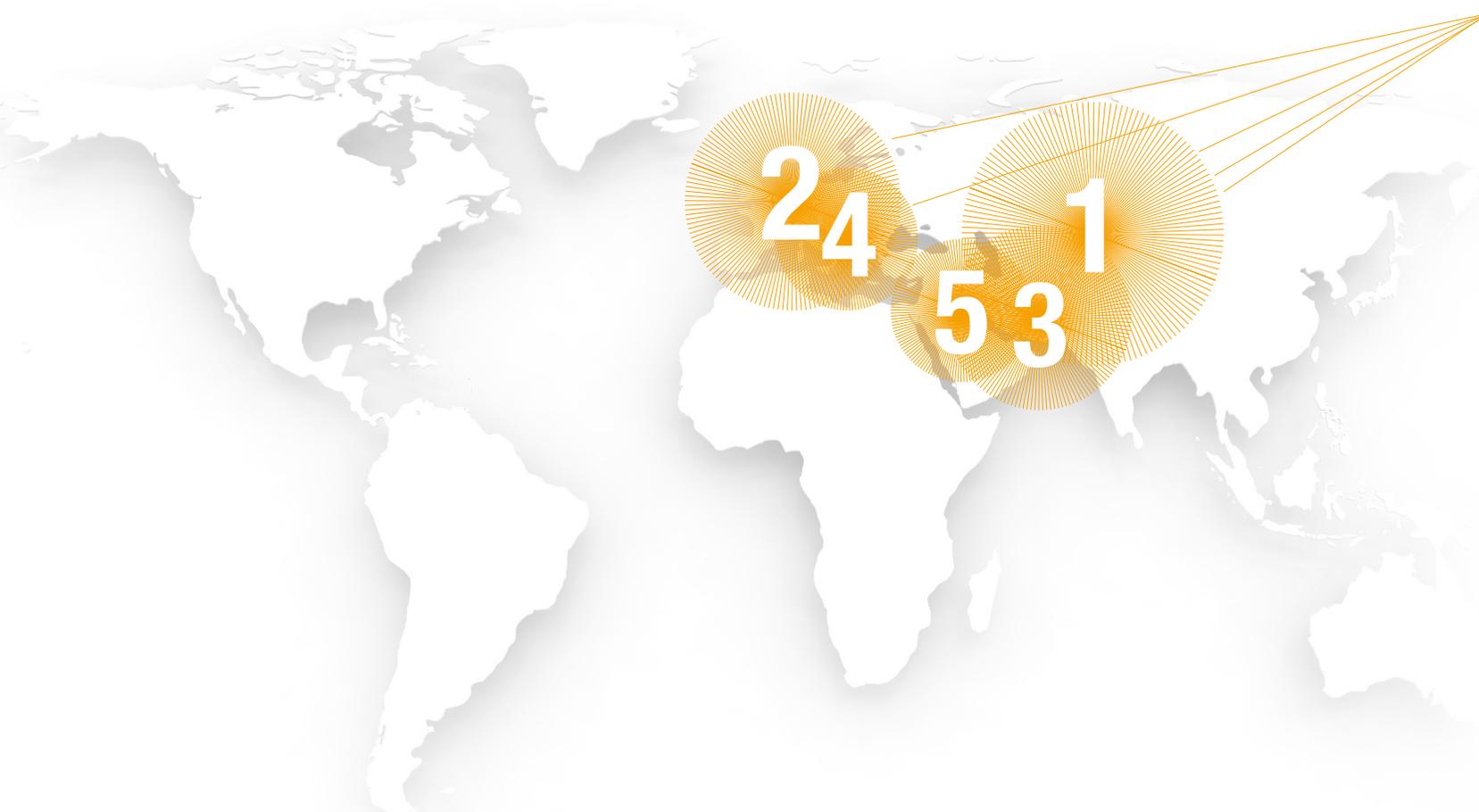


	COUNTRY	PERCENTAGE	NUMBER
1)	Turkey	26.32%	10
2)	Germany	15.79%	6
3)	Italy	10.53%	4
4)	Austria/CN/HK	7.89%	3
5)	Bangladesh	5.26%	2

JANUARY / 2018

# STANDARD 100 BY OEKO-TEX®. CERTIFICATES IN THE TOP 5 COUNTRIES.

16



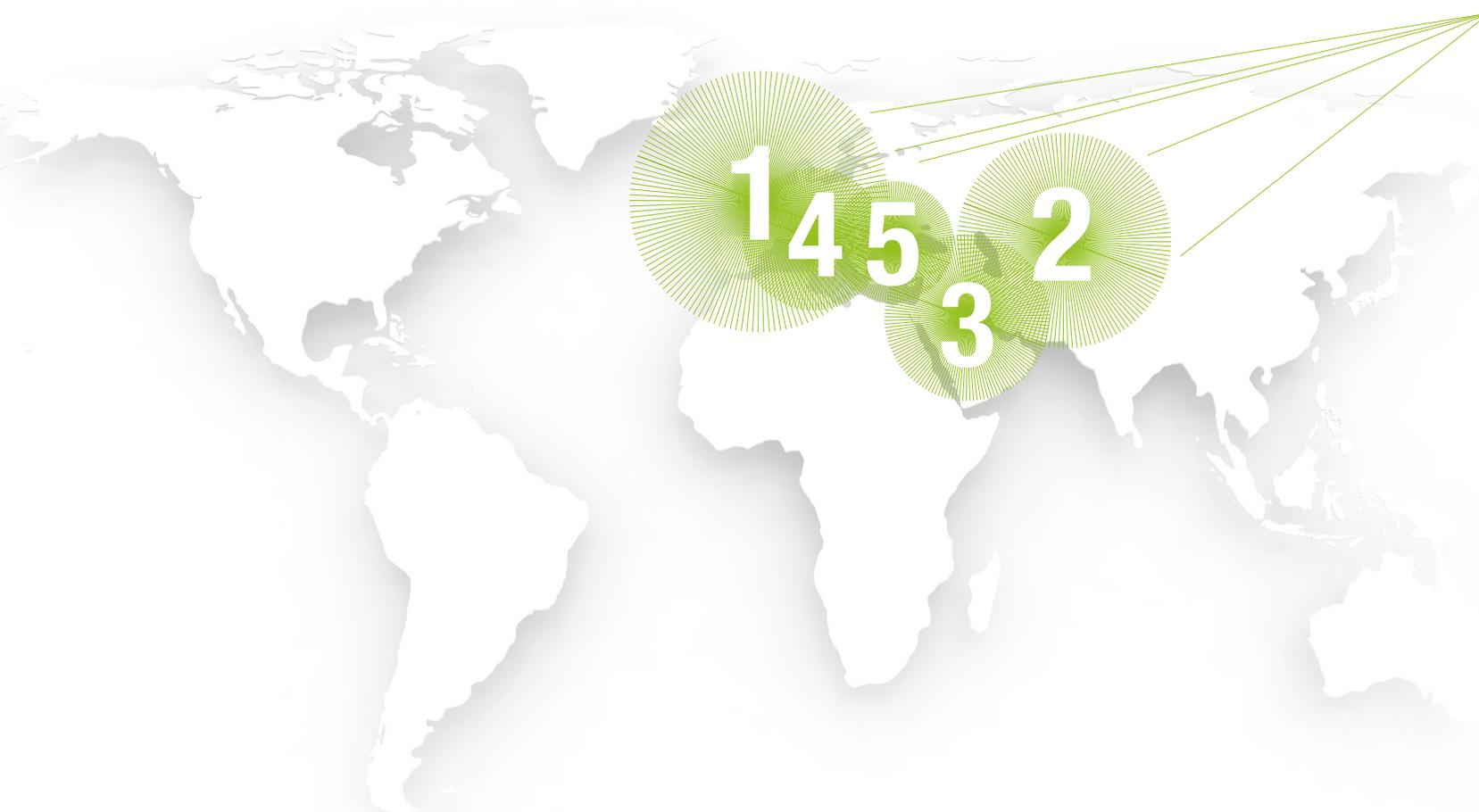
	COUNTRY	PERCENTAGE	NUMBER
1)	China	27.01%	4,047
2)	Germany	9.07%	1,359
3)	Bangladesh	7.54%	1,130
4)	Turkey	6.95%	1,042
5)	India	6.77%	1,015

JANUARY / 2018



# MADE IN GREEN BY OEKO-TEX®. LICENCES IN THE TOP 5 COUNTRIES.

17



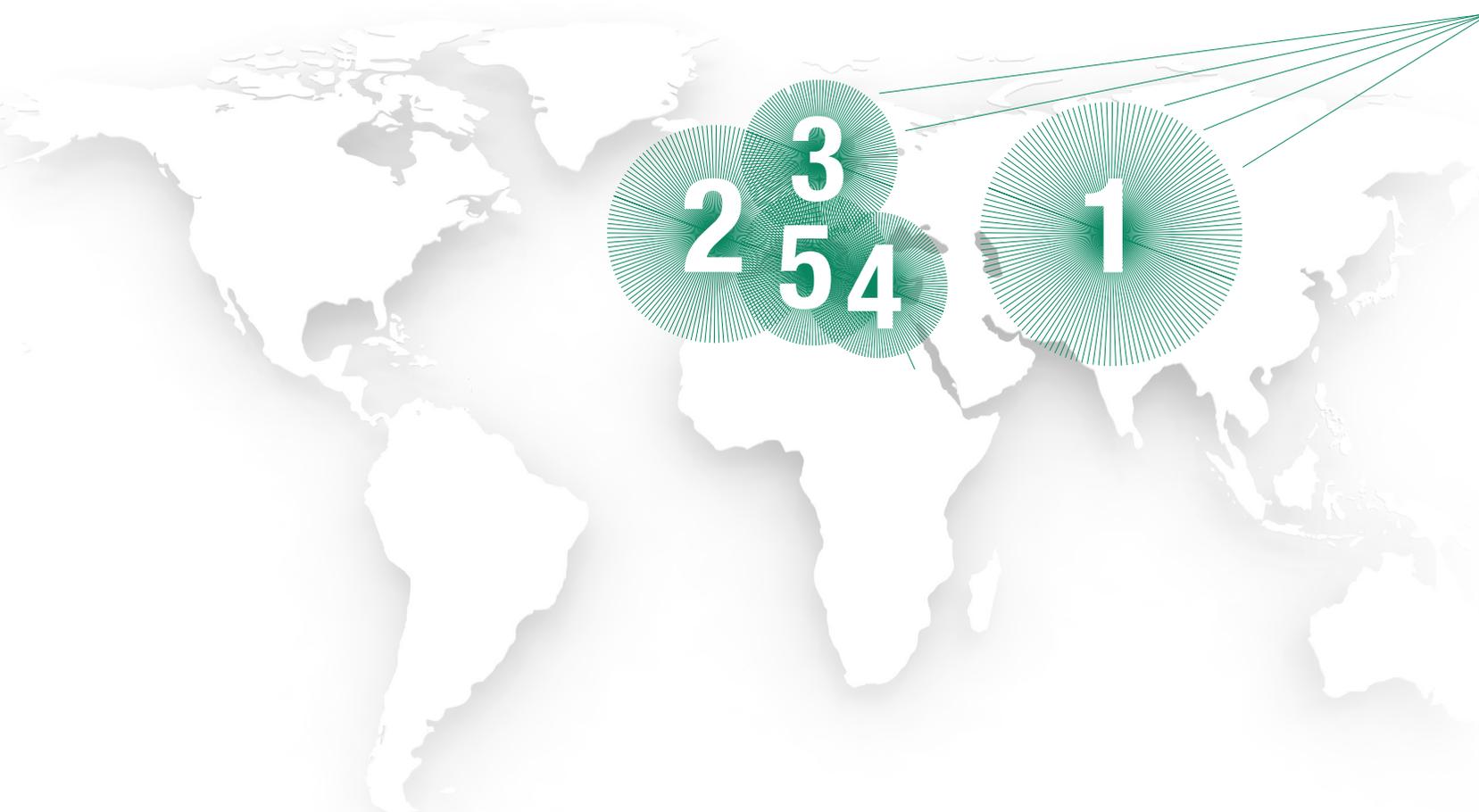
	COUNTRY	PERCENTAGE	NUMBER
1)	Germany	31.08%	23
2)	China	13.51%	10
3)	India/Portugal	8.11%	6
4)	Switzerland	6.76%	5
5)	Austria/Turkey	5.41%	4

JANUARY / 2018



# STeP BY OEKO-TEX®. CERTIFICATES IN THE TOP 5 COUNTRIES.

18



	COUNTRY	PERCENTAGE	NUMBER
1)	China	15.34%	27
2)	Portugal	11.93%	21
3)	Germany	10.23%	18
4)	Italy	6.82%	12
5)	Switzerland	6.25%	11

JANUARY / 2018



# STeP BY OEKO-TEX® PERFORMANCE. LEVEL 1–3.

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JANUARY / 2018



OEKO-TEX®  
CONFIDENCE IN TEXTILES  
STeP 

# ECO PASSPORT BY OEKO-TEX®. CERTIFICATES IN THE TOP 5 COUNTRIES.

20



	COUNTRY	PERCENTAGE	NUMBER
1)	China	32.13%	107
2)	India	8.71%	29
3)	USA/Japan	6.01%	20
4)	Indonesia	5.41%	18
5)	Germany	4.80%	16

JANUARY / 2018

# INVESTING IN QUALITY. OUT OF CONVICTION.

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We have high quality standards - for ourselves and for the articles and production sites that we certify. We have established various control mechanisms to ensure a continuous high level of quality.

## 1 Institute audits

- OEKO-TEX® carries out internal audits every three years in its 18 accredited, independent textile and leather institutes.
- The objectives of these audits are to maintain a high level of quality and to identify and remove possible obstacles to the certification process.
- The precision of the certification process and the test programmes carried

out in the institutes as well as the network-internal procedures are carefully checked.

## 2 Round robin test

- Annual interlaboratory comparisons are carried out between the OEKO-TEX® member institutes.
- The purpose is to check the accuracy of the test methods when measuring several sets of parameters.
- The results will be consolidated and discussed.
- In the event of deviating results, the institutions shall take appropriate countermeasures.

## 3 Product controls

- About 25 % of all certified STANDARD 100 products are tested by means of product controls.
- Samples are purchased in stores or drawn during audits.
- Certified samples are subjected to laboratory tests to ensure product conformity.

## 4 Audit

- An audit is performed for STANDARD 100, STeP, ECO PASSPORT and LEATHER STANDARD.
- Announced and unannounced audits are carried out during initial certifi-

cation and at least every three years thereafter.

- Inspection of quality management system, labelling and management of chemicals, technical data sheets, documentation of raw material procurement.
- STeP audits also review working conditions, the implementation of social responsibility and environmental impacts.

## 5 STeP Auditor Training

- The OEKO-TEX® Association organises annual internal training courses to ensure that auditors have the necessary knowledge and skills.

# CONTINUOUS QUALITY ASSURANCE.

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## 1 Institute audits

The institute audits are carried out by the Secretary General of OEKO-TEX® and an experienced institute employee of an institute. For the audit, random samples are taken from the certificate base of the respective institute. On the basis of these randomly selected certificates, the adequacy of the scope of testing, the inspection of audit reports and the correct accounting of the certifications are checked. If incorrect certification processes are found, the institute must on the one hand ensure that such deviations from the standard process do not occur again in the future. The institute can be supported in this by targeted

training measures. On the other hand serious discrepancies may lead to a withdrawal of certificates from incorrect processes.

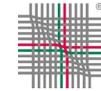


JANUARY / 2018

CITEVE, Portugal

FEBRUARY / 2018

CENTROCOT, Italy



CENTROCOT  
Innovation experience



MARCH / 2018

CENTEXBEL, Belgium

MARCH / 2018

FILK, Germany



Forschungsinstitut  
Leder und Kunststoffbahnen



APRIL / 2018

PFI, Germany

MAY / 2018

NISSENKEN, Japan



Nissenken  
Nissenken Quality Evaluation Center



JUNE / 2018

SWEREA, Sweden

These institutes were audited by the OEKO-TEX® Secretary General.

# CONTINUOUS QUALITY ASSURANCE.

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## 2 Round robin test

In principle, an interlaboratory comparison is a method of quality assurance for measuring procedures as well as measuring and testing laboratories. For OEKO-TEX® identical samples are tested with identical methods. The comparison of the results makes it possible to make statements about the measurement accuracy in general or about the measurement quality of the institutes involved. In order to ensure the quality of the results and thus to guarantee the quality of the certifications, the institutes which test for OEKO-TEX® are obliged to carry out annual interlaboratory comparisons.



Testing laboratories  
have participated



Textile samples  
were tested



Test parameters  
were checked

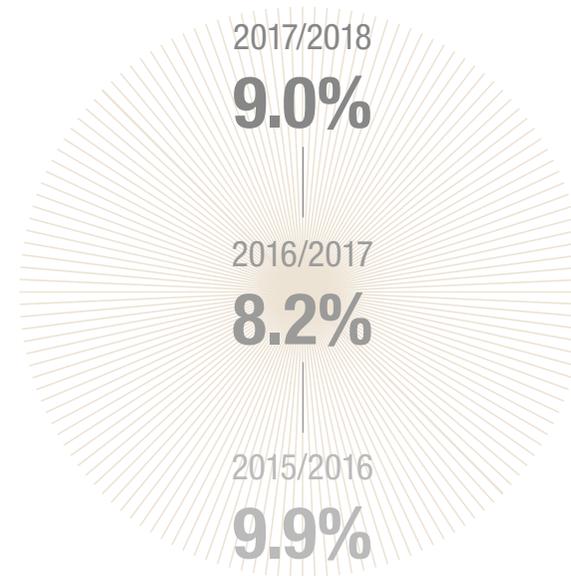
# CONTINUOUS QUALITY ASSURANCE.

24

## 3 Product controls

Within the framework of OEKO-TEX® quality assurance, product inspections of the STANDARD 100 certifications were carried out in the past financial year. 4,440 certificates were inspected from companies in 64 different countries, of which 67.7 % came from Asia, 30.1 % from Europe and 2.2 % from other regions. This is 27.4 % of all STANDARD 100 certificates. The total of 7,276 samples were taken either in stores or during audits. This year, 34 different product groups were covered. In 91 % of the random samples drawn, the inspection confirms the positive result of the certification. 9 %, on the other hand,

failed the audit. The certificate holders are informed of the results. If a deviation is found during a control test, the certificate holder receives obligations. The certificate holder must prove compliance with these requirements and submit a new material sample to verify the successful implementation of the requirements. In case of renewed deviations or a refusal to cooperate, the certificate may be revoked.



Proportion of failed certificates in the control tests.

# CONTINUOUS QUALITY ASSURANCE.

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**4** Audits – STANDARD 100 by OEKO-TEX®



2015/2016



2016/2017



2017/2018

Audits carried out per financial year

STANDARD 100 by OEKO-TEX® audits have long been an integral part of certification. An audit takes place every first certification and every third renewal of the certificate. The audit serves as a basic assessment of whether the applicant is able to maintain the required quality over the long term and comply with

the STANDARD 100 criteria. This means that the auditors familiarise themselves with the local conditions in the company and analyse them. Special attention is paid to the storage and handling of chemicals. The other two cornerstones of the STANDARD 100 audit are a structured operating procedure and the audit

of quality management. On this basis, the audit requirements were revised and more strongly standardised. In order to offer a simple and globally uniform solution, the STANDARD 100 audit is now digitally supported in an app. Thus, the audit report with all results, recommendations, requirements and documents can be generated

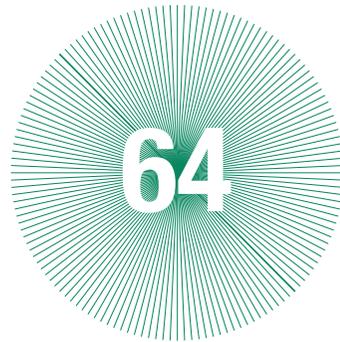
at the push of a button. This increase in efficiency is not only a benefit for OEKO-TEX®, but also for the customers.

# CONTINUOUS QUALITY ASSURANCE.

26



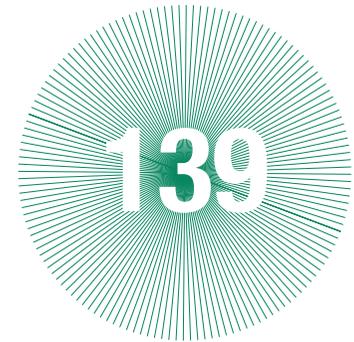
**4** Audits – STeP by OEKO-TEX®



2015/2016



2016/2017



2017/2018

Audits carried out per financial year

The audits are the heart of STeP by OEKO-TEX®. For certification, an inspection of the production plant is necessary in order to check the data from the company's self-assessment. Unlike the STANDARD 100, a STeP certificate is valid for three years, so that the audit cycle is also adapted to this rhythm. A second audit takes place 1.5

years after certification, confirming conformity with the certified events. For those companies that achieve STeP Level 3 with their overall performance, no further audits are required in the meantime. Companies that have not yet reached the best practice level are additionally subjected to one or more (un-)announced audits in the meanti-

me. Since STeP certifies the company and not the product (STANDARD 100), the STeP audit takes into account additional fields of action such as social responsibility, occupational health and safety and a comprehensive evaluation of the impact of the production plant on the environment. Chemical management is of great importance for both

audits, but is described much more comprehensively for STeP. In order for our auditors to be well prepared for this complex task, they participate in a special training before performing OEKO-TEX® STeP audits.

# CONTINUOUS QUALITY ASSURANCE.

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## 5 STeP Auditor Training

The trainings fulfil several purposes for OEKO-TEX®. On the one hand they train our auditors, on the other they promote the exchange of experience between auditors and combine practical findings with impulses for the future.

In April 2018, the annual STeP Auditor Training took place in Hong Kong. In preparation for the training workshop, the 30 participants from 10 countries have already proven themselves in an online assessment and qualified to participate in the training. In addition to specialist training on social and environmental sustainability,

the auditors will also take part in practical exercises simulating difficult audit situations. All participants have successfully completed the training and will now carry out audits for OEKO-TEX® STeP. New auditors will initially visit the companies together with an experienced auditor.

In addition, the annual training and expert meeting for MADE IN GREEN by OEKO-TEX® took place in Lisbon. During the training, the international participants received an introduction to the processes of supply chain mapping and the creation of article-specific labels and IDs. With

MADE IN GREEN there are additional trainings aspects such as customer care and administration of the customer platform. In practical exercises the training contents will be tested and suggestions for the further development are collected.

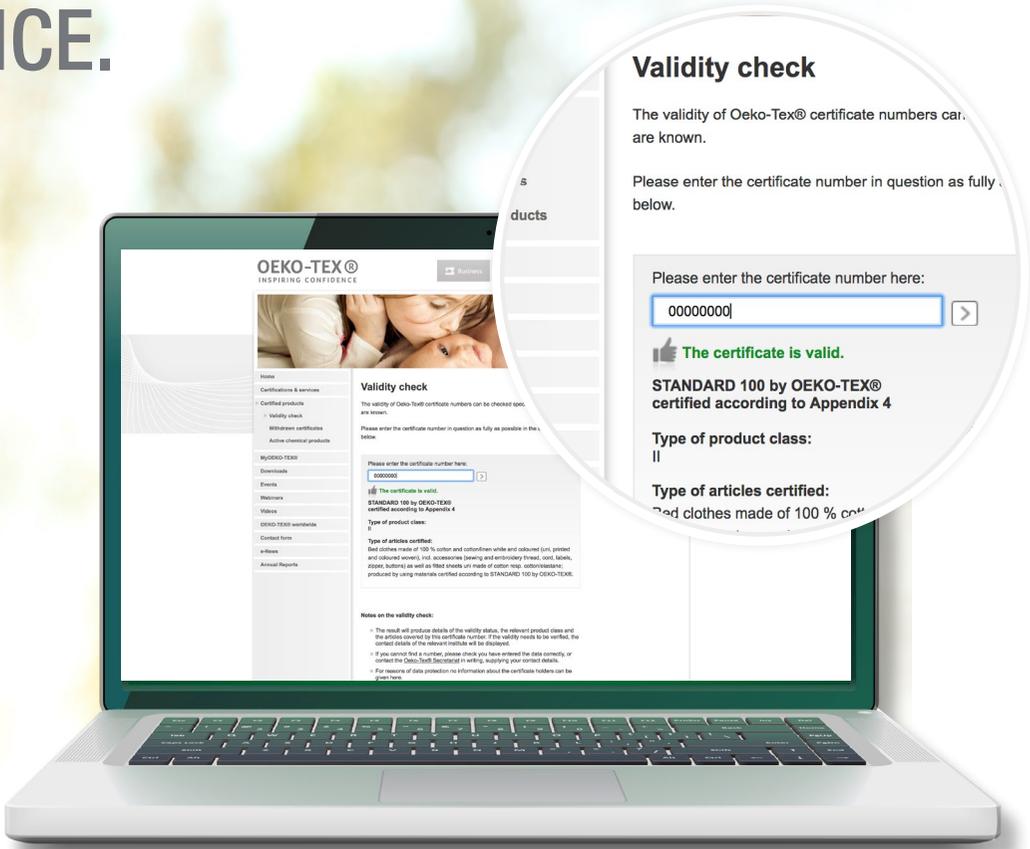
Findings from the practice with impulses for connect the future.

OEKO-TEX®  
CONFIDENCE IN TEXTILES  
STeP 



# OUR CONSUMER LABELS. FOR SAFETY AND CONFIDENCE.

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You can check the validity of all OEKO-TEX® certificate numbers for all products on our website [www.oeko-tex.com](http://www.oeko-tex.com). Please enter the complete certificate number in the search field.



**MADE IN GREEN**  
by OEKO-TEX®



**STANDARD 100**  
by OEKO-TEX®



**LEATHER STANDARD**  
by OEKO-TEX®

# EFFECTIVE PROTECTION FOR CONSUMERS WORLD- WIDE FOR MORE THAN 25 YEARS.

29

The independent product label for all types of textiles tested for harmful substances - from yarn and fabrics to ready-to-use articles.



Independent, traceable and globally consistent - these are three of the outstanding features of the STANDARD 100 label. On a scientific basis, OEKO-TEX® develops test methods, test criteria and limit values that are often much stricter than national and international regulations. A catalogue

of measures with several hundred regulated individual substances ensures that products bearing a STANDARD 100 label are tested for harmful substances and are harmless to health. For customers. For consumers. For the future.

Product brand logo

Pledge and web address



Certificate number (unique) and responsible institute

QR-Code (optional)

“QR Code” is a registered trademark of DENSO WAVE INCORPORATED.

# THOROUGHLY TESTED. THE LABEL FOR LEATHER.

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The aim: to offer consumers the highest possible level of product safety - even with ready-made leather articles.



The LEATHER STANDARD complements the OEKO-TEX® portfolio as a globally uniform and independent label for leather articles tested for harmful substances. It indicates to consumers that the leather goods have been tested by one of the independent OEKO-TEX® institutes in extensive laboratory tests and thus offer an addi-

tional benefit - human ecological harmlessness. Of course, the LEATHER STANDARD, like all other OEKO-TEX® labels, can also be checked for validity at any time on [www.oeko-tex.com](http://www.oeko-tex.com). Disclosure of testing criteria contributes to the transparency of the label.

Product brand logo

Pledge and web address

**OEKO-TEX®**  
CONFIDENCE IN LEATHER  
**LEATHER STANDARD**  
0000000 Institute

Leather goods tested for harmful substances.  
[www.oeko-tex.com/leatherstandard](http://www.oeko-tex.com/leatherstandard)

Certificate number (unique) and responsible institute

QR-Code (optional)

“QR Code” is a registered trademark of DENSO WAVE INCORPORATED.

# TRANSPARENCY THAT ANYONE CAN CHECK. FOR CONSCIOUS DECISIONS.

31

Sustainability means responsibility.



Sustainability means responsibility. The independent label MADE IN GREEN takes this responsibility seriously. Anyone, any MADE IN GREEN label, can check at any time and determine where an article has been manufactured. Via the QR code on the label, information about the production can be retrieved quickly and easily

during the purchase process. Textiles labelled MADE IN GREEN are tested for harmful substances and produced environmentally friendly and under socially responsible working conditions. MADE IN GREEN thus offers the largest possible transparency and the good feeling to make a contribution for a sustainable future.

Product brand logo	<p><b>OEKO-TEX®</b> CONFIDENCE IN TEXTILES <b>MADE IN GREEN</b> 000000000 Institute</p> 	Product-ID (unique) and responsible institute
Pledge and web address	<p>Tested for harmful substances and produced sustainably in accordance with OEKO-TEX® guidelines. <a href="http://www.madeingreen.com">www.madeingreen.com</a></p>	QR-Code (optional)
		

“QR Code” is a registered trademark of DENSO WAVE INCORPORATED.

# TRANSPARENCY. FOR SUSTAINABLE FASHION.

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Transparency creates trust. All stages of the textile chain at a single click.



If the ID number is entered on the MADE IN GREEN website, the production of the item can be traced. The same applies to the QR code. When the code is scanned, the link automatically leads to the MADE IN GREEN page of this article. This page shows on a world map the article, the production plants

and describes which sustainability requirements are to be met. This simple solution makes it possible to our customers, their commitment to a Sustainable textile production with the consumer to share. This openness creates confidence. OEKO-TEX® creates confidence.



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



# SUSTAINABILITY OF TEXTILES. UNDERSTANDING CONSUMERS BETTER.

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In 2017, OEKO-TEX® commissioned sustainability research expert Ellen Karp of Anerca to conduct a global consumer survey on awareness and attitudes towards sustainability and textile certification. The online survey was conducted with more than 11,200 consumers in ten countries around the world. OEKO-TEX® wanted to know how interested buyers of apparel and home textiles are in sustainability and how this commitment fits into the wider context of climate change and sustainable behaviour. Trends show how major changes have taken place around the world, how people think about food and other everyday things like personal care. What do people think about sustainability certification for textiles? Many consumers in non-producing countries don't know much about the textile industry and

**The central result of the study is that consumer education is seen as an indispensable key factor of change.**

its impact. Without this knowledge, both the arguments of the industry and those of the certifications lose weight: you cannot obtain guarantees for safety from harmful substances or responsible production if you do not know that some textiles contain harmful substances or that textile production can cause significant environmental and social costs. The study clearly shows that consumers everywhere „want to do the right thing“, but those who live close to production in developing countries feel an

urgency that some in other regions currently missing. Consumer education offers context, relevance and a feeling of urgency for those who do not have a direct experience with the chemical, ecological and social impact of the sector.



# THE NETWORK FOR SUSTAINABILITY.

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Growing together.  
In dialogue with  
important partners.

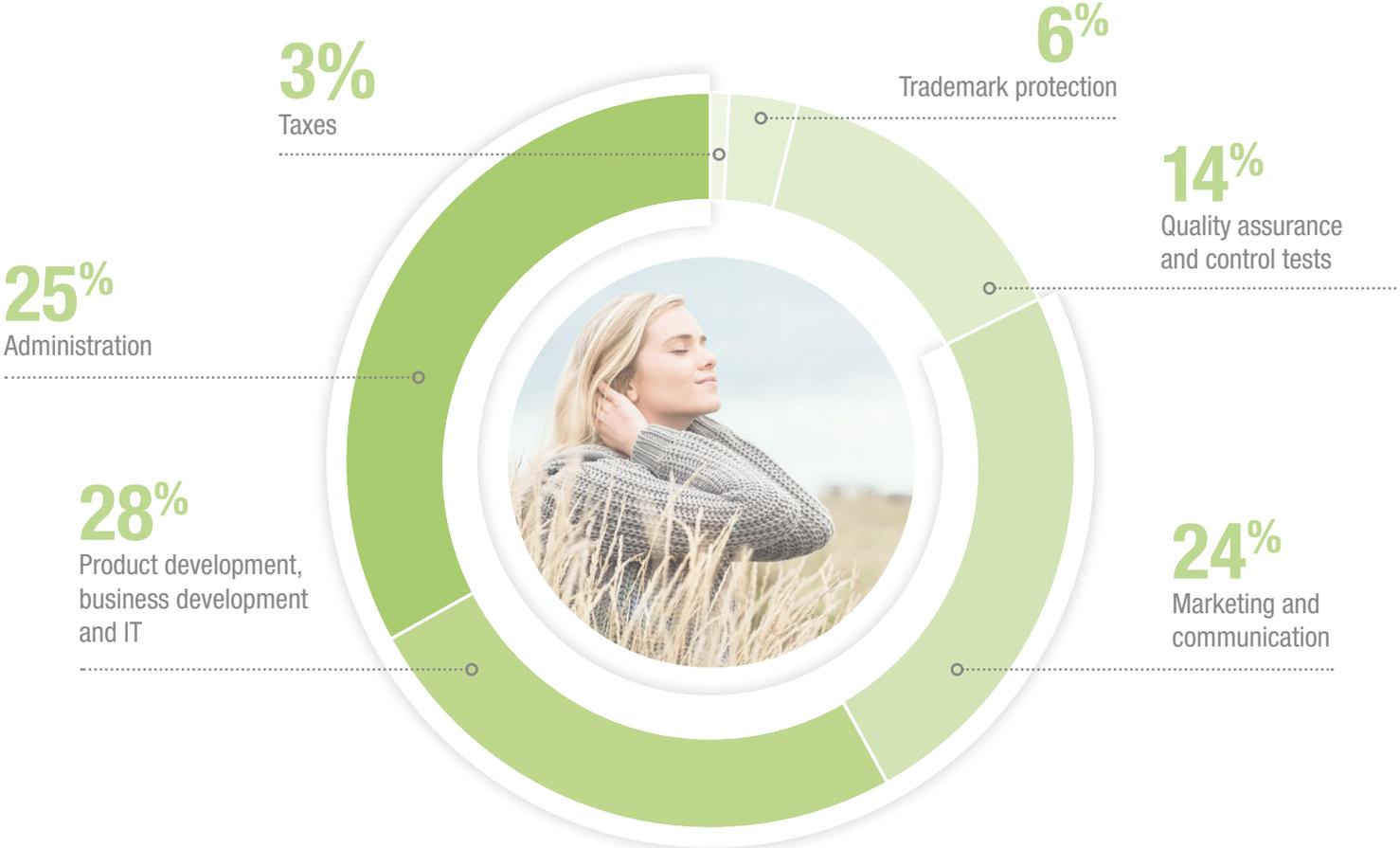
Stakeholders include associations, non-governmental organisations (NGOs), industry initiatives and various local and national governments and authorities. Feedback from a wide range of organisations is an important part of the critical review, quality assurance and future orientation of the OEKO-TEX® community.



# AN OVERVIEW OF EXPENSES. QUALITY IN FOCUS.

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The financing of OEKO-TEX® is based on the licence fees for its products.



# PUBLISHER.

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