## ECO PASSPORT Messaging

What is the Product Promise?

The shortest and most concise text in the communication package with a consistent structure that is recognizable across the product catalog.

What is the Key Statement?

A memorable, 1-sentence headline based on the product's core communication points. The Key Statement can be used completely or divided into two seperate statements.

What is the Product Description?

A detailed statement communicating all the product benefits. **Product Promise** 

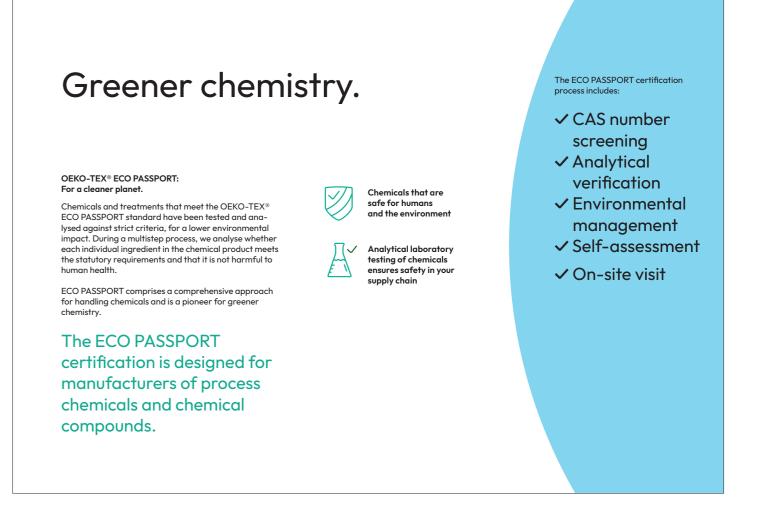
Greener chemistry.

**Key Statement** 

Rigorously tested: for a cleaner planet

**Product Description** 

Chemicals that meet the OEKO-TEX® ECO PASSPORT standard have been tested and analysed against strict criteria, for a lower environmental impact. By deploying greener chemistry, we support cleaner, safer products and production.



In use:

Brochures

Headlines

Product Information

✓ …