

## Press information

### OEKO-TEX® presents its new brand strategy

**Global full-service provider for sustainable textiles – Fresh design for Standard 100 and STeP by OEKO-TEX® certification – Closure of OEKO-TEX® certification centre in Germany**

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Zurich (hm) From product certification in accordance with the OEKO-TEX® Standard 100, which was first introduced in 1992, the International OEKO-TEX® Association has now, through the continuous further development and expansion of their portfolio, established itself as a full-service provider for independent certifications and services for greater sustainability along the textile value-creation chain. OEKO-TEX® is now also taking account of this strategic change from niche provider for human-ecological product safety to a global system solution for brands, retailers and manufacturers with a new brand architecture. The focus is on the OEKO-TEX® logo and the claim “Confidence in Textiles”, which over the past almost 25 years has become known across the industry – an international synonym for effective consumer protection, responsible handling of chemicals and the use of environmentally friendly production technologies and compliance with fair working conditions.

“The theme of sustainability has represented increasing challenges for our customers from industry and trade for years and they are looking for suitable solutions”, explains OEKO-TEX® General Secretary Georg Dieners. “With our product portfolio we are able to provide wide-ranging assistance for this. We offer practical tools that they can use to successfully overcome the varied requirements at all operational levels. For our customers, however, it does not matter what the individual solutions are called. The important thing for them is that OEKO-TEX® is a reliable and competent partner. Therefore,” summarises Dieners, “in our future communication, the umbrella brand “OEKO-TEX®” and our slogan “Confidence in Textiles” will be in the foreground. Our individual product modules, or rather the sufficiently known brands within the OEKO-TEX® system, are arranged under the umbrella brand to strengthen this and meet the needs of our customers.”

OEKO-TEX® has already presented the new brand design during the market launch of the MySTeP database, the MADE IN GREEN product label and the ECO PASSPORT certification for textile chemicals. Beginning in autumn 2016, the modernised appearance will also be used with the most well-known OEKO-TEX® brand, the STANDARD 100, and the STeP certification. At that point, the new STANDARD 100 product label and the refreshed STeP logo for B2B communication will also be available to more than 10,000 partner companies around the world.

Also as part of these changes, the OEKO-TEX® certification centre in Frankfurt (Main) will cease operations on June 30th. “Germany is the only country within the OEKO-TEX®

Association in which the laboratory tests and the issue of the certificates in accordance with the OEKO-TEX® Standard 100 have previously been carried out by two separate institutions”, states Dieners to explain the closure of the certification centre. “However, globally standardised processes and structures relating to the certification process as per the STANDARD 100 do not just simplify the work for us,” says Dieners, “they also simplify the work for our customers. They will have a central contact person in the future with whom they can discuss all issues relating to the certification.” As an official OEKO-TEX® member institute in Germany, the Hohenstein Textile Testing Institute GmbH & Co. KG will take on the laboratory tests as well as the issue of STANDARD 100 certificates.



With the new umbrella logo, the OEKO-TEX® Association is conveying their importance as a global full-service partner for the implementation of greater sustainability along the textile value-creation chain. The current OEKO-TEX® portfolio consists of five certifications and services for manufacturers, brands and retailers along the textile supply chain. Beginning in autumn 2016, companies with the OEKO-TEX® certificate can also use the new STANDARD 100 label for product labelling and other commercial purposes. The OEKO-TEX® partner companies will receive more detailed information over the course of the year. Production facilities certified in accordance with STeP by OEKO-TEX® will also receive the refreshed STeP logo for their B2B communication in good time. © OEKO-TEX®