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## Heimtextil 2017: OEKO-TEX® successfully presents product portfolio

*More certainty and confidence when buying furnishings*

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**Zurich (tm) – From the 10th to the 13th of January, the International OEKO-TEX® Association successfully presented products at Heimtextil Frankfurt, the popular leading trade fair for home and contract textiles. The fair highlighted the following: For suppliers in the furnishings market, too, it is more important than ever to focus on consumer confidence in addition to the quality, function, and fashion statement of a product range.**

This became evident not only from intensive talks at the fair stand but also from a podium discussion that the OEKO-TEX® Association initiated in cooperation with the specialist journal Home & Textiles Today about the topic of sustainability and its importance for Generation Y. Along with Jennifer Marks, chief editor of Home & Textiles Today, Anna Czerwinska (Head of Marketing and Communication at OEKO-TEX®) and Carola Grummt (Head of Business Development and Product Management at OEKO-TEX®) discussed the specific consumer behaviour of this age group (20 - 40), which is economically the largest and most important consumer group for the furnishings market.

Anna Czerwinska explained that the so-called Generation Y finds environmentally aware and healthy consumption extremely important in all areas of their daily lives. This is why this age group is increasingly looking for companies and brands that they can trust and that ensure a responsible approach to the environment and their health.

Healthy and environmentally friendly table linens, furnishing fabrics, and curtains are just as important here as towels, cushion covers, and bed linens, which come into close contact with the body. A reliable way of marking articles as checked for harmful substances and produced in a sustainable manner is becoming increasingly important for the furnishings product sector in light of this background. The two product labels MADE IN GREEN by OEKO-TEX® and STANDARD 100 by OEKO-TEX®, which also make the end consumer aware that a product is harmless and that it was produced in an environmentally friendly manner, were increasingly in demand in the product portfolio of OEKO-TEX® at Heimtextil Frankfurt.

For questions relating to the OEKO-TEX® product portfolio, please contact: [press@oeko-tex.com](mailto:press@oeko-tex.com). Alternatively, visit our Website at: [www.oeko-tex.com](http://www.oeko-tex.com).

**About OEKO-TEX®**

With 25 years of experience, OEKO-TEX® leads the world in empowering and enabling consumers and companies to protect our planet by making responsible decisions. OEKO-TEX® provides standardised solutions which optimise customers' manufacturing processes and help deliver high quality, more sustainable products. All of the products within the OEKO-TEX® portfolio are used to strengthen our customers' systems, processes or products and, ultimately, they help create more sustainable companies.

To date, 10,000 manufacturers, brands, and retailers in almost 100 countries are working with OEKO-TEX® to ensure that their products are tested for potentially harmful substances and millions of consumers around the world look for OEKO-TEX® labels before making buying decisions. OEKO-TEX® certified products and suppliers can be located in the OEKO-TEX® Online Buying Guide at [www.oeko-tex.com/products](http://www.oeko-tex.com/products). Connect with OEKO-TEX® on Facebook, on LinkedIn, and on Twitter.



OEKO-TEX® podiums discussion with Jennifer Marks, chief editor of Home & Textiles Today, about the topic of sustainability and its importance for Generation Y. © OEKO-TEX®



OEKO-TEX® stand at Heimtextil 2017 © OEKO-TEX®