

Vegan textiles: OETI and Vegan Society working together

OETI now audits textile companies who want to obtain the V-label on behalf of the Vegan Society Austria. The first pilot project with OETI's long-term customer Vossen, one of Europe's leading terry products' manufacturers, proved to be a success.

What a challenge: plant-based fabric does not equal vegan fabric

Paul Mohr, Managing Director Marketing and Sales at Vossen, explains: “Veganism is a global trend – and we think that our world-wide first certified vegan terry towel collection has huge international potential. This is just the starting point for us to present our vegan terry towels to the world.”

„At the beginning of the process we realised that cotton towels do not equal vegan towels. The biggest challenge was to find substitute ingredients that do not contain any animal ingredients and integrate these substitutes into the production process.”

The V-label requires the disclosure of the full composition of the textile product and all textile auxiliaries used during processing. The product must not contain any animal-raw materials. This takes into account all production and processing steps. It applies, for example, to wool, leather, fur, silk, buttons made from horn or mother-of-pearl, animal-based waxes and fats (i.e. size and finishes) as well as colorants and colorant auxiliaries.

In Vossen's case the size contained animal fat and consequently had to be substituted.

Global potential for vegan-certified textiles

Johannes Gilli, responsible for quality seals at the Vegan Society Austria, sees the same promising market potential for vegan-certified textiles as does Larissa Drobitsch. “The market for vegan-certified textiles is yet a hardly filled market niche and has huge potential to stand out from the crowd. The market for vegan products is currently the one with the greatest opportunities for growth by far“, explains Johannes Gilli.

The vegan population is growing both in Austria and globally. Over the last decade, the number of people adopting veganism and opting for vegan diets has increased by about 300%.¹ There are about 105.000 vegans and together with vegetarians make up 10% of the Austrian population. Around 52% of the population² want to reduce animal products.

Certification process and MADE IN GREEN by OEKO-TEX®

¹ <https://www.businesswire.com/news/home/20180409005540/en/Global-Vegan-Ice-Cream-Market---Rising>

² Representative Forsa-survey, Germany, 2013

For the licensing process of the V-label the awarding office, in this case the Vegan Society Austria, checks closely the product and its entire production process. The Vegan Society employs appropriate inspection bodies for periodic checks. The respective bodies are selected based on their existing portfolio of sustainable standards for example organic or other renowned eco standards. „Regarding textiles the cooperation with OETI and it's MADE IN GREEN by OEKO-TEX® standard was obvious.” mentions Mr. Gilli. And: „OETI now regularly monitors production facilities for the V-label. Other Austrian textile producers have contacted us and we are expecting an increase in demand”.

The cooperation with external auditors for periodic checks of customers is relatively new to the V-label. However, for countries like Turkey, Egypt, Italy, Czechia, Morocco, Iran and many more – and especially for OETI customers, there is already the option to apply for the V-label under this link:

- <https://www.v-label.com/request-license-offer>

Contacts and more information:

Helene Melnitzky, Leiterin Geschäftsbereich Ökologie, melnitzky@oeti.at, Tel: +43 699 16060817

Gerda Pongratz, Marketing & PR, pongratz@oeti.at, Tel: +43 699 16060825

ÖTI - Institut für Ökologie, Technik und Innovation GmbH

Spengergasse 20

1050 Wien

www.oeti.at