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MADE IN GREEN by OEKO-TEX® Supports Amazon's Climate Pledge Friendly: Making It Easier for Customers to Discover and Shop for Sustainable Products

OEKO-TEX®, a worldwide association of 18 independent research and test institutes that sets standards for safer textile and leather production and products, is participating with the MADE IN GREEN label in Amazon's Climate Pledge Friendly which is now launching in *France, Germany, Italy, Spain, and the UK*, to make it easier for customers to discover and shop for more sustainable products. The Climate Pledge Friendly badge, which will be shown on more than 40,000 products in Europe, signifies to customers that the products have one or more of 19 different sustainability certifications that help preserve the natural world.

Amazon evaluated hundreds of external sustainability certifications and chose organizations that certify products that have demonstrated environmentally-related sustainability benefits. OEKO-TEX® is proud to be one of the third-party entities certifying Climate Pledge Friendly products with our MADE IN GREEN label.

"We are working to create more transparency along the textile and leather supply chain and to make it easy for consumers to confidently choose safer, more sustainable products," said Georg Dieners, OEKO-TEX® Secretary General. "MADE IN GREEN by OEKO-TEX® is the right partner for Amazon's Climate Pledge Friendly program because our missions are aligned. MADE IN GREEN takes a holistic approach by testing products for harmful substances, verifying that manufacturers meet strict environmental sustainability standards and ensuring employers protect worker health and wellbeing."

The Climate Pledge Friendly selection includes beauty, fashion, grocery, household and personal electronics products, as well as items from a range of other categories. Brands labelled with MADE IN GREEN by OEKO-TEX® include Eterna and Calida.

For detailed information on the program qualification criteria and to start shopping for these products, visit [Amazon here](#) or look for the Climate Pledge Friendly badge on qualifying products.

For more information about OEKO-TEX®'s certifications and product labels, visit: www.oeko-tex.com

About OEKO-TEX®

With more than 25 years of experience, OEKO-TEX® is the world leader in enabling consumers and companies to protect our planet through responsible action. OEKO-TEX® offers standardised solutions that enable customers to optimise their manufacturing processes and help bring high-quality, sustainable products to market. All services in the OEKO-TEX® portfolio serve to strengthen our customers' systems, processes and products and - ultimately - to create more sustainable companies. More than 16,000 manufacturers, brands and trading companies in over 100 countries currently work with OEKO-TEX® to ensure that their products are tested for possible harmful substances. At the same time, millions of consumers around the world use the OEKO-TEX® labels as a guide for their purchasing decisions. Products and suppliers certified by OEKO-TEX® can be found online in the OEKO-TEX® Shopping Guide at www.oeko-tex.com. Follow OEKO-TEX® on Instagram, Facebook, LinkedIn and Twitter.

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