

# 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 separate statements.

## What is the Product Description?

A detailed statement communicating all the product benefits.

## Product Promise

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Greener chemistry.

## Key Statement

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Rigorously tested:  
for a cleaner planet

## Product Description

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Chemicals and treatments 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.

## Greener chemistry.

OEKO-TEX® ECO PASSPORT:  
For a cleaner planet.

Chemicals and treatments that meet the OEKO-TEX® ECO PASSPORT standard have been tested and analysed against strict criteria, for a lower environmental impact. During a multistep process, we analyse whether each individual ingredient in the chemical product meets the statutory requirements and that it is not harmful to human health.

ECO PASSPORT comprises a comprehensive approach for handling chemicals and is a pioneer for greener chemistry.

The ECO PASSPORT certification is designed for manufacturers of process chemicals and chemical compounds.



Chemicals that are safe for humans and the environment



Analytical laboratory testing of chemicals ensures safety in your supply chain

The ECO PASSPORT certification process includes:

- ✓ CAS number screening
- ✓ Analytical verification
- ✓ Environmental management
- ✓ Self-assessment
- ✓ On-site visit

## In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Product Information
- ✓ ...