

# LEATHER STANDARD 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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Leather you can trust.

## Key Statement

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A better and safer choice:  
tested with you in mind

## Product Description

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Whether a sofa, a shoe, or anything in between, an item bearing the OEKO-TEX® LEATHER STANDARD label is a better and safer choice for your health. Leather that meets this standard has been scientifically tested for harmful substance.

## Leather you can trust.

OEKO-TEX® LEATHER STANDARD:  
A better and safer choice.

Whether a sofa, a shoe, or anything in between, an item bearing the OEKO-TEX® LEATHER STANDARD label is a better and safer choice. Leather that meets this standard has been scientifically tested for the presence of harmful substances.

The certification supports companies along the leather supply chain with the implementation of high human-ecological product safety.



Safety ensured through testing for pesticides and other harmful substances



Strict test criteria, Each individual component must meet the requirements of the strict OEKO-TEX® criteria catalogue



Animal welfare. Recommendation and promotion of traceability system and risk analysis for hide and skins



Compliance with worldwide regulations such as EU REACH, EU POP, and ECHA's SVHC candidate list



## In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information
- ✓ ...

