

ORGANIC COTTON Messaging

What is the Product Promise?

The shortest and most concise text in the communication package with a consistent structure that is recognisable 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

Verified from farm to product.

Key Statement

Organic by nature:
certified by experts

Product Description

Choose OEKO-TEX® ORGANIC COTTON for a caring approach to our environment and your health. Our organic cotton certification offers verification from farm to product. Products bearing this label have been manufactured without the use of GMOs and tested for pesticides and other harmful substances.

Verified from farm to product.

OEKO-TEX® ORGANIC COTTON:
Organic by nature, certified by experts.

Products bearing this label have been manufactured without the use of GMOs (genetically modified organisms) and pesticides and have been tested for other harmful substances. This greatly supports sustainability, soil health and regenerative farming as well as biodiversity.

Full coverage and verification of the chain of custody using transaction certificates from the farm to the finished product prevent fraud and green-washing.

- Tested for genetically modified cotton
- Safety ensured through testing for pesticides and other harmful substances
- Reassurance through a verified chain of custody
- Compliance with worldwide regulations such as EU REACH, EU POP, and ECHA's SVHC candidate list

All components of the finished product must comply with the conditions, test criteria and limit values of the standard.

In use:

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

Verified from farm to product.

OEKO-TEX®

ORGANIC COTTON

Organic by nature.

- Tested for genetically modified cotton.
- Safety ensured through testing for pesticides and other harmful substances.
- Reassurance through a verified chain of custody.

OEKO-TEX®

ORGANIC COTTON **XX.XXX.XXXX**
Institute
www.oeko-tex.com