

STeP 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

Responsible production for people and planet.

Key Statement

The highest standards:
for complete confidence

Product Description

OEKO-TEX® STeP certification sets the highest standards for both social and environmental aspects of textile and leather production. This label is a sign of responsibility towards employees and the environment and supports a company's journey towards more sustainable production.

Responsible production for people & planet.

OEKO-TEX® STeP:
For complete confidence.

OEKO-TEX® STeP sets the highest standards for both social and environmental aspects of the textile and leather production. The modular certification system implements environmentally friendly production processes, improves health and safety and ensures socially responsible working conditions at facilities.

STeP focuses on the certification of the entire production chain in the area of textiles and leather.

From fibre manufacturing
to spinning or tanning to
finishing and making-up.



Environmental
and chemical
management



Safety and
protection
for workers



Social responsibility
and fair working
conditions



Efficiency and
continuous improvement
of production processes
and efficient use of
resources

A prerequisite for the OEKO-TEX®
MADE IN GREEN label, STeP is a
holistic certification with six modules
covering:

- ✓ Chemical management
- ✓ Environmental performance
- ✓ Environmental management
- ✓ Social responsibility
- ✓ Quality management
- ✓ Health & safety at work

In use:

- ✓ Brochures
- ✓ Headlines
- ✓ Company Information
- ✓ ...