

7. OEKO-TEX® MADE IN GREEN Advertisement Label



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7.1 Intended Use

WHO:

- A. MADE IN GREEN active label owner with at least one valid MADE IN GREEN product ID/label number
- B. Retailers who sell at least one valid MADE IN GREEN labeled product

WHY:

- A. To represent all valid MADE IN GREEN product IDs/label numbers under one uniform label number in general marketing materials (i.e., brochures, catalogs, exhibition banners)
- B. Rare: On product marketing materials when using specific MADE IN GREEN product ID/label number is not appropriate or logistically possible (i.e., on-line shops, website)

HOW:

- A. Only allowed while following the usage rules and if the physical product is labeled correctly



7.2 Usage Rules

Advertisement Labels:

- Can ONLY be used if the product itself is clearly labeled with the product-specific label
- Can NOT be used on products (only product-specific labels can be used at the product level)

Product Labels:

- For use at the product level
- Must be clearly used on the product when an advertisement label is used in marketing material
- Must include the product-specific MADE IN GREEN product ID or QR code

Any References to OEKO-TEX®:

- It must be clear which articles are MADE IN GREEN labeled and which are not
- See all [OEKO-TEX® Labeling Rules](#)

Advertisement Label

Cxxxxxxxxx



Product Label

Mxxxxxxxxx



7.3 Minimum Requirements

The MADE IN GREEN advertisement label can only be issued:

Active Label Owners:

- Based on existing, valid MADE IN GREEN label number(s) (i.e., valid product ID's)
- With OEKO-TEX® approval: Email request to mig@hohenstein.com

Retailers:

- Retailer's MADE IN GREEN application
- Retailer's connection with their suppliers via myOEKO-TEX® platform - 'Supplier Management' section
 - All suppliers providing MADE IN GREEN labeled articles
 - Suppliers with at least one valid MADE IN GREEN product ID/label number



7.4 Label Elements

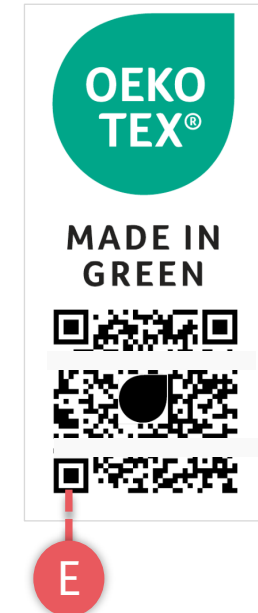
The MADE IN GREEN advertisement label includes:

- A. OEKO-TEX® MADE IN GREEN brand logo
- B. Traceability information:
 - C. Valid OEKO-TEX® customer number - assigned and authorized for use
- and-
- D. Institute
- or-
- E. QR code
- F. OEKO-TEX® web address (optional outside EU)

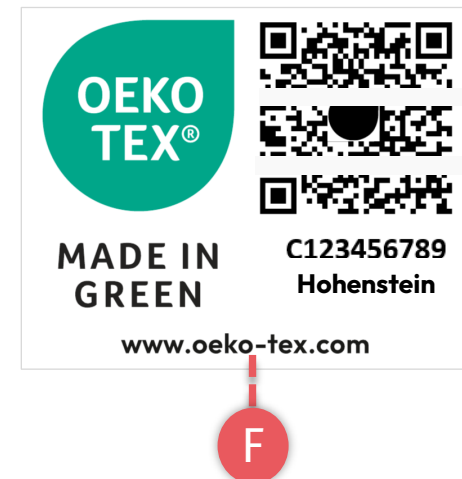
File formats: EPS, PDF, PNG

Layout orientations: vertical, horizontal

Mandatory:



Voluntary:



7.5 Label Validation – Active Owners

- A. Go to oeko-tex.com [Label Check](#)
- B. Enter the OEKO-TEX® customer number from the advertisement label (case sensitive!)
- C. View the label's validity and label owner
- D. View all the label owner's MADE IN GREEN product IDs (valid or expired IDs that have not exceeded the 5-year traceability expiration date)
- E. Link to label check of specific MADE IN GREEN product IDs
- F. A label will be shown as invalid up to 6 months after the last expiration date of the product ID

The screenshot displays the OEKO-TEX Label Check interface. At the top, there is a navigation bar with 'Login', 'Contact', and 'Downloads' links, and a 'Menu' button. The main heading is 'OEKO-TEX® Label Check'. A search bar contains the customer number 'C123456879' and a 'check' button. Below this, a green checkmark icon with the word 'Verified' is shown. The main content area displays 'Congratulations for choosing sustainability' and 'take a look at Bettina Brand AG's MADE IN GREEN labels.' Below this, a list of product IDs is shown: 'M1SM0F2R3 Dance Hooded Sweatshirt' and 'M1SM0FB33 Acme V-Neck Sweatshirt'. A red dashed box highlights the 'Your product's information' section for the 'Dance Hooded Sweatshirt', which includes details like 'Ladies' hooded sweatshirt, casual, long sleeve, made of fleece knitted fabric in CO/ PES, solid colors, pocket, in several sizes.' and 'Article number: IH ET 2302'. At the bottom, another search bar contains the customer number 'C123456111' and a 'check' button. Below this, a red 'X' icon with the word 'Failed' is shown, and the text reads 'Bettina Mills Ltd. is not a partner of the Oeko-Tex® Made in Green community.'

7.6 Label Validation – Retailers

- A. Go to oeko-tex.com [Label Check](#)
- B. Enter the OEKO-TEX® customer number from the advertisement label (case sensitive!)
- C. View the MADE IN GREEN advertisement label's validity and retailer info

Our Standards →
Apply here →
Label Check
Buying Guide

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Green future: MADE IN GREEN products can be found at Bettina Co.

Verified

MADE IN GREEN Links

Technical Manuals

1. [Application](#)
2. [Connection](#)
3. [Article definition](#)
4. [Label preparation](#)
5. [Label renewal](#)
6. [Relabel](#)
7. [Advertisement label](#)

B2B

- [Standard / DE / ZH](#)
- [Implementation Examples](#)
- [myOEKO-TEX® Login](#)
- [myOEKO-TEX® Quickstart Guide / ES](#)
- [Factsheet / DE](#)
- [OEKO-TEX® Buying Guide](#)
- [Labelling Guide / ES / ZH](#)

Questions?

madeingreen@hohenstein.com

B2C

- [OEKO-TEX® Label Check](#)
- [Guide: Label Check / ES](#)
- [OEKO-TEX® Buying Guide](#)



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