

Consumer Education + Brand/Retailer Partnerships



OEKO-TEX® Consumer Education Campaign

Creating Demand & Promoting You

Hohenstein and OEKO-TEX® run proactive, consumer-facing media and social campaigns

Goals:

- Educate the public about testing for harmful substances and producing sustainable and socially responsible textiles
- Increase consumer awareness of OEKO-TEX® STANDARD 100 and MADE IN GREEN labels as trusted tools to find products that protect their families, workers and the planet
- Promote brand & retail partners who use OEKO-TEX® labels by publicizing their progress towards safety and sustainability

Campaign Activities & Collaboration Opportunities

- Media, content & training support
- Public listings (e.g. NEW Brand & Retailer Directory)
- Web
- Podcasts
- Social: education, ambassador program & collaboration
- Media outreach & support
- Collaboration examples
- Resources



pendletonwm and oeko_tex



690



Media, Content & Training

Opportunities & Support

Media Outreach

- Inclusion on list of OEKO-TEX® partners or interview sources in press outreach
- Collaboration on OEKO-TEX® media pitch around your announcement, event, launch or initiative
- Joint press releases

Content & Training

- OEKO-TEX®-related copy suggestions/editing for your announcements
- Expert quotes, speakers & interviews (e.g. American Airlines, Avocado, Pendleton)
- Event/press support, panelists, content
 - Videos (e.g. American Airlines)
 - Employee & supplier training
 - Handouts, FAQs

Listings

Free Publicity

- [Brand & Retailer Directory](#)
- [Case Studies](#)
- [Testimonials on OEKO-TEX.com](#)
 - [Testimonial Submission Form](#)
- [B2B Buying Guide](#)
(Used for promotion & sourcing of certificate owners)

Brand Directory

Please insert brand name

OEKO-TEX®

OEKO-TEX® Buying Guide

Companies that want to consistently operate in a sustainable way depend on a network of suitable suppliers and reliable sources of materials. The OEKO-TEX® Buying Guide supports you in the selection of reliable cooperation partners and in the sourcing of suitable raw materials. The online directory also offers end consumers the chance to find OEKO-TEX® labelled products.

Product / Company search Trademark searches

Full-text search

Enter search term ...

Certifications & Services

OEKO-TEX® STANDARD 100

Product level

Product level ...

Product type Usage

Product type ... Usage ...

HOHENSTEIN AMERICA

Expertise Trust Knowledge OEKO-TEX® Solutions

As a small brand, where do you start?

"Prairie Wear wants people to feel better and get better, every day. This means making products that are safe for the skin, safe for body and safe for the planet."

QUESTIONS

PARTNERSHIP (VIDEO)

SOURCING & SUPPLY CHAIN

TRUST & MARKETING

Prairie Wear uses tangible, documented science to back their safety claims.

By viewing the video, you agree that your data may be transferred to the third-party provider Vimeo. You can find more information about this in our privacy policy.

Prairie Wear CEO, Hollie Markwald, and Hohenstein Sustainability Technical Manager, Tim Sherry, discuss how a small brand can use the OEKO-TEX® System to protect consumers and open doors.



Founded in 1983, Hanna Andersson is committed to producing safe, durable, and sustainable clothing to outfit the adventure of childhood. Partnering in 2003 with STANDARD 100 by OEKO-TEX®, the world's leading product label for the measure of harmful substances in textiles, we can guarantee our clothing for infants and children is safe from harmful, allergenic chemicals and additives—and that our brand is promoting a safer and more sustainable future for our families and our industry.

Jen Reed , SVP Global Sourcing / Chief Sustainability Officer

Hanna Andersson

Hanna Andersson

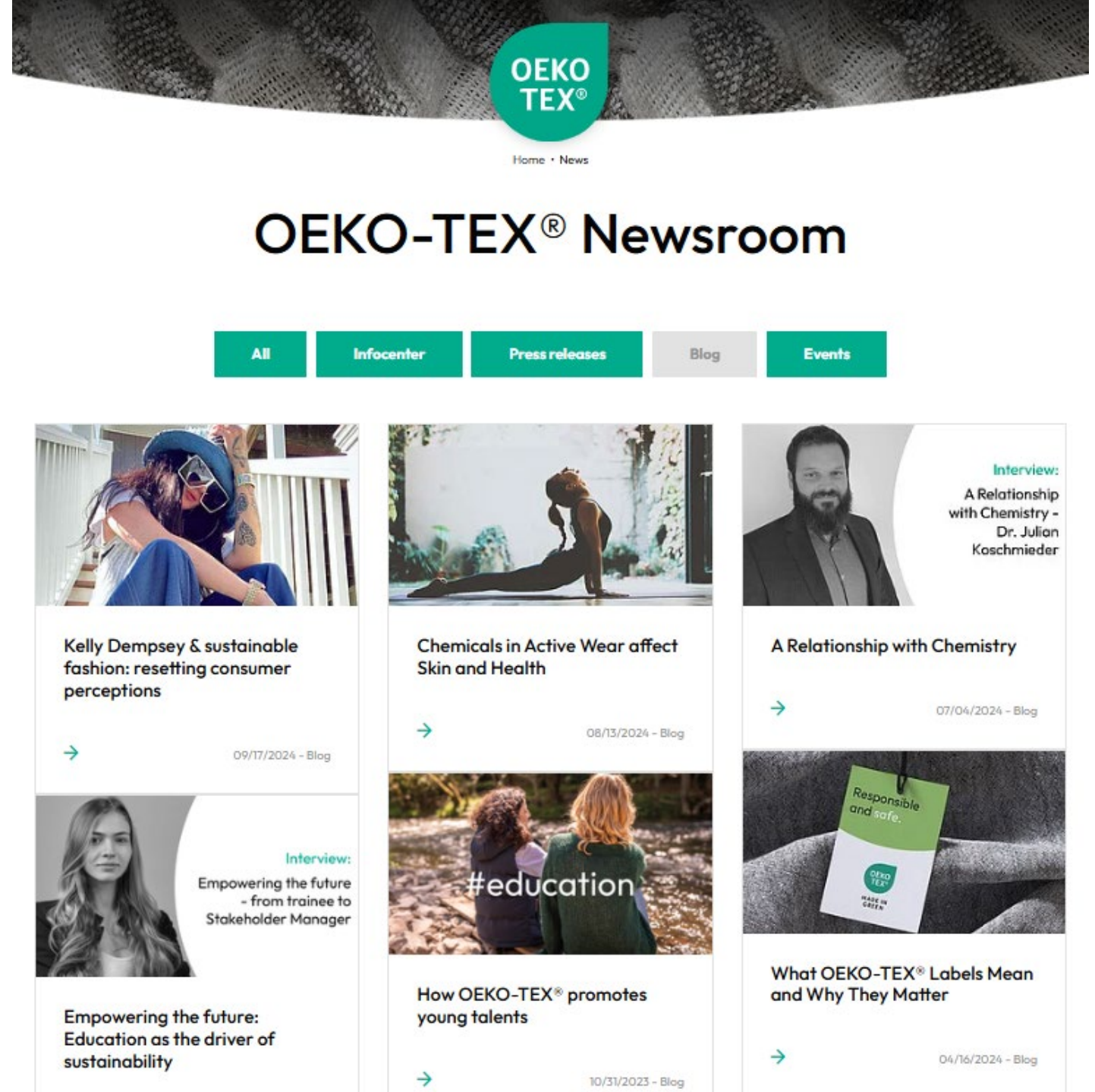
Web Education & Support

Collaboration

- [OEKO-TEX.com Blog](#) (e.g. [Kelly Dempsey](#); [Chemicals in active wear](#))

Support for your website/Blog

- Copy writing/suggestions
- Proofing for [correct references](#) (e.g. [Avocado](#), [Pendleton](#))
- Images
- Guest content




OEKO-TEX®

Home · News


OEKO-TEX® Newsroom

All Infocenter Press releases Blog Events




Kelly Dempsey & sustainable fashion: resetting consumer perceptions

→ 09/17/2024 - Blog



Chemicals in Active Wear affect Skin and Health


→ 08/13/2024 - Blog



Interview:
A Relationship with Chemistry -
Dr. Julian Koschmieder


A Relationship with Chemistry

→ 07/04/2024 - Blog



Interview:
Empowering the future
- from trainee to
Stakeholder Manager


Empowering the future:
Education as the driver of
sustainability



#education

How OEKO-TEX® promotes young talents

→ 10/31/2023 - Blog



Responsible and safe.

OEKO-TEX®
MADE BY GATTEO

What OEKO-TEX® Labels Mean and Why They Matter

→ 04/16/2024 - Blog

Podcasts

Education & Support

Sponsored, influencer & media

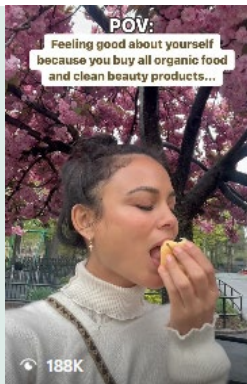
- [Conscious Chatter](#)
- [Green Behavior](#)
- [Unpacking Ethical](#)
- [Haute Talk](#)

Customer podcasts

- [Norwex](#)
- [Avocado](#)
- [Vibrant Body Company](#)

OEKO-TEX® Ambassadors: #chooseOEKOTEX

Diverse Voices to Spread the Word



Actress



Designer



Actress



Entrepreneur



Activist



Author



Vegan



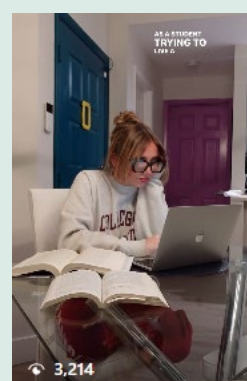
Author



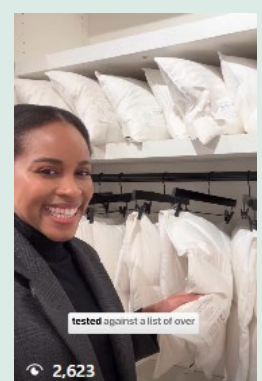
Stylist



Journalist



Student



Sports Host

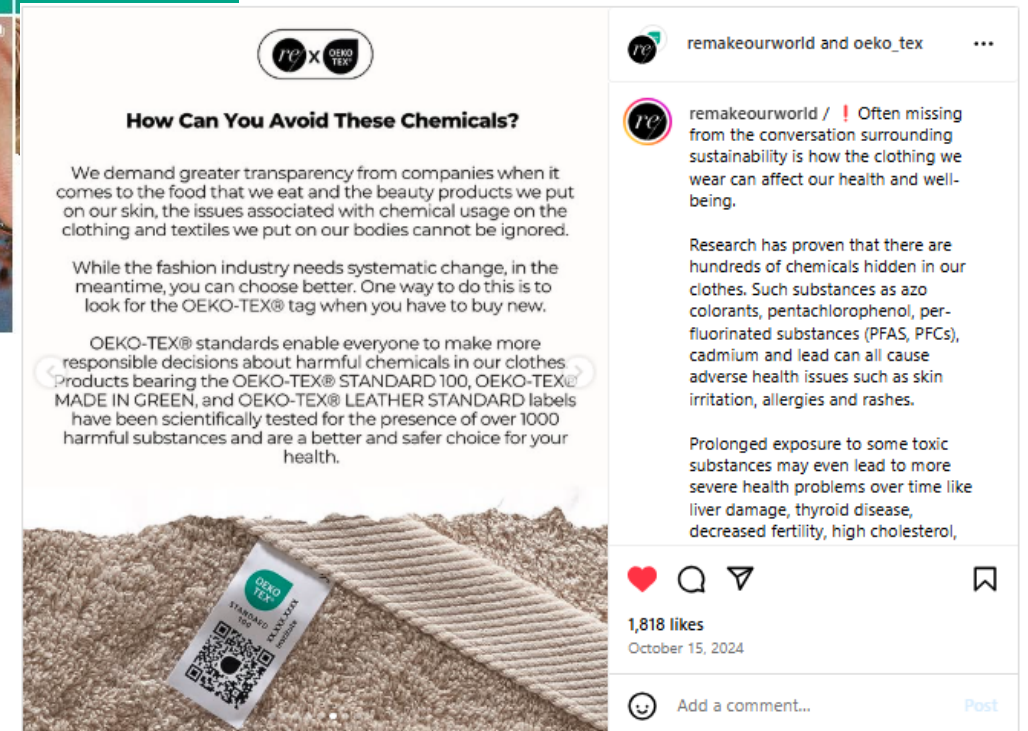
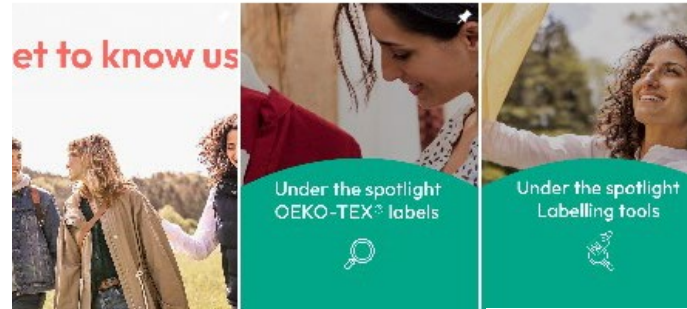
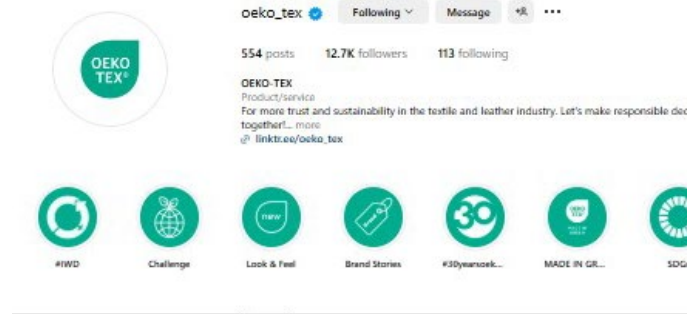
Social Media Education

OEKO-TEX® Channels – Raising Awareness

- [Instagram](#)
- [Facebook](#)

Support for your channels

- Copy writing/approvals
- Engagement when OEKO-TEX® is correctly referenced & tagged



Social Media

Collaboration & Publicity

For Properly Labeled & Certified Products

- Giveaway on Instagram (e.g. Pendleton, Manduka)
- Joint posts (e.g. Avocado)
- Influencer marketing (e.g. Hanna Andersson)

Past Campaign Examples

- #OEKOTEXCares
- International Day of Families
- New Year's Resolution: Health
- Start Somewhere for Sustainability
- What do you care about?
- World Children's Day
- OEKO-TEX® 30th Anniversary
- Sustainable Gifting
- Go Green at Home

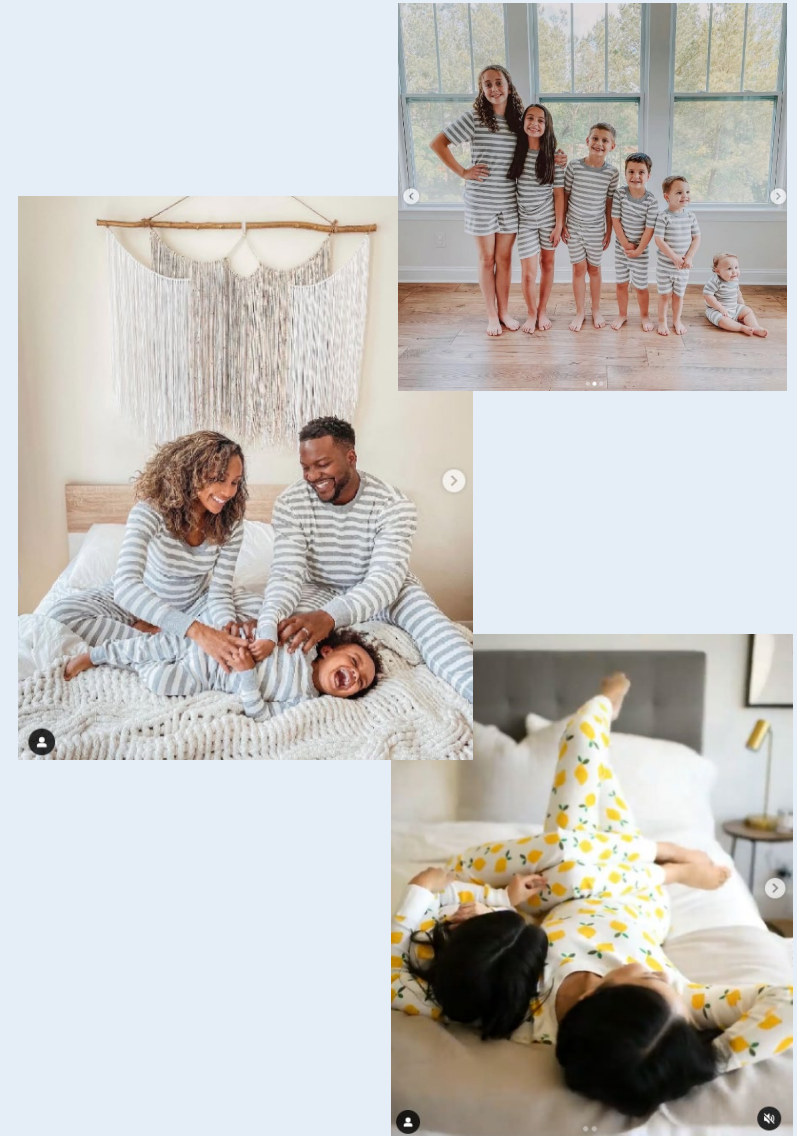
COLLABORATION EXAMPLES



Hanna Andersson

Campaign: #DayofFamilies

Sent labeled pajamas to parent influencers



Levi's

- [Greener chemistry collaboration](#)
- [Joint press release](#)
- Post on [OEKO-TEX.com](#)
- [Supplier resources & education](#)
- Social (Example: [LinkedIn](#))



Amazon

Climate Pledge Friendly

OEKO-TEX® STANDARD 100 and MADE IN GREEN are trusted certifications to qualify Climate Pledge Friendly eligible products.

- [How-to's](#)
- [Supplier education](#)
- [Press release](#)
- [LinkedIN](#)

The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.

MADE IN
GREEN

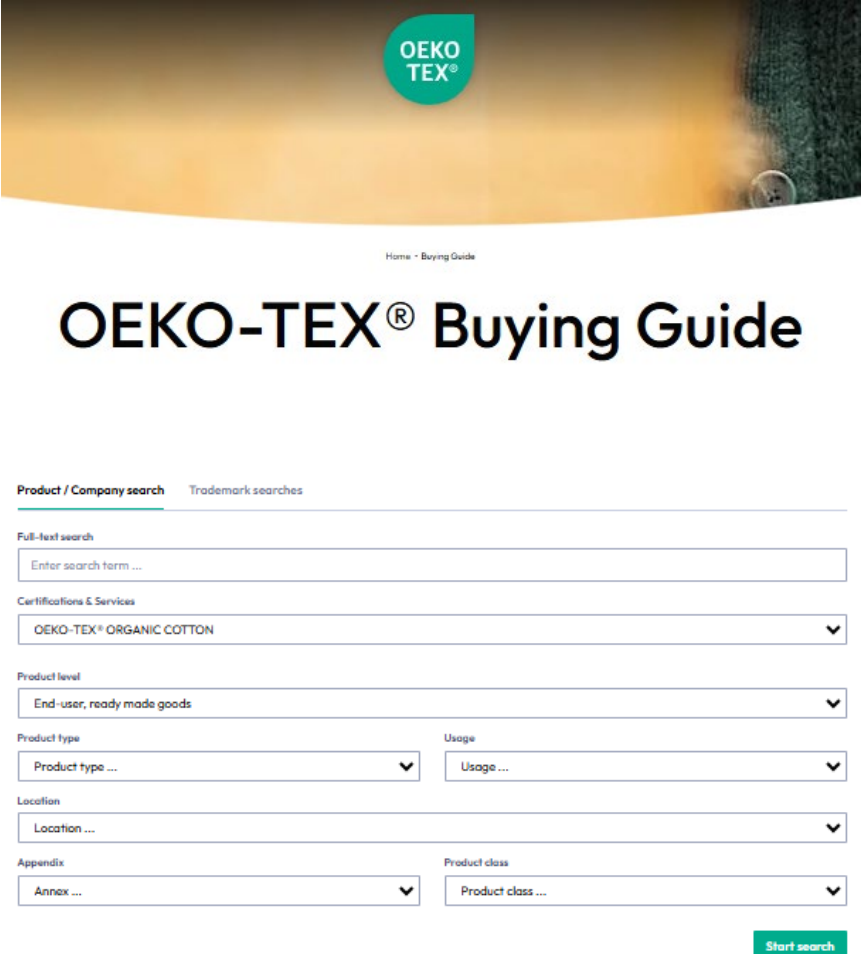


STANDARD
100

**CLIMATE
PLEDGE
FRIENDLY**

Resources & Guides

- **CONTACT:** Casey Strauch | Marketing Director | Hohenstein
C.Strauch@hohenstein.com | 612.239.8830
- [Labeling Guide](#)
- [B2C Retailer & Brand Directory](#)
- [B2B Buying Guide](#)
 - [Editing Buying Guide Profile](#)
- [OEKO-TEX® CertLink – Connecting certificates to products](#)
- [Checking Certificate Validity](#)
- [Checking Consumer Labels](#)
- [STANDARD 100 Application](#)
- [MADE IN GREEN Manuals](#)



The screenshot shows the OEKO-TEX® Buying Guide website. At the top, there is a navigation bar with the OEKO-TEX® logo on the left and a breadcrumb trail "Home - Buying Guide" on the right. Below the navigation bar, the main heading "OEKO-TEX® Buying Guide" is displayed in a large, bold font. Underneath the heading, there are two tabs: "Product / Company search" (which is active) and "Trademark searches". The search interface includes a "Full-text search" section with a text input field containing the placeholder "Enter search term ...". Below this is a "Certifications & Services" section with a dropdown menu currently set to "OEKO-TEX® ORGANIC COTTON". The "Product level" section has a dropdown menu set to "End-user, ready made goods". The "Product type" section has a dropdown menu set to "Product type ...". The "Usage" section has a dropdown menu set to "Usage ...". The "Location" section has a dropdown menu set to "Location ...". The "Appendix" section has a dropdown menu set to "Annex ...". The "Product class" section has a dropdown menu set to "Product class ...". At the bottom right of the search interface, there is a green button labeled "Start search".

The image features a large, stylized white logo on a teal background. The logo is composed of several geometric shapes: a large semi-circle on the left, a vertical bar with a rounded top and bottom in the center, and a semi-circle on the right. The text "Hohenstein.US/OEKO-TEX" is centered within the white area of the logo.

Hohenstein.US/OEKO-TEX