

Consumer Education Campaign Brand/Retailer Partnership Opportunities



Consumer Education Campaign

Public Relations

Hohenstein and OEKO-TEX® are working on a proactive, consumer-facing media and social campaign.

Goals:

- Educate the public about the importance of testing textiles for harmful substances and producing textiles in a sustainable and socially responsible way
- Raise consumer awareness of STANDARD 100 and MADE IN GREEN by OEKO-TEX® labels as powerful tools to find products that are safe for consumers, workers and the planet
- Support brand/retail partners who are using these OEKO-TEX® labels by publicizing their efforts/progress toward safety and sustainability

There are several ways for consumer facing companies to participate.

Opportunities: Media Outreach

Publicity

- Inclusion as named OEKO-TEX® partner in our outreach to reporters
- Serve as interview source for media covering the OEKO-TEX® story
- OEKO-TEX® media pitching around your announcement, event, launch or initiative
- OEKO-TEX® or joint press release about major collaboration

PR Support

- OEKO-TEX® -related copy suggestions/editing for your announcements
- Quotes and interview sources from OEKO-TEX®
- Support or collaboration for press event
- Images

Opportunities: Web

Publicity

- [Testimonials - new on oeko-tex.com](#)
- [Submission form](#)

Support for your site

- Copy writing/suggestions
- Proofing for [correct references](#)
- Images

"Sustainability is not a trend for us, but has been part of our identity from the very beginning. Back in 2016, CALIDA was the very first underwear brand in the world to receive the MADE IN GREEN by OEKO-TEX® label, which means our products meet strictest ecological and social criteria. At CALIDA, we want to build awareness for high-quality and sustainable products. After all, we have a responsibility to future generations. With the MADE IN GREEN, STANDARD 100 and STeP by OEKO-TEX® certifications, we keep Switzerland in our heart, the world in our sight and nature in our mind."

Alexandra Hebling , Managing Director CALIDA AG

CALIDA CALIDA

www.calida.ch

Certification

MADE IN GREEN by OEKO-TEX®

"At Sterntaler, the well-being of children is our top priority. In doing so, we take the responsibility towards our "little customers" very seriously. Through the tests and certifications according to the STANDARD 100 by OEKO-TEX® we ensure for a large part of our fabrics and articles that only high-quality materials and materials that were tested for harmful substances are used."

Lara Röhling , Qualitätsmanagement/Produktsicherheit



Sterntaler GmbH

Certification

STANDARD 100 by OEKO-TEX®

"Terracare by Heinen is the leading ingredient brand for responsibly manufactured leather. This means: we do everything in our power to produce a first-class and durable product that respects both people and the environment to the highest levels possible. We stand by this social and ecological responsibility. Our partner Oeko-tex as external and independent institution, audits and certifies Heinen leather with the Leather Standard by OEKO-TEX®. The combined effort and experience between Heinen and OEKO-TEX® results in the highest level of responsibly manufactured leather."

Thomas Heinen , General Manager



Terracare by Heinen

Certification

LEATHER STANDARD by OEKO-TEX®

"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

Certification

STANDARD 100 by OEKO-TEX®

Opportunities: Blog

Publicity

- [oeko-tex.com blog post](#) featuring partnership
- Example: [Zimmerli](#)

Support for your blog

- Copy writing/suggestions
- Proofing for [correct references](#)
- Images



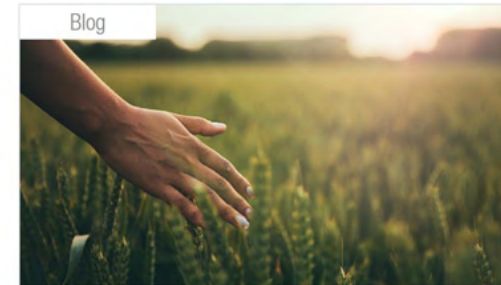
Blog



09/18/2020

Tips & Tricks: How Do You Integrate Sustainability into Your Daily Routine?

September is a great time to reflect on our precious planet. World Clean Up Day is September 19th and European Sustainable



09/01/2020

How OEKO-TEX® is Creating a More Sustainable Future for Textiles

Sustainability has been at the core of OEKO-TEX®'s identity for almost three decades. We are pleased to see more people and



07/30/2020

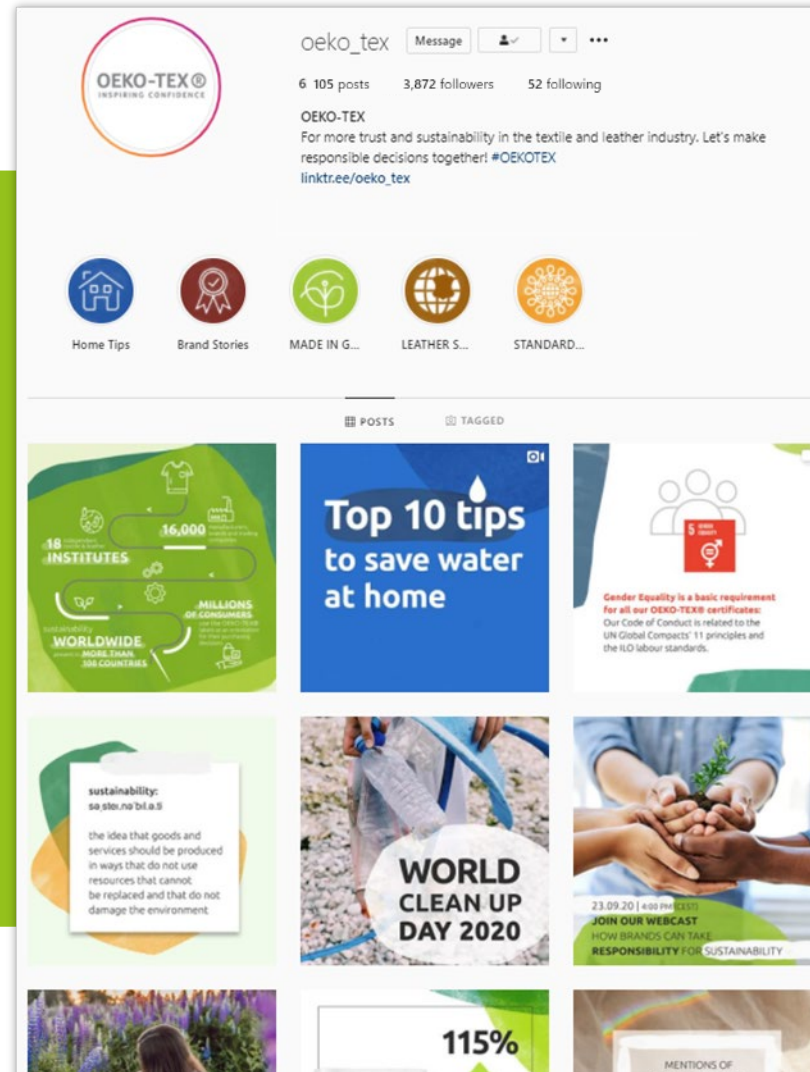
International Day of Friendship: How OEKO-TEX® Cares for People and the Planet

Now more than ever, it is important to be compassionate towards other people and the

Opportunities: Social Media

Posts & giveaways on OEKO-TEX® accounts

- [Instagram](#)
(2021 paid campaigns reach: 11,385,180)
- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)
- WeChat (China)



Support for your channels

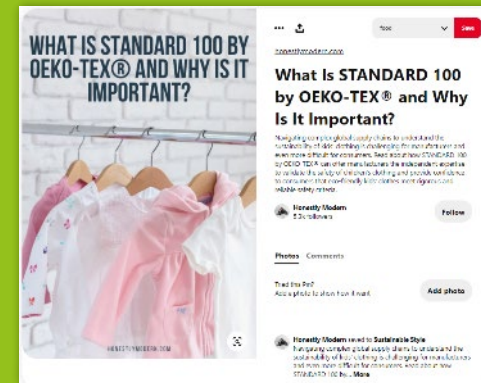
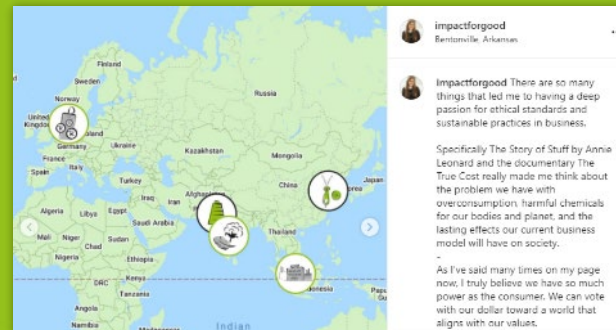
- Copy writing/approvals
- Images
- Engagement when OEKO-TEX® is correctly referenced and tagged (e.g. retweets, shares)

Opportunities: Influencer Campaigns

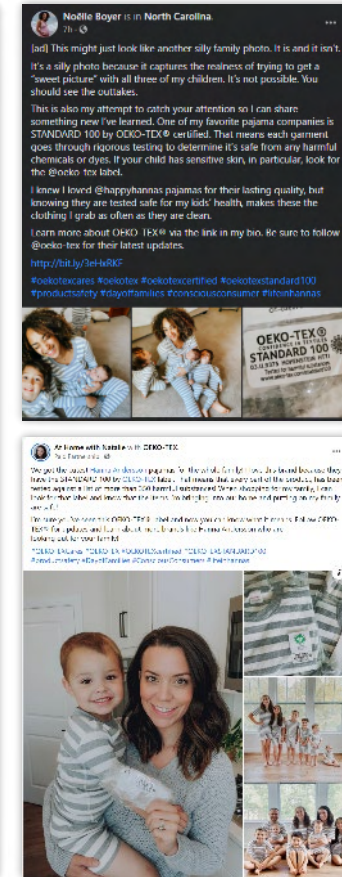
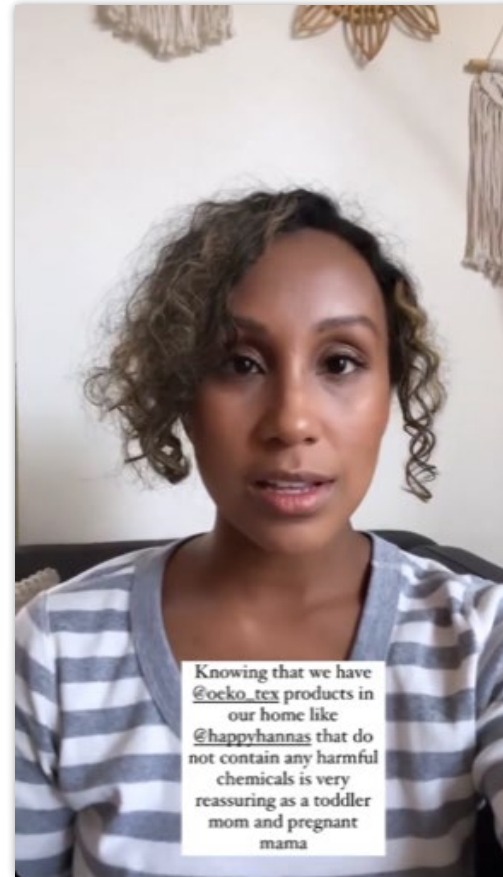
#oekotexcares

Publicity

Ship a properly labeled, certified product to influencers who are participating in an OEKO-TEX® influencer campaign



- Anh Sundstrom
[Instagram](#)
- Noelle Boyer
[Blog](#), [Instagram](#),
[Facebook](#), [IG Highlight](#)
- Alexis Kristiana Coats
[Guest Blog Post](#)
[Instagram](#), [IG Highlight](#),
[Tweet](#)
- At Home with Natalie
[Blog](#), [Instagram](#),
[Facebook](#)
- Burton Buffaloe
[Instagram](#)
- OEKO-TEX® blog
[Twitter](#), [LinkedIn](#),
[LinkedIn](#)



Influencer Campaign – International Day of Families May 2021

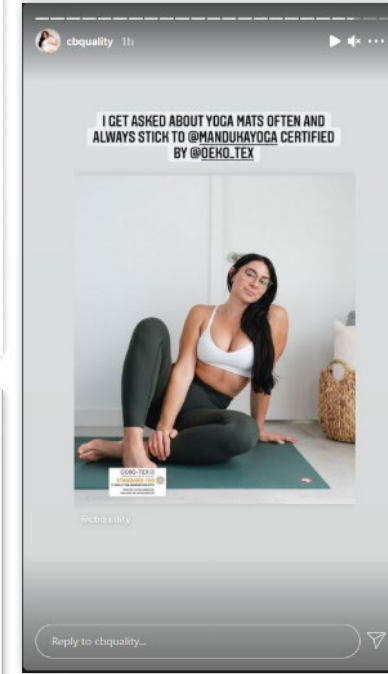
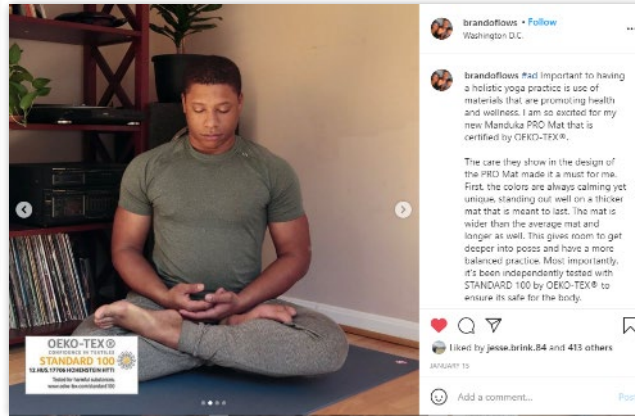
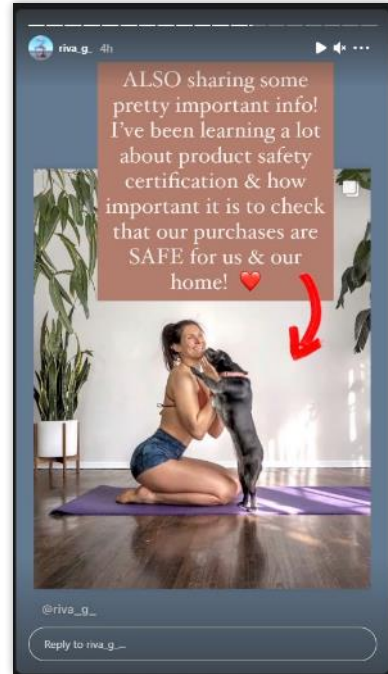
#OEKOTEXCares #OEKOTEX #OEKOTEXcertified #OEKOTEXSTANDARD100 #productsafety #DayofFamilies #ConsciousConsumers

Hanna Andersson

Sent labeled pajama sets to 5 parenting influencers for the #DayofFamilies campaign



- [Brandon Copeland blog](#)
[Instagram](#), [Facebook](#)
- [Trill Yoga blog](#)
[Instagram](#), [Facebook](#), [Twitter](#)
- [Riva G. blog](#)
[Instagram](#), [Facebook](#), [Twitter](#)
- [OEKO-TEX®](#)
[Twitter](#), [Twitter](#), [LinkedIn](#), [Google](#)



Influencer Campaign - New Year's Resolution: Health Jan 2021

#OEKOTEXCares #OEKOTEX #OEKOTEXSTANDARD100 #OEKOTEXcertified #newyear #sustainableliving #yogainspiration #newyearyoga

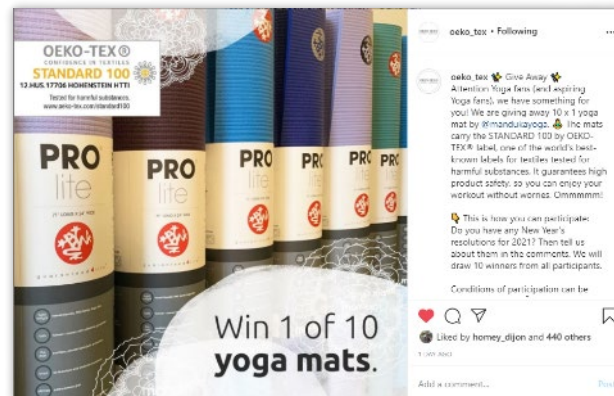
Manduka

Social Media Giveaway on OEKO-TEX® Channels

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

Influencers

Sent a labeled mat to yoga influencers for the [#newyearyoga](#) campaign



• Conscious Life & Style

Instagram,
Instagram highlight

• Sustainably Chic

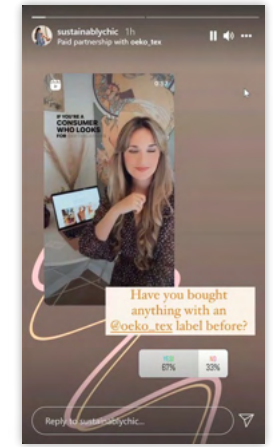
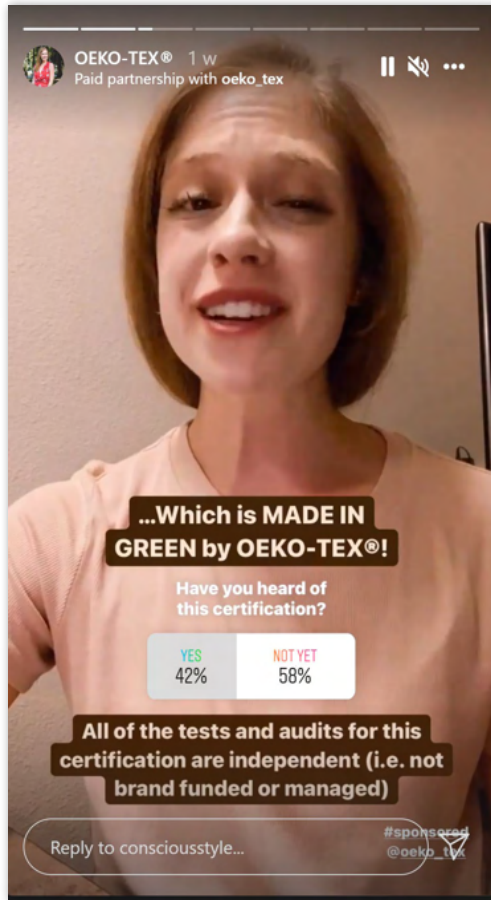
Instagram

• Olivia Muentner

Instagram

• OEKO-TEX® blog

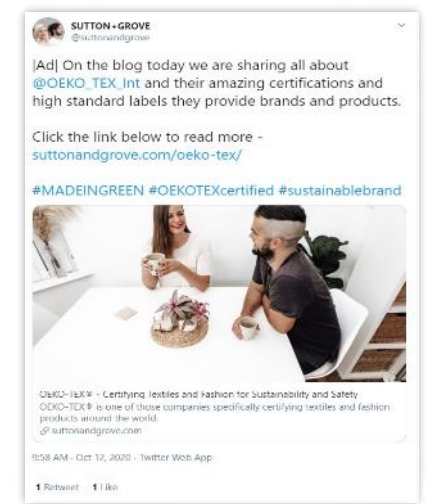
Twitter, Twitter, Twitter,
LinkedIn



Influencer Campaign - Start Somewhere for Sustainability - Oct 2021

#OEKOTEXcares #OEKOTEX #OEKOTEXcertified #MADEINGREEN #productsafety #FallShopping #ConsciousConsumers

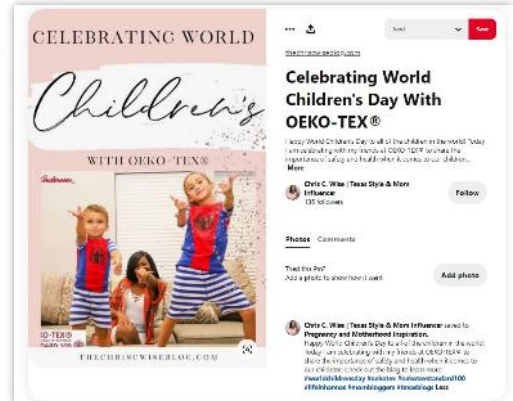
- [Melanin & Sustainable Style blog](#)
[Instagram](#)
- [Ecologic.ly blog](#)
[Instagram 1](#), [Instagram 2](#)
- [Wonder Mamas blog](#)
[Instagram](#), [Instagram 2](#), [Facebook 1](#), [Facebook 2](#)
- [Sutton & Grove blog](#)
[Instagram 1](#), [Instagram 2](#), [Instagram 3](#), [Instagram 4](#), [Twitter 1](#), [Twitter 2](#), [Facebook](#)
- [OEKO-TEX® blog](#)
[Twitter](#), [Twitter](#), [Twitter](#), [Twitter](#), [Google](#)



Influencer Campaign - What Do You Care About? Sept/Oct 2020

#OEKOTEXCares #OEKOTEX, #OEKOTEXcertified, #OEKOTEXSTANDARD100, #MADEINGREEN, #sustainablebrand

- [Simply Liv blog](#), [Instagram](#), [Facebook](#)
- [Chris C. Wise blog](#), [Instagram](#), [Facebook](#), [Pinterest](#)
- [Family Focus blog](#), [Instagram](#), [Twitter](#), [Pinterest](#), [Facebook](#)
- [Honestly Modern blog](#), [Instagram](#), [Facebook](#), [Facebook](#), [Pinterest](#)
- [Honestly Modern blog featuring Hanna Andersson](#), [Instagram](#), [Facebook](#), [Pinterest](#)
- [Honestly Modern blog featuring Carter's](#), [Instagram](#), [Facebook](#), [Pinterest](#)
- [OEKO-TEX® blog](#), [Twitter](#), [Twitter](#), [Twitter](#), [Twitter](#), [Twitter](#), [LinkedIn](#), [LinkedIn](#), [LinkedIn](#)



Influencer Campaign - World Children's Day Nov 2020

#OEKOTEXCares #OEKOTEX, #OEKOTEXcertified, #OEKOTEXSTANDARD100 #worldchildrensday

Carter's

Sent a newly labeled product, just prior to market launch, to a parenting influencer for the [#worldchildrensday](#) campaign



Honestly Modern with OEKO-TEX
Paid Partnership

The deeper I dive, the darker it becomes. So it goes with the ocean but also with fashion.

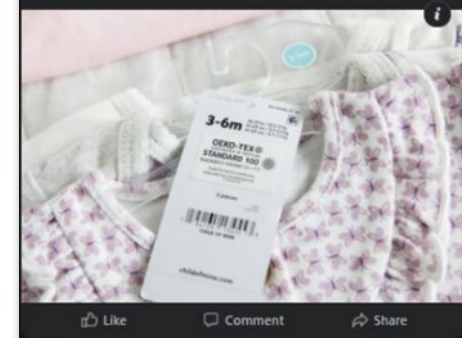
From fiber to finished goods, our clothes travel through a complex global supply chain. Most of our clothes weave through a variety of countries before finally hanging in our closet. It's hard to know what goes into the production process and what we're actually putting on our bodies.

When it comes to our children, whose small bodies are even more susceptible to the impacts of harmful chemicals and toxins in the fabrics, international certifications like STANDARD 100 by OEKO-TEX® provide comfort that the clothes we buy for our children are safe for their growing brains and bodies.

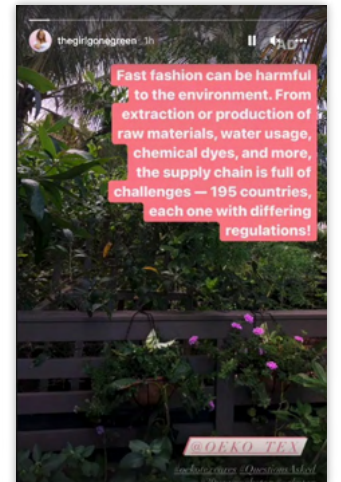
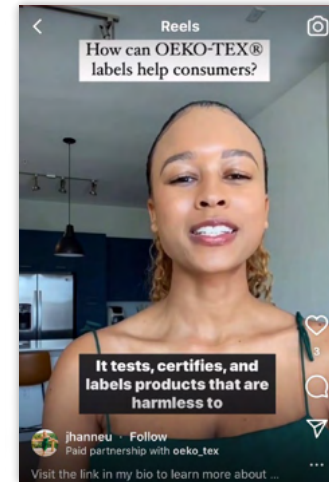
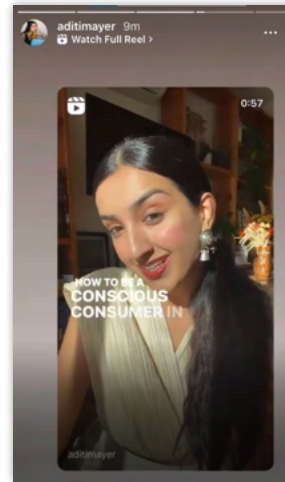
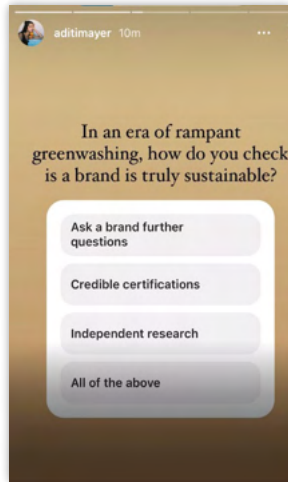
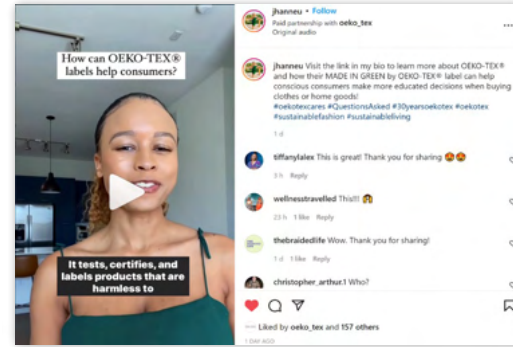
Currently, some kids' clothing brands disclose their certifications, which helps consumers understand what we're buying. Carter's is one brand that will soon be promoting their children's clothing lines that meet rigorous certifications like OEKO-TEX. Hopefully, more brands will continue to do this.

Click through for more ways we can prioritize the safety of our kids' clothing beyond looking at certifications, which are definitely helpful when we understand what those certifications mean. Head on over and check it out!

#OEKOTEXCares #OEKOTEX #OEKOTEXSTANDARD100 #OEKOTEXcertified #lovecarters #ad



- The Girl on Green [Instagram post](#)
- Jhánneu [Instagram post](#)
- Aditi Mayer [Instagram post](#)
- Elana Taber [Instagram post](#)
- [OEKO-TEX® blog](#)
- [Twitter](#), [Twitter](#)



Influencer Campaign – OEKO-TEX® 30th Anniversary

March 2022

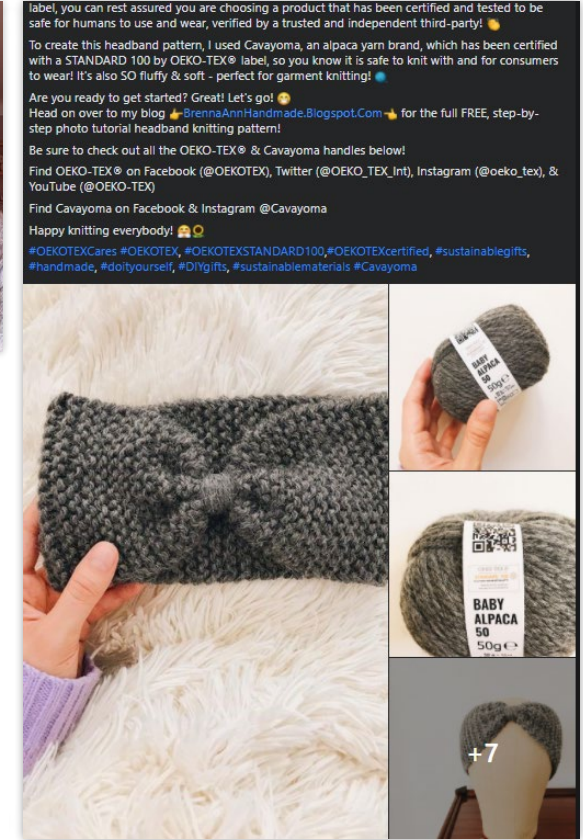
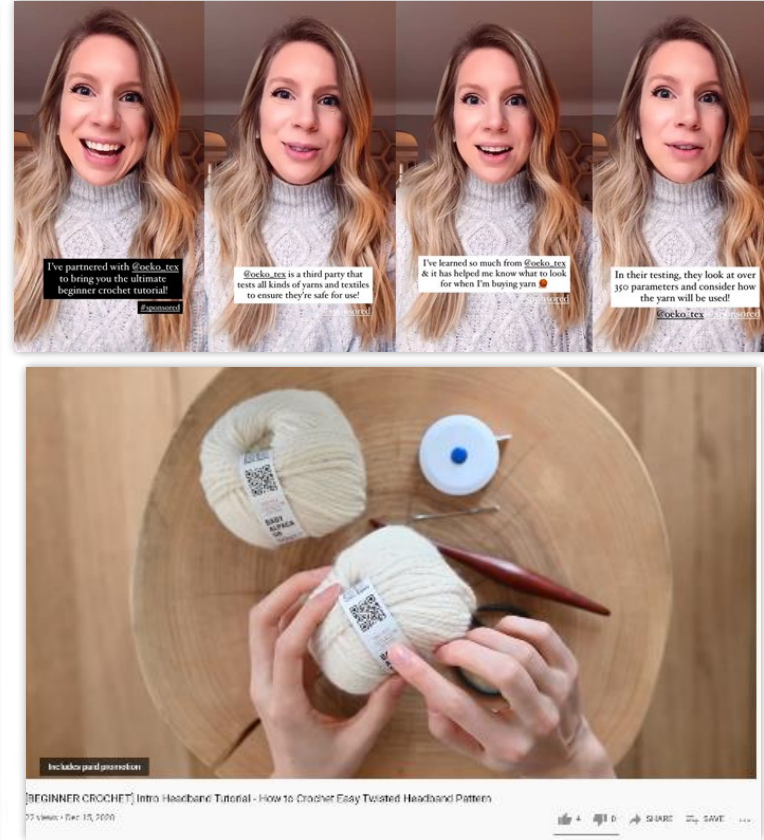
#OEKOTEXCares #QuestionsAsked #30yearsoekotex #oekotex

2020 Do-It-Yourself Holiday Gifts

- [Woods and Wool blog](#)
[YouTube tutorial](#), [Pinterest](#),
[Instagram](#), [Facebook](#), [Etsy](#),
[Ravelry](#)
- [Branna Ann Handmade blog](#)
[Instagram](#), [IG Reel](#), [Facebook](#)
- [OEKO-TEX® blog](#),
[Instagram](#), [Twitter](#)

2021 Gift of Knowledge

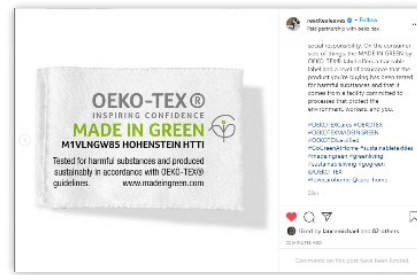
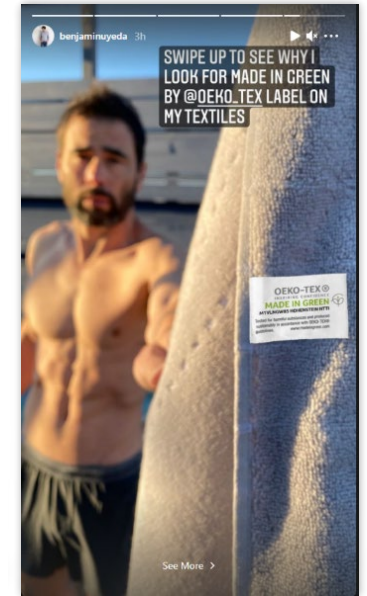
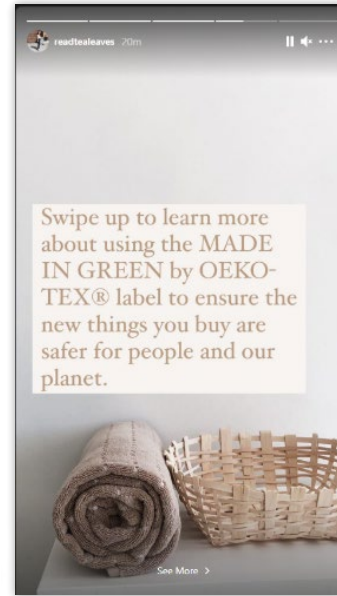
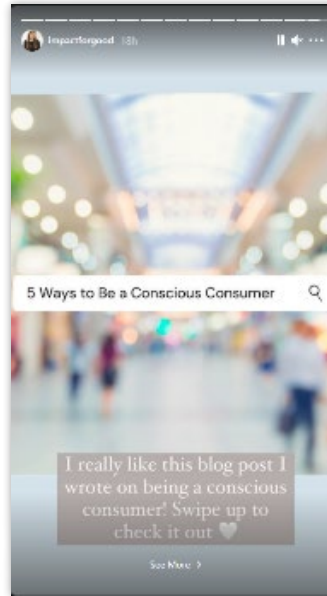
- [Burton Buffaloe](#)
[Instagram](#)
- [OEKO-TEX® blog](#), [Twitter](#)



Influencer Campaign – Sustainable Gifting Dec 2020 & 2021

#OEKOTEXcares #OEKOTEX, #OEKOTEXSTANDARD100, #OEKOTEXcertified, #sustainablegifts, #handmade, #diyyourself, #DIYgifts
#MADEINGREEN #productsafety #HolidayShopping #SustainableShopping #ConsciousConsumers #giftidea #giftofknowledge

- Ben Uyeda
[Instagram](#),
[Facebook](#), [Twitter](#)
- Impact for Good
[Blog](#), [Instagram](#)
- Reading my Tea Leaves
[Instagram](#)
- OEKO-TEX® blog
[Twitter](#), [LinkedIn](#)



Caro Home sent a MADE IN GREEN by OEKO-TEX® labeled towel to design influencers



Influencer Campaign – Go Green at Home

Mar 2021

#OEKOTEXCares #OEKOTEX #OEKOTEXMADEINGREEN #OEKOTEXcertified #GoGreenAtHome #sustainabletextiles #madeingreen #greenliving #sustainableliving #gogreen

The Sky is the Limit

- Joint webinars
Example with BASF: Provided images and speakers; promoted across web, newsletters and social
- Speakers for your internal/external webinars, videos, podcasts, trainings
Example with Norwex: Interview of Hohenstein's managing director, Ben Mead for podcast about harmful substances
- Approved usage of OEKO-TEX® image/video assets
- Giveaways of labeled products on OEKO-TEX® social media channels
-

Selected examples follow.

Alaska Airlines

- Employee training
- Support for blog, events & employee handouts



American Airlines

- Interview of Hohenstein's managing director, Ben Mead for video series
- Support for handouts, FAQs & PR
- Employee training
- Video support
- Retweet

The screenshot shows a JetNet article with the following content:

- Title:** American's new uniforms to get OEKO-TEX seal of approval (DRAFT)
- Author:** Thomas Bingham, on Aug 1, 2018 3:24 PM
- Summary:** When the new American Airlines uniforms for Flight Service, Airport Customer Service and Premium Customer Services debut in 2020, inside each garment will be a small label that reads "STANDARD 100 by OEKO-TEX." While the label may only have a few words on it, it is supported by years of research and testing to provide consumers with garments that are safe to wear.
- Section 1: What is OEKO-TEX?**

OEKO-TEX comprises a group of 18 independent textile research and test institutes in Europe and Japan that are responsible for developing procedures to test clothes and textiles for harmful substances. Since its inception in 1992, OEKO-TEX has issued more than 160,000 certificates for millions of textile products, certifying that the products do not contain unsafe amounts of harmful substances. The group conducts extensive product checks and regularly visits textile manufacturers to raise awareness about chemicals in textiles.
- Section 2: What is STANDARD 100?**

The STANDARD 100 certification by OEKO-TEX is an independent testing and certification system for clothes, accessories and any product made with fabric. Products that have the STANDARD 100 label have been tested for banned dyes, pesticides and many other hazardous chemicals. All parts of the garment or product are tested, including sewing threads, buttons and zippers. Certification must be renewed annually, and OEKO-TEX conducts random sample testing and manufacturing site visits as part of the ongoing certification process.
- Section 3: How will the new American Airlines uniforms be tested?**

Each of our selected uniform vendors, such as Lands' End, will be working with suppliers whose fabrics and accessories have been tested and certified STANDARD 100 by OEKO-TEX prior to the uniforms being assembled. Additionally, the factories where the uniforms will be assembled also hold STANDARD 100 by OEKO-TEX certifications covering the assembled products. Completed uniforms will be spot tested by an OEKO-TEX laboratory to ensure that the certified components meet the standard and that hazardous chemicals were not introduced during the manufacturing process.

At the bottom of the article, there are statistics for views (29), categories, tags, average user rating (4 stars), and a link to view comments.



Tell Me Why: "STANDARD 100 certification is first and foremost about product safety" – Ben Mead

Amazon

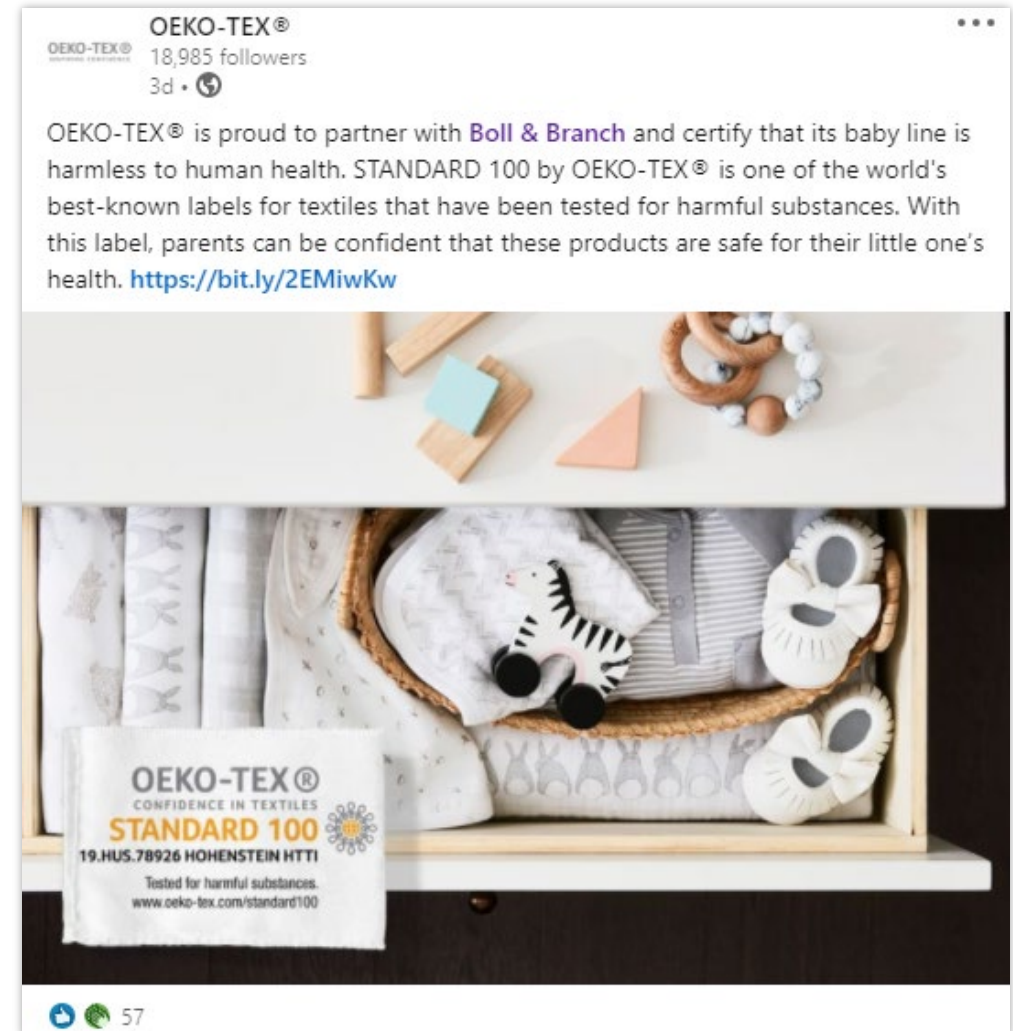
MADE IN GREEN by OEKO-TEX® is 1 of 19 certifications partnering with the Amazon Climate Pledge Friendly program

- Press release and media pitching
- Twitter post, retweet, retweet
- LinkedIN, LinkedIN, LinkedIN
- Instagram stories



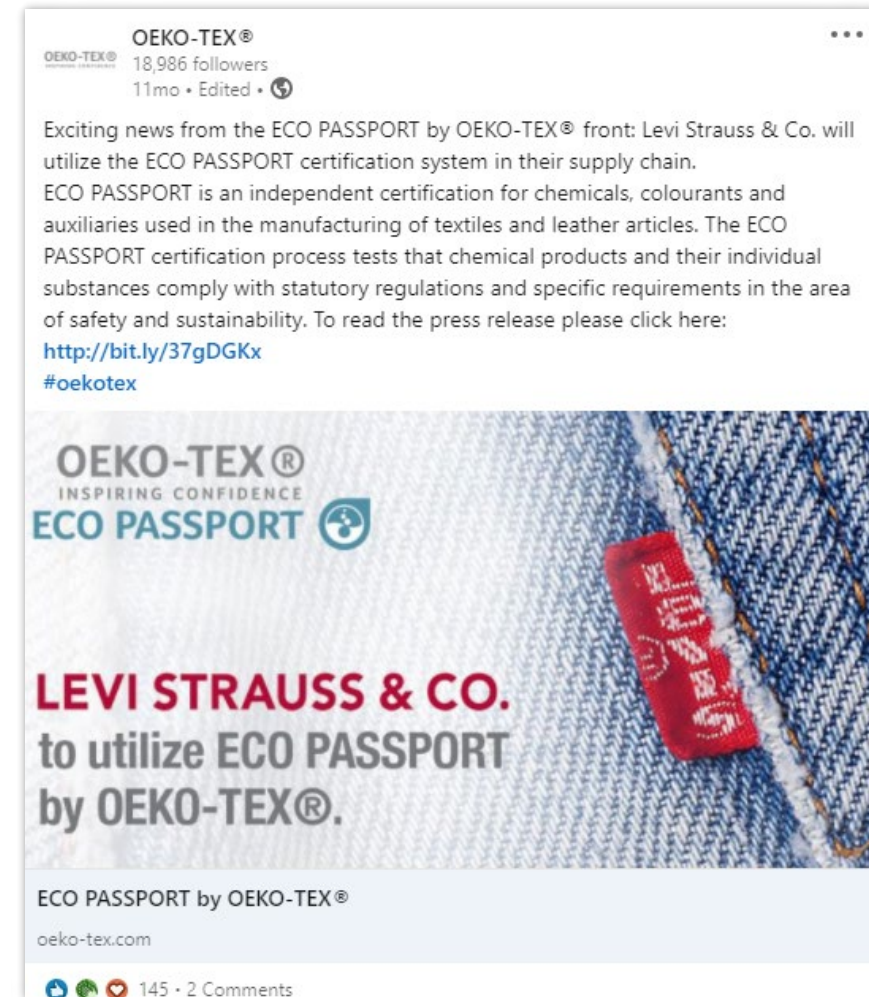
Boll and Branch

- OEKO-TEX® media pitch around launch of certified baby line, offering interviews with spokespeople from Boll & Branch and OEKO-TEX®
- IG Brand story
- LinkedIn, LinkedIn
- Twitter
- Suggested copy for B&B social channels
- Posts across OEKO-TEX® social channels



Levi's and Hohenstein Collaboration

- Webpage
- Joint press release
- Post on oeko-tex.com
- Handout
- Promoted and reshared heavily on social by Hohenstein, OEKO-TEX®, Levi's, and others
- LinkedIN example



Resources

OEKO-TEX® PR Contact

Casey Strauch

Marketing Manager, Hohenstein

C.Strauch@hohenstein.com
612.239.8830

Hohenstein.US/OEKO-TEX

Hohenstein is a founding member of the
OEKO-TEX® Association

Tools & Guides

- [Buying Guide](#)
- [Editing Buying Guide Profile](#)
- [OEKO-TEX® CertLink](#)
- [Labeling](#)
- [Checking Consumer Labels](#)
- [Checking Certificate Validity](#)
- [STANDARD 100 Application](#)
- [MADE IN GREEN Manuals](#)

Hohenstein is a founding member of the OEKO-TEX® Association