

Press release

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Hohenstein certifies textiles in the Hamburg Sport Verein (HSV) fan store with OEKO- TEX® MADE IN GREEN

(BÖNNIGHEIM) The HSV fan store is getting more sustainable: The tradition-rich Hamburg football club is expanding its popular Rothosen collection - the club's fan shirts are now certified with the OEKO-TEX® MADE IN GREEN label.

Commitment to more sustainability in the textile industry

MADE IN GREEN is a traceable product label for textiles tested for harmful substances and produced under sustainable and socially responsible conditions. In this way, this traditional club is once again committing to social responsibility and sustainability. The label is awarded by testing service provider Hohenstein, a family-owned company that has specialized in testing and certifying textile products for more than 75 years. It supports companies along the value chain in successfully launching their products - based on research and independent certifications. In addition to the MADE IN GREEN label, Hohenstein

Editor

- Hohenstein Laboratories GmbH & Co. KG
- Hohenstein Institut für Textilinnovation gGmbH

Global Marketing & Sales

Hohenstein
Schlosssteige 1
74357 Bönnigheim
GERMANY
Phone: +49 7143 271-515
E-mail: press@hohenstein.com
www.hohenstein.com

Your contact person for this text:

Schreier Miriam
Phone: +49 7143 271-815
E-mail: press@hohenstein.com

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awards numerous other certificates such as the Green Button.

With MADE IN GREEN, the HSV Team, ranks 3rd in terms of merchandising sustainability, according to a recent study by cum ratione gGmbH within the Bundesliga and 2nd Bundesliga. HSV is actively working toward a more sustainable world. For example, the club has its Rothosen collection and its baby and toddler clothing manufactured in a Green Factory in Tiruppur, India. For logistics, they use DHL's GoGreen service. In cooperation with MBA-Solutions GmbH, specialist for sustainable textile merchandise and workwear, some fan textiles have now been awarded with MADE IN GREEN and the Green Button.

The decision in favor of MADE IN GREEN is completely in line with the joint initiative "From the Field to the Fan Shop" of the German Federal Ministry for Economic Cooperation and Development (BMZ) and Clubs of Bundesliga and 2nd Bundesliga. Among other things, it supports the cultivation and use of organic cotton and the promotion of disadvantaged children at production sites.

"Sustainably produced textiles are very important to us. Anyone who buys them can be sure that their trail can be traced back through the entire supply chain and that they meet our standards in every respect. The certification of our fan merchandise with the OEKO-TEX® MADE IN GREEN label by Hohenstein is an important step in further advancing the issue of sustainability. As a traditional club, we in particular can use our reach to bring even more attention to this important issue and give something back to society as a whole," explains Sascha Steinbrück, Head of Merchandising at HSV.

About Hohenstein

Headquartered in Bönningheim, Germany, Hohenstein has been providing accredited and independent services such as testing, certification, research and development of textile products and training for 75 years. It currently employs around 1,000 employees at subsidiaries and laboratories around the world. Product labels such as the Hohenstein Quality Label or the UV STANDARD 801 provide manufacturers and retailers with important support in their marketing. As a founding member of the OEKO-TEX® Association, Hohenstein is also a leading laboratory for testing textiles and leather for harmful substances and sustainable production.

www.hohenstein.com



**MADE IN
GREEN**

OEKO-TEX MADE IN GREEN Logo

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HSV Fan-Shirt

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