

Press information

Towels by Loftex China Ltd. are “Made in Green”

China towel manufacturer, Loftex, is the first company in the world to mark their consumer goods with the OEKO-TEX® label for sustainably manufactured textiles that have been tested for harmful substances.

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Zurich (hm) Since June, Loftex China Ltd. has been able to mark their towel products with the Made in Green by OEKO-TEX® label, making it the first textile company in the B2C area to do so. This means that these selected products have successfully passed a test for harmful substances in accordance with the OEKO-TEX® Standard 100 and that the company, certified with STeP by OEKO-TEX®, has demonstrated that these textiles are produced in an environmentally friendly and socially responsible manner. Since 2002 to 2015 many high-quality towels have been certified in accordance with the OEKO-TEX® Standard 100. In 2014, Loftex China Ltd was one of the first companies in China to have their production facilities certified in accordance with STeP by OEKO-TEX®.

Loftex China is a vertical and professional towel manufacturer and vendor, combining all processing methods (from weaving, bleaching, printing, dyeing, and finishing right up to final manufacture) at 5 production sites in China with 2,700 employees. Since its foundation in 1980, the company has developed into one of the largest suppliers of towel products in the world. Loftex exports their products with a broad range of different qualities to over 30 countries, including the United States, Japan, Australia, Canada, and several European countries. Walmart, Target, Macy's, J.C. Penney, Kohl's, Disney, Marks & Spencer, H&M, Asda, and Aldi are some of their top customers.

To offer their consumers an excellent product experience, Loftex relies on creative design and innovative manufacturing technologies. High quality, down to the smallest detail, is just as important as a strong sense of responsibility toward employees and the environment. Loftex President Wang Yanping summarises the company philosophy as such: “Our goal is to manufacture green textiles and to achieve sustainable development”. In addition to the certification through its OEKO-TEX® partnership, the company has also obtained certifications in accordance with ISO 9001, ISO 14001, OHSAS 18001, and BSCI, which were established from 1999 onwards. These prove that the company has successfully implemented steps on the way to more sustainability. For example, the wholly owned water reservoirs and an efficient water treatment plant guarantee rational management of water, a resource that is intensively used in the manufacturing process. In addition, energy efficiency was increased by 23 percent in recent years due to the use of the company's own power station, among other measures. Furthermore, considerable investments have been made to modernise plants and buildings and to optimise production processes. The latest weaving machines and pressure dryers ensure that the work protects the environment and the materials. The fact that production waste is

recycled also helps to raise efficiency. Finally, the management places great importance on regularly training employees to increase their environmental awareness.

www.loftex.com.cn



Loftex China Ltd. is one of the leading manufacturers and exporters of terry cloth items in China. © Loftex China Ltd.



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Now the company is the first ever in the B2C area to receive the Made in Green by OEKO-TEX® label. The label was granted to terry cloth items and hand towels that are manufactured under sustainable conditions. © OEKO-TEX®

Tested for harmful substances and produced sustainably in accordance with OEKO-TEX® guidelines. www.madeingreen.com



Loftex mark their terry products with the Made in Green label for both the Chinese domestic market as well as for their exports to European, North American, Australian and Japanese consumer markets. © Loftex China Ltd.



“Our goal is to manufacture green textiles and to achieve sustainable development,” is how Loftex President Wang Yanping describes the philosophy of the company. © Loftex China Ltd.