

PRESS RELEASE

Sursee, December 2015

CALIDA is the first underwear brand to introduce the Made in Green by OEKO-TEX® label

Voluntary commitment to the highest production standards and maximal transparency

For 75 years, CALIDA has been synonymous with long-lasting quality. Now, the Swiss company is taking another step on this path with the introduction of Made in Green by OEKO-TEX®. The Made in Green product label is not only issued based on compliance with strict social responsibility and ecological criteria; it also certifies that the textiles carrying the label have been tested for harmful substances.

This makes CALIDA the world's first underwear manufacturer that is allowed to use the Made in Green by OEKO-TEX® label. The plan is to have the entire children's collection by autumn 2016, and the entire CALIDA collection will be certified over the next few years. All CALIDA products have been developed entirely in Switzerland with approximately 80% of production taking place in our own CALIDA factory in Hungary in cooperation with our partners in Hungary, Bulgaria and Romania.

Established company shows its pioneering spirit in the areas of transparency and sustainability

"For the past 75 years, CALIDA has stood for lasting value – and this also includes sustainability. By introducing Made in Green by OEKO-TEX®, we are underpinning our sustainability strategy in the long-term along with our position in the premium segment. Our customers want to know how our products are made – and rightly so. Several years ago, we voluntarily committed ourselves to the BSCI standards of social responsibility, and all of our products are produced at a minimum in compliance with the OEKO-TEX® standard 100. For years we have placed great emphasis on the highest standards of quality, social responsibility and ecological production as well as transparent communications. So it obviously made sense that the next step for us, and as a demonstration of our achievements in making sustainable products, would be obtaining an independent and officially recognized textile label," explains Andreas Lindemann, Chairman of the Board at CALIDA.

"Sustainability also means being conscious of your responsibility for others, which is why we decided to start first with the certification of the children's collection so that parents can make purchases with a clear conscience," Andreas Lindemann adds.

Made in Green by OEKO-TEX®:

maximum transparency and the highest product standards from A to Z

Made in Green by OEKO-TEX® is currently the most transparent and stringent label available. It allows consumers to trace production details along the delivery chain, all the way back to the raw materials. Made in Green by OEKO-TEX® is a product label for safe and

sustainably produced ready-made garments. It combines certification requirements from OEKO-TEX® Standard 100 and STeP by OEKO-TEX®.

More specifically, this means that products are

- made exclusively with materials tested according to the OEKO-TEX® Standard 100 in terms of harmful substances; over 300 testing criteria ensure that all materials including yarns, fabrics, threads, elastic, and even the labels pose no health risks.
- Made in Green by OEKO-TEX® also certifies products are made in environmentally-friendly facilities with safe and socially responsible workplaces in line with the STeP by OEKO-TEX® standard. STeP by OEKO-TEX® encompasses all relevant sustainability aspects with a traceable rating and scoring system that is the only one of its kind in the world.
- The label also includes the sustainability and transparency of the fabric and finished-item production, and is committed to using “green” chemicals instead of toxic or potentially hazardous substances in production.

Added value for consumers

- The Made in Green by OEKO-TEX® label tells the consumer that textiles with this label are tested for hazardous substances and are sustainably produced in compliance with OEKO-TEX® guidelines.
- In addition, any item with the Made in Green label has a unique product ID or QR code that can be traced transparently by the consumer.
- The product ID or QR code provides information about the production facilities in the textile chain in which the textiles were produced, which stage of production the involved factories belong to and the countries in which the items are produced.

Added value for retailers and business partners

- The Made in Green by OEKO-TEX® label provides CALIDA with information about the current sustainability status along its own supply chain. CALIDA is building and backing up its customers’ trust by offering transparency and undertaking demonstrable efforts in the area of sustainability.
- CALIDA not only exemplifies production standards at its own factory in Hungary, but also the reliability of its longstanding relationships with suppliers. They form the basis for a successful implementation of the agreed quality standards and practice of our company’s work ethic. This focus is manifested visibly and credibly through the Made in Green by OEKO-TEX® label.
- CALIDA demonstrates its commitment to innovation through real achievements that are certified by the independent and highly respected TESTEX AG institute. CALIDA is thus able to offer consumers true added value and sets itself apart from its competitors. In turn, CALIDA is able to offer its trade partners valuable sales arguments based in fact and can justify its premium position and corresponding pricing.

Audits and inspections: trust is good. Proof is better.

The Made in Green by OEKO-TEX® label has to be reissued at regular intervals. After the initial auditing, inspections of commercially available items available as well as random checks in the form of unannounced company visits ensure compliance with the necessary standards.

For more information about Made in Green by OEKO-TEX®, visit www.oeko-tex.com. (B2B platform) and www.madeingreen.com (for consumers)

CALIDA – NATURALLY ME

For 75 years, CALIDA has been synonymous with the very best Swiss quality, superb craftsmanship and absolute comfort. CALIDA is dedicated to producing sustainable products that fit perfectly, are a pleasure to wear and can be mixed and matched to suit the customer's individual style. All our products are developed in Sursee, Switzerland. Our range includes daywear, sleepwear, loungewear, knit items and swimwear in all the latest styles and classic designs.

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