

Press information

One of each please – healthy and sustainable children's clothing is a hit with mothers

In a podium discussion at Kind + Jugend 2016, OEKO-TEX® and CALIDA highlighted the wishes of mothers when buying children's clothes

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Zurich (ivs) Chic, trendy and affordable – these are the requirements for children's clothes. And, of course, they must also be practical, hard-wearing and comfortable to ensure that they are accepted by the little ones. Unsurprisingly, mothers and fathers want to protect their children from coming into contact with harmful substances. At the same time, they must be sure that the textiles have been manufactured under fair environmental and working conditions. Children's fashion that is environmentally friendly and sustainable is popular with many parents and has developed from a niche to a trend topic. But, when purchasing children's clothes, how can parents be sure that textile brand and retail companies really implement sustainability along their supply chains?

This question was considered by Stefan Kehrer, Director of Materials Management at CALIDA AG, David Pircher, Director of Business Development at the OEKO-TEX® Association, and host Anna Czerwinska, Marketing and Communication Manager at the OEKO-TEX® Association, during a podium discussion at the Kind + Jugend 2016 fair in Cologne. Under the motto "Give mothers what they want – well-designed clothes manufactured in a responsible and transparent way", the participants agree that transparency plays a key role in the consumer's buying decision. According to Stefan Kehrer, this transparency "is granted to CALIDA customers in fulfilment of our responsibility" because: "they quite rightly want to know how and where we produce our products." According to David Pircher, consumers are increasingly demanding environmentally friendly and socially responsible production conditions as well as product safety from manufacturers, clothing brands and retailers. He says, "OEKO-TEX® seized this wish as an opportunity to create a traceable consumer label for sustainable textiles, MADE IN GREEN by OEKO-TEX®." On one hand, this meets the consumer requirements and, on the other hand, suppliers of textile products can disclose their supply chain in a transparent way with regard to best practices. According to Stefan Kehrer, this was the reason why CALIDA presented the entire children's collection with the MADE IN GREEN label. He adds, "With the introduction of MADE IN GREEN by OEKO-TEX®, we are strengthening our long-term sustainability strategy of manufacturing CALIDA products with a clear conscience so that our customers can also have a clear conscience when wearing them. In this regard, MADE IN GREEN is exactly what we were looking for." This was the cue for David Pircher to clarify the reasons why MADE IN GREEN is perfect as a tool for increased transparency: "Every article awarded the MADE IN GREEN label has a clear product ID and/or QR code which allows consumers to track the manufacture of the product. Each product ID shows which production stages were included in the manufacture as well as the countries in which the textiles were produced." According to

David Pircher, consumers acknowledge this new level of transparency with corresponding trust. Stefan Kehrer added, “At CALIDA we can show how profitable our commitment to sustainability really is as measured by the service provided. And all in black and white”.

“Let’s look into the future. In your opinion, how will the clothing and textile industry develop further?” With this question, host Anna Czerwinska introduced the closing words of the discussion round. Stefan Kehrer is convinced that the information, comparison and buying options for responsible and informed consumers will increase in the future. “This offers many opportunities for all market players”, however, “transparency and trust are the key elements here.” For David Pircher, the textile development is trending toward “Smart Clothes”, i.e. textiles that carry out a particular function using components such as sensors or mini computers. But here too, given all this functionality, one must not lose sight of the fact that these complex textiles must under no circumstances be harmful to health, “This is our challenge for the future.”

>> A live recording of the podium discussion and a short interview with Stefan Kehrer from CALIDA is available at https://www.oeko-tex.com/en/business/videos/videos_kind_und_jugend_2016/videos_kind_und_jugend.html

>> www.oeko-tex.com
>> www.madeingreen.com
>> www.calida.com

World-class quality, comfort and sustainability have been the trademarks of CALIDA AG since 1941. The traditional Swiss company remains true to its philosophy with its recent award of the MADE IN GREEN by OEKO-TEX® label. MADE IN GREEN gives CALIDA customers a level of transparency that has not yet been achieved as, now, the consumer can scan the QR code or reference the test number on the label to track the production of an article. The MADE IN GREEN label provides information on the country in which production took place and which production facilities were involved. MADE IN GREEN also provides verification by an independent resource that the labelled textiles have been tested for harmful substances and that they have been manufactured using environmentally friendly technologies and in a socially responsible manner.

In spring 2016, CALIDA started to label several women’s and men’s products with the MADE IN GREEN label. The CALIDA children’s collection is the first fully labelled segment since July 2016. Their aim is to label the entire CALIDA collection in the coming years.

About OEKO-TEX®

The International OEKO-TEX® Association, based in Zurich (Switzerland), was founded in 1992 by the ÖTI (formerly the Austrian textile research institute) and the Hohenstein research institute from Germany. 16 textile research and testing institutes currently belong to the association and have representatives in 60 countries around the world. To date, more than 160,000 OEKO-TEX® Standard 100 certificates have been issued, including 14,000 in the last year alone. Over 10,000 manufacturers, brand providers and retailers in 98 countries work with OEKO-TEX® to ensure that their products are tested for possible harmful chemicals in accordance with the OEKO-TEX® Standard 100. Also available

are the STeP by OEKO-TEX® certificate for sustainable production facilities within the textile chain, the MySTeP database for sustainable supply chain management, the ECO PASSPORT by OEKO-TEX® certification for textile chemicals, and the Made in Green by OEKO-TEX® label for products certified in accordance with OEKO-TEX® Standard 100 that have been manufactured under sustainable conditions in accordance with OEKO-TEX® guidelines for STeP certification. The OEKO-TEX® Buying Guide under www.oeko-tex.com/products provides an interactive online directory of OEKO-TEX® certified textiles and suppliers. Under www.facebook.com/oekotex you can link to us on Facebook and follow us on Twitter under www.twitter.com/OEKO_TEX_Int



In a podium discussion at Kind + Jugend 2016, OEKO-TEX® and CALIDA highlighted the wishes of mothers when buying children's clothes. From l to r: Stefan Kehrer, Director of Materials Management at CALIDA AG, Anna Czerwinska, Marketing and Communication Manager at the OEKO-TEX® Association David Pircher, Director of Business Development at the OEKO-TEX® Association © OEKO-TEX®



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MADE IN GREEN is a traceable consumer label for sustainable textiles. Each textile product awarded the MADE IN GREEN label has a unique product ID and/or a QR code which enable the manufacture of the article to be tracked. Each product ID makes the different production stages visible along with the countries in which the textiles were produced. © OEKO-TEX®