

Press information

OEKO-TEX® Promotes Sustainability at Major Home Textiles Trade Shows

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Zurich (tm) The International OEKO-TEX® Association, in partnership with Home & Textiles Today, has been spreading the word about the rapidly growing importance of sustainability in the home textiles market. Textile sustainability encompasses many factors including responsible chemical and natural resource use, respect for workers and communities, safe and environmentally effective production practices, and products that are free from harmful levels of dangerous substances. OEKO-TEX® has a comprehensive portfolio of testing and certification programs that help home textile companies attain all those standards.

At Heimtextil 2016 held in Frankfurt last month, the sustainability message was well received by attendees. OEKO-TEX® presented a panel discussion called “The Growing Importance of Sustainability in the Home Textiles Market” featuring industry experts including Warren Shoulberg, the Editorial Director of H&TT, Artur Soutinho president of the board of More Textile Group, and Li Xiangzhong, marketing manager at Loftex China Ltd.

“Sustainability is not the future. It’s here now,” Shoulberg said in his opening remarks at the Heimtextil event. “Consumers are demanding it in their apparel and home textiles will not be far behind.” Shoulberg cited OEKO-TEX® sponsored research that documented high levels of consumer interest in and demand for sustainable products. He encouraged home textile companies to engage in sustainability efforts as an industry.

At the upcoming New York Home Textiles Market Week, sustainability will again top the agenda. OEKO-TEX® will present a breakfast event with H&TT regarding the importance of testing and certification for protecting home textile product quality and sustainability. Entitled “Be Sure to Know What Goes into Your Product”, Ben Mead from OEKO-TEX® will share how science-based testing and certification can help defend and build brand equity in a risky global market place.

“Consumers want to know that their products are made responsibly with respect for people and the environment,” says Mead. “They also want to know that the products they buy are safe for their families to use. In order for manufacturers to meet those demands, they have to know every detail about the production process. Third party testing and certification can take away much of the uncertainty inherent in a complex supply chain and help ensure that products and facilities live up to expected standards.”

The OEKO-TEX® event will be held on Monday, March 14, 7:30-9:00 AM in the Executive Conference Room on the Mezzanine Level of the Textiles Building at 295 5th Avenue in New York City. The breakfast seminar is free however seating is limited. Email Warren

Shoulberg at wshoulberg@homeandtextilestoday.com to register. New York Home Fashions Market Week runs March 14-17 at Home Fashions Product Association member showrooms.

To view presentations and interviews from the Heimtextil event, please click here or go to https://www.oeko-tex.com/en/manufacturers/videos_3/videos.html. To learn more about OEKO-TEX® testing and certification systems and tools for textile manufacturers, brands, and retailers, or to see a listing of OEKO-TEX® certified products and facilities, visit www.oeko-tex.com/products.

More about OEKO-TEX®

The International OEKO-TEX® Association, headquartered in Zurich, Switzerland, was founded in 1992 by the Austrian Textile Research Institute and the German Hohenstein Research Institutes. Currently, its membership of the OEKO-TEX Association includes 16 independent textile research and testing institutes with their representative offices in 60 countries worldwide. To date, more than 150,000 OEKO-TEX® Standard 100 certificates have been issued—with more than 13,300 issued per year—and 10,000 manufacturers, brands, and retailers in 98 countries are working with OEKO-TEX® to ensure that their products are tested for potentially harmful substances. Now available are the STeP by OEKO-TEX® certification for sustainable textile product manufacturing facilities, the MySTeP by OEKO-TEX® database management tool, and the Made in Green by OEKO-TEX® label for OEKO-TEX® Standard 100 certified products produced in accordance with OEKO-TEX® guidelines. OEKO-TEX® certified products and suppliers can be located in the OEKO-TEX® Online Buying Guide at www.oeko-tex.com/products. Connect with OEKO-TEX® on Facebook at www.Facebook.com/oekotex and on Twitter at www.twitter.com/OEKO_TEX_Int.



OEKO-TEX® has a comprehensive portfolio of testing and certification programs that help home textile companies attain more sustainability. © OEKO-TEX®