



Labeling Guide

OEKO-TEX® Enables Better Decisions

Consistent Labels

- Verifiable
- Recognizable
- Trusted

OEKO-TEX®
 CONFIDENCE IN TEXTILES
STANDARD 100
 00000000 HOHENSTEIN HTTI



Tested for harmful substances.
www.oeko-tex.com/standard100

OEKO-TEX®
 INSPIRING CONFIDENCE
MADE IN GREEN
 00000000 HOHENSTEIN HTTI



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

OEKO-TEX®
 INSPIRING CONFIDENCE
ECO PASSPORT
 00000000 HOHENSTEIN HTTI



Tested and verified chemicals.
www.oeko-tex.com/ecopassport

OEKO-TEX®
 CONFIDENCE IN LEATHER
LEATHER STANDARD
 00000000 HOHENSTEIN HTTI



Leather goods tested for harmful substances.
www.oeko-tex.com/leatherstandard

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Overview

- For any use or mention of an OEKO-TEX® label, the product and all its components, including accessories, must meet the criteria catalogue requirements without exception, as proven by the OEKO-TEX® certificate
- End products always require their own label number, even if all components have already been successfully tested and certified - “Ingredient labeling” is not allowed
- An OEKO-TEX® claim is only valid if the relevant label number & test institute are displayed
- Although many brands/retailers have requirements for including an OEKO-TEX® label, use is encouraged, but not mandated, by OEKO-TEX®
But, for traceability, if an OEKO-TEX® claim is mentioned online, the corresponding label must be included on either the packaging or the product itself
- If you discover misuse of OEKO-TEX® labels or certificates, please email misuse@hohenstein.com



OEKO-TEX® Brands & Trademarks

- OEKO-TEX® design rules and correct references must be observed – for all forms of public use – in order to maintain standardized appearance and consumer recognition
- OEKO-TEX® is the umbrella brand over all product brands (STANDARD 100 by OEKO-TEX®, MADE IN GREEN by OEKO-TEX®, LEATHER STANDARD by OEKO-TEX®, ECO PASSPORT by OEKO-TEX®, STeP by OEKO-TEX®, DETOX TO ZERO by OEKO-TEX®)
- Internationally registered and protected trademarks include the umbrella brand and claim+ product logos
- Correct reference includes ®, capitalization, hyphen e.g. “STANDARD 100 by OEKO-TEX®” not “Oekotex 100”
- Please contact us if you have any questions about the design or labeling rules. We are happy to help.

OEKO-TEX®
INSPIRING CONFIDENCE

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100 

OEKO-TEX®
INSPIRING CONFIDENCE
MADE IN GREEN 

OEKO-TEX®
CONFIDENCE IN LEATHER
LEATHER STANDARD 

OEKO-TEX®
INSPIRING CONFIDENCE
ECO PASSPORT 

OEKO-TEX®
INSPIRING CONFIDENCE
STeP 

OEKO-TEX®
INSPIRING CONFIDENCE
DETOX TO ZERO 

Logo vs Product Label

Logo

NOT enough information when referencing a certified product



Product Label

Includes required explanation & verification info



Proper Use

Logo



Who:

- OEKO-TEX® customers with valid certificate
- Distributers or retailers who carry at least one product with a valid certificate
- Media, collaborating organizations

Where:

- **Never** on, nor in reference to, a specific product
- Use for **general company statements** about stewardship practices in company marketing materials
- Highly recommended: include a suggestion to look for the label on qualified products

Product Label



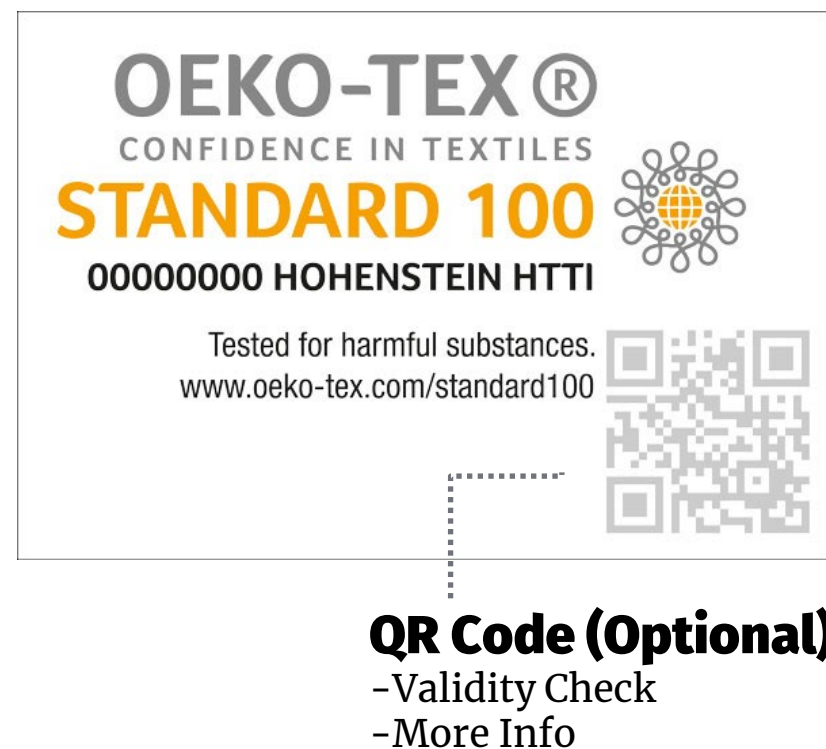
Who:

- OEKO-TEX® customers with valid certificate
- Distributers or retailers who carry at least one product with a valid certificate

Where:

- Always in clear reference to a specific, qualified product, whose OEKO-TEX® certificate number it bears
- On product
- To promote labeled products through product marketing, webpages, social media, displays, catalogues, media, advertisements, etc

Label Anatomy



Clear Product Reference Always Required

Correct ID

All references must include the correct label number & institute name

Specific Product

For all references to an OEKO-TEX® label, it must be absolutely clear to which product the OEKO-TEX® label refers, including:

- Label/text positioning
- Website copy or page
- Signage
- Advertising
- Marketing/PR

Official Claims

Unrelated claims must be clearly separated

Additional text that goes beyond the default wording of the OEKO-TEX® label may only be used outside of the label

Ingredient Labeling Never Allowed

To prevent greenwashing, social washing, confusion:

No

- Promoting a product by using the label of an ingredient or component when the entire product is not certified is NOT allowed.
“The fabric in this product is STANDARD 100 by OEKO-TEX® certified”
- General communication about using certified or labeled components is NOT permitted.
“Our products contain only OEKO-TEX® certified materials”

**Full product & all components
must be tested**



Additional Example - Bedding covers: Because of the different distribution channels of cover and filling material manufacturers, the OEKO-TEX® label may only be attached to the outside if **both cover and filling** have been successfully tested according to STANDARD 100 by OEKO-TEX®

Clear Separation from Unrelated Claims

Frame around contents



Default label format

Exception: protected area without frame



Permission may be granted if label contents are protected by at least **1x** on all sides.

Ensure label contents are proportionately resized and meet the equivalent minimums for a label with the frame

Minimum Sizes

To ensure legibility:

- Observe minimum sizes for use in any medium
- Enlarging is encouraged - always scale dimensions proportionately
- Use appropriate resolution for clarity
- Adjust height proportionately for labels with multiple languages

Print/Digital



≥ 27 mm (1.063")
≥ 40 mm (1.575") with QR Code

≥ 14 mm (.551")
≥ 27 mm (1.063") with QR Code

Woven Label



≥ 42 mm (1.654")
≥ 44.5 mm (1.791") with QR

Special/PPE



≥ 27 mm (1.063")

≥ 15 mm
(.591")

Proportions – Never Skew

No

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Always resize proportionately

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STANDARD 100 by OEKO-TEX® Options

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STANDARD 100
00000000 HOHENSTEIN HTTI



Tested for harmful substances.
www.oeko-tex.com/standard100

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
Special Articles



00000000 HOHENSTEIN HTTI

Tested for harmful substances.
www.oeko-tex.com/standard100

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
PPE



00000000 HOHENSTEIN HTTI

Tested for harmful substances.
www.oeko-tex.com/standard100



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STANDARD 100
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Tested for harmful substances.
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STANDARD 100 by OEKO-TEX®

Recycled Materials Hangtag

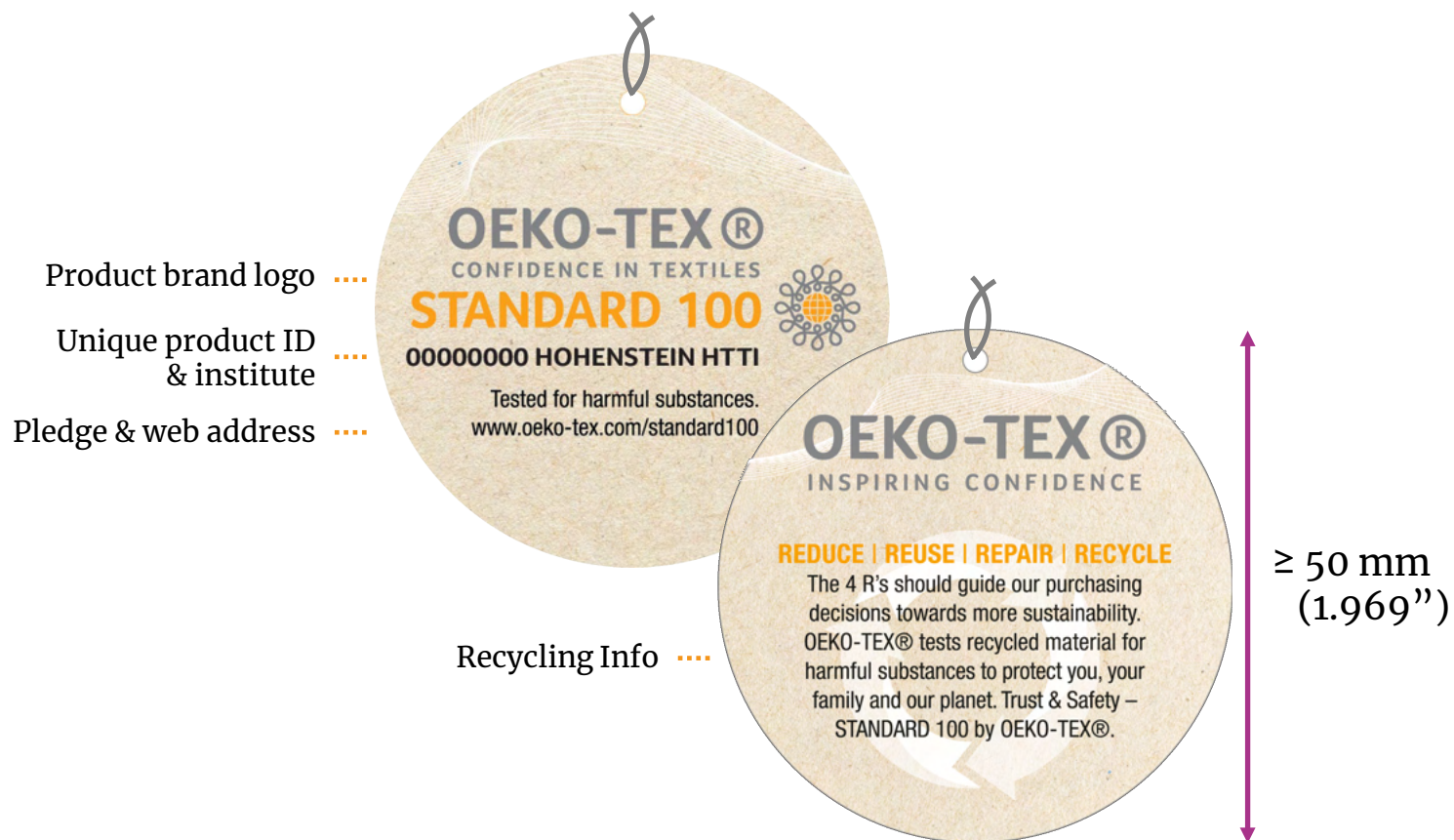
Who can use:

- OEKO-TEX® customers with valid recycled materials certificate

Hangtags with specific number can be downloaded from [myOEKO-TEX®](https://myoeko-tex.com)

Where to use:

- Always in clear reference to a specific, qualified product, whose OEKO-TEX® certificate number it bears
- On product
- To promote labeled products through product marketing, webpages, social media, displays, catalogues, media, advertisements, etc



Colors & Fonts



Any deviations from defined colors must be approved before use.



Language Options

- There is no limit to the number of languages that can be displayed on an OEKO-TEX® label
- Each new language starts on a new line
- Minimum width must be observed; height is proportional

Single



Combinations



Referencing Online or as Text - 3 Options

If mentioned online, the corresponding label must be included on either the packaging or the product.

1. Use the label



2. Text

- Full certification name (STANDARD 100 by OEKO-TEX®)
- Label number & test institute
- Explanation (“Tested for harmful substances.”)
- Website recommended

3. Minimum

- Full certification name (STANDARD 100 by OEKO-TEX®)
- Label number & test institute
- Explanation or link to explanation

Text Examples

- Certified STANDARD 100 by OEKO-TEX® #000000000 by Hohenstein HTTI. www.oeko-tex.com/standard100
- STANDARD 100 by OEKO-TEX® (#000000000 | Hohenstein HTTI) www.oeko-tex.com/standard100
- STANDARD 100 by OEKO-TEX® ID#000000000 (Test Institute Hohenstein HTTI) www.oeko-tex.com/standard100

Statements

-

Common Mistakes

No	Yes
<p>OEKO-TEX tested and approved this product as free from 400 unsafe chemicals</p> <ul style="list-style-type: none"> • “free” • Which certification? 	<p>This product has been tested against a list of over 400 harmful substances according to STANDARD 100 by OEKO-TEX®</p> <p>[Label number & Institute]</p>
No	Yes
<p>Standard 100 certification keeps you and your family safe</p> <ul style="list-style-type: none"> • Safe from what? • Trademark 	<p>STANDARD 100 by OEKO-TEX® certification keeps you and your family safe from harmful substances</p> <p>[Label number & Institute]</p>

Messaging Ideas B2C



- We had this product independently certified with STANDARD 100 by OEKO-TEX® so that you don't have to worry about harmful substances in your [certified item]
- STANDARD 100 by OEKO-TEX® certification keeps you and your family safe from harmful substances
- The STANDARD 100 by OEKO-TEX® label empowers you to make responsible decisions for you and your family
- OEKO-TEX® is a global certification system you can trust. Products with the STANDARD 100 by OEKO-TEX® label have been independently tested for harmful substances according to strict scientific criteria that go beyond legal regulations
- This product was independently tested for harmful substances according to the strict global criteria of STANDARD 100 by OEKO-TEX®
- Our STANDARD 100 by OEKO-TEX® certified products have been independently tested for harmful substances according to strict global criteria
- This [product] and its components have been tested against a list of over 400 harmful substances according to STANDARD 100 by OEKO-TEX®
- Check the validity of this STANDARD 100 by OEKO-TEX® label on oeko-tex.com
- STANDARD 100 by OEKO-TEX® is an independent, third - party certification system based on scientific parameters for maintaining good health
- STANDARD 100 by OEKO-TEX® means a product was tested for harmful substances in compliance with globally consistent test criteria that consider different ways a substance can be absorbed into the body, including through skin contact and respiration
- The STANDARD 100 by OEKO-TEX® product label is for consumers who want apparel and textile products that have been independently tested for harmful substances. OEKO-TEX® test criteria consider global legal regulations, non-government organizational requirements and scientific data on maintaining good health

Messaging Ideas B2B



- STANDARD 100 by OEKO-TEX® is an independent certification and product label for textile products throughout the supply chain that are tested for harmful substances
- STANDARD 100 by OEKO-TEX® certifies that each component of a product has been tested for harmful substances according to strict scientific criteria that stays ahead of global legal regulations
- The OEKO-TEX® restricted substance list (RSL/MRSL) and test criteria consider the latest scientific research, global regulations, current industry technology, and NGO demands: Legally banned and controlled substances, substances that may be harmful to health, biologically active and flame retardant substances
- The OEKO-TEX® RSL/MRSL and criteria catalogue consist of over 400 harmful substances
- The STANDARD 100 by OEKO-TEX® label gives consumers confidence that certified products meet strict limit values for harmful substances in accordance with the global requirements set by the OEKO-TEX® Association
- STANDARD 100 by OEKO-TEX® certification requires testing for harmful substances in compliance with globally consistent test criteria that consider all the ways a substance can be absorbed into the body, including through skin contact and respiration
- We offer STANDARD 100 by OEKO-TEX® certified [materials] to [reduce your testing cost/make it easier to certify your own product/increase the safety of your products/facilitate traceability in your supply chain]
- Integrated into procurement processes throughout the supply chain, STANDARD 100 by OEKO-TEX® is used as independent verification in product safety, sustainability and consumer labeling programs
- The STANDARD 100 by OEKO-TEX® certification system requires testing because safety from harmful substances cannot be verified by visual inspection alone
- Our products have been checked against a list of over 400 harmful substances and successfully tested according to the STANDARD 100 by OEKO-TEX® certification system

Messaging Ideas to Suppliers

- As part of our [quality/safety/traceability] program, we accept STANDARD 100 by OEKO-TEX® certification from our suppliers in place of additional harmful substance testing requirements. Contact usa@hohenstein.com to learn more
- Incorporating ECO PASSPORT by OEKO-TEX® certified chemicals into our supply chain is part of a broader sustainability program at [company]
- Use of ECO PASSPORT by OEKO-TEX® certified chemicals is a requirement of the supplier program at [company]
- As part of our [sustainability/quality/safety/traceability] program, we accept ECO PASSPORT by OEKO-TEX® certified chemicals from our suppliers
- As part of our STANDARD 100 by OEKO-TEX® certification process, we prefer ECO PASSPORT by OEKO-TEX® certified chemicals. Contact usa@hohenstein.com to start the certification process

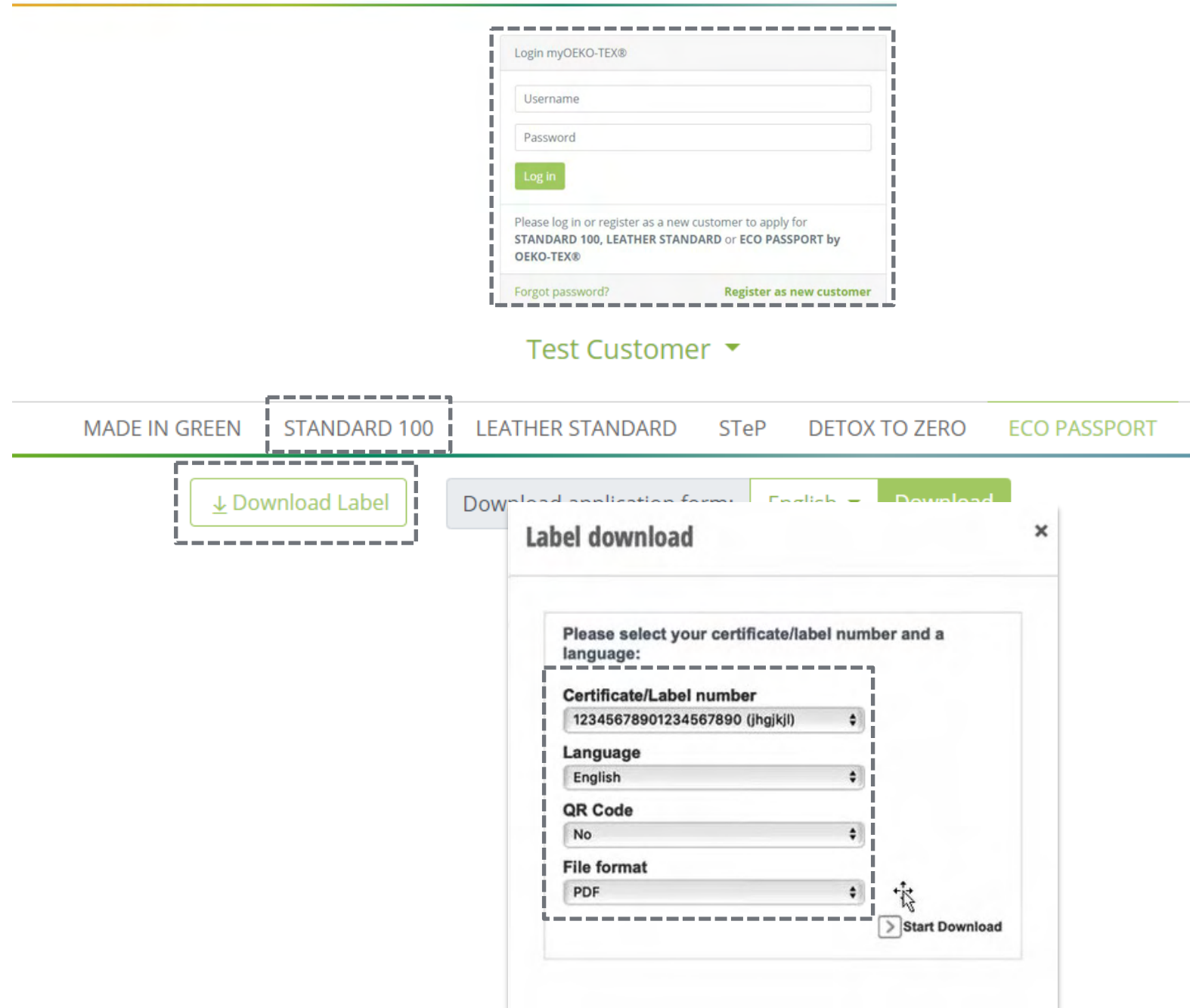


Using Supplier Labels

- Ensure that product is included in the certificate scope
 - require valid certificates with purchase
- Using a supplier's label is only allowed if product from the supplier remains unchanged when resold
- Labels must be obtained from the label owner

Label Owners – Download Label Templates

- [myOEKO-TEX® Portal](#)
- Login credentials:
Silvia Muentner
s.muentner@hohenstein.com
- Click: STANDARD 100
- Click: Download Label
- Select Certificate, Language,
QR Code
- File format : pdf, png, eps



The screenshot displays the myOEKO-TEX portal interface. At the top right, the logo reads "myOEKO-TEX® INSPIRING CONFIDENCE". Below the logo is a login form titled "Login myOEKO-TEX®" with fields for "Username" and "Password", and a "Log in" button. Below the form, there is a message: "Please log in or register as a new customer to apply for STANDARD 100, LEATHER STANDARD or ECO PASSPORT by OEKO-TEX®". At the bottom of the login form are links for "Forgot password?" and "Register as new customer".

Below the login form is a navigation bar with the following categories: "MADE IN GREEN", "STANDARD 100", "LEATHER STANDARD", "STeP", "DETOX TO ZERO", and "ECO PASSPORT". The "STANDARD 100" category is highlighted with a dashed box. Below this category is a button labeled "Download Label" with a downward arrow icon, also highlighted with a dashed box.

Below the "Download Label" button is a modal window titled "Label download" with a close button (X) in the top right corner. The modal contains the following text: "Please select your certificate/label number and a language:". Below this text are four dropdown menus:

- Certificate/Label number**: 12345678901234567890 (jhgkjl)
- Language**: English
- QR Code**: No
- File format**: PDF

At the bottom right of the modal is a button labeled "Start Download" with a right-pointing arrow icon.

Customized Label Orders

1. Download your label in pdf format
2. Complete label form: STANDARD 100
3. Email completed form & label pdf to: USA@Hohenstein.com
4. If multilingual label – specify in the email which order the languages should appear on the label

Form Creation of Labels

STANDARD 100 by OEKO-TEX®



Contact details

Company _____

Street _____

Postcode / City _____

Contact person _____

Phone _____

E-Mail _____

Valid Certificate Number _____

Languages

Single language label(s)
(please mark the required language/s with an „X“)

Multilingual label
(please enter the order of the languages in numbers)

<input type="checkbox"/> Arabic	<input type="checkbox"/> Finnish	<input type="checkbox"/> Latvian	<input type="checkbox"/> Slovak
<input checked="" type="checkbox"/> Bosnian	<input type="checkbox"/> French	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Slovene
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Greek	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Spanish
<input checked="" type="checkbox"/> Chinese trad.	<input type="checkbox"/> Dutch	<input type="checkbox"/> Polish	<input type="checkbox"/> Czech
<input type="checkbox"/> Chinese simple	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Turkish
<input checked="" type="checkbox"/> German	<input type="checkbox"/> Italian	<input type="checkbox"/> Rumanian	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Danish	<input type="checkbox"/> Japanese	<input type="checkbox"/> Russian	<input type="checkbox"/> Hungarian
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Korean	<input type="checkbox"/> Swedish	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Estonian	<input type="checkbox"/> Croatian	<input type="checkbox"/> Serbian	

Colour Code

Original colours (4c) Greyscale Black and White

File format

Vector *graphic* (scaleable without loss of quality)

AI EPS PDF

Pixel *graphic* (to be used only in defined size without loss of quality)

PNG Size (Width in mm): _____

JPG Size (Width in mm): _____; Resolution (dpi): _____

Drucken/Print

RESET

Guides

Questions & Approvals:

USA@Hohenstein.com

- **All OEKO-TEX® Labels**
 - Intro to OEKO-TEX® Labels
 - Label Use Guide + PDF Downloads
 - OEKO-TEX® Association Labelling Guide
- **Validation**
 - Guide: Certificate Validity Check
 - Consumer Guide: Label Check
- **Technical Guides**
 - myOEKO-TEX® Quick Start
 - Buying Guide Listing
 - MADE IN GREEN by OEKO-TEX®
- **Files for Design Purposes Only**
 - STANDARD 100 by OEKO-TEX®
 - MADE IN GREEN by OEKO-TEX®
- **Application Guides**
 - STANDARD 100 by OEKO-TEX®
 - LEATHER STANDARD by OEKO-TEX®
 - MADE IN GREEN by OEKO-TEX®
 - ECO PASSPORT by OEKO-TEX®

HOHENSTEIN ●

Learn More: Hohenstein.US/OTLabelUse