

# 7. OEKO-TEX® MADE IN GREEN Advertisement Label



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# 7.1 Intended Use

## WHO:

- A. MADE IN GREEN active label owner with at least one valid MADE IN GREEN product ID/label number
- B. Retailers who sell at least one valid MADE IN GREEN labeled product

## WHY:

- A. To represent all valid MADE IN GREEN product IDs/label numbers under one uniform label number in general marketing materials (i.e., brochures, catalogs, exhibition banners)
- B. Rare: On product marketing materials when using specific MADE IN GREEN product ID/label number is not appropriate or logistically possible (i.e., on-line shops, website)

## HOW:

- A. Only allowed while following the usage rules and if the physical product is labeled correctly



# 7.2 Usage Rules

## Advertisement Labels:

- Can ONLY be used if the product itself is clearly labeled with the product-specific label
- Can NOT be used on products (only product-specific labels can be used at the product level)

## Product Labels:

- For use at the product level
- Must be clearly used on the product when an advertisement label is used in marketing material
- Must include the product-specific MADE IN GREEN product ID or QR code

## Any References to OEKO-TEX®:

- It must be clear which articles are MADE IN GREEN labeled and which are not
- See all [OEKO-TEX® Labeling Rules](#)

## Advertisement Label

Cxxxxxxxxx  
-----



## Product Label

Mxxxxxxxxx  
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# 7.3 Minimum Requirements

The MADE IN GREEN advertisement label can only be issued:

## Active Label Owners:

- Based on existing, valid MADE IN GREEN label number(s) (i.e., valid product ID's)
- With OEKO-TEX® approval: Email request to [mig@hohenstein.com](mailto:mig@hohenstein.com)

## Retailers:

- Retailer's MADE IN GREEN application
- Retailer's connection with their suppliers via myOEKO-TEX® platform - 'Supplier Management' section
  - All suppliers providing MADE IN GREEN labeled articles
  - Suppliers with at least one valid MADE IN GREEN product ID/label number



# 7.4 Label Elements

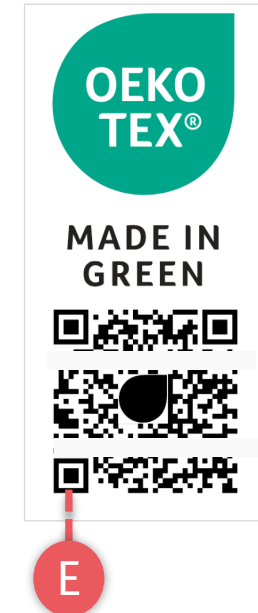
The MADE IN GREEN advertisement label includes:

- A. OEKO-TEX® MADE IN GREEN brand logo
- B. Traceability information:
  - C. Valid OEKO-TEX® customer number - assigned and authorized for use
- and-
- D. Institute
- or-
- E. QR code
- F. OEKO-TEX® web address (optional outside EU)

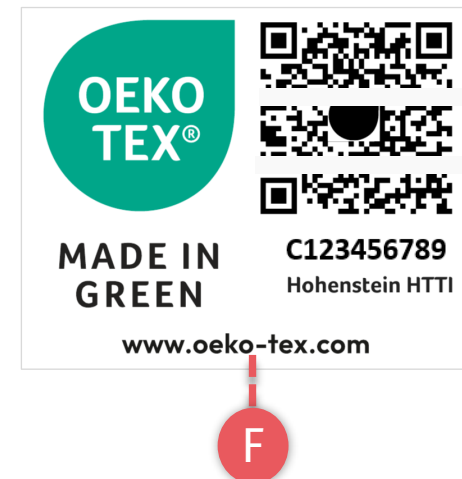
**File formats:** EPS, PDF, PNG

**Layout orientations:** vertical, horizontal

## Mandatory:



## Voluntary:



# 7.5 Label Validation – Active Owners

- A. Go to [oeko-tex.com](https://oeko-tex.com) [Label Check](#)
- B. Enter the OEKO-TEX® customer number from the advertisement label (case sensitive!)
- C. View the label's validity and label owner
- D. View all the label owner's MADE IN GREEN product IDs (valid or expired IDs that have not exceeded the 5-year traceability expiration date)
- E. Link to label check of specific MADE IN GREEN product IDs
- F. A label will be shown as invalid up to 6 months after the last expiration date of the product ID

The screenshot shows the OEKO-TEX Label Check interface. At the top, there is a navigation bar with 'Login', 'Contact', and 'Downloads' links, and a 'Menu' button. The main heading is 'OEKO-TEX® Label Check'. A search bar contains the customer number 'C123456879' and a 'check' button. Below this, a green checkmark icon with the word 'Verified' is shown. The text reads: 'Congratulations for choosing sustainability take a look at Bettina Brand AG's MADE IN GREEN labels.' Below this, a list of product IDs is shown: 'M1SM0F2R3 Dance Hooded Sweatshirt' and 'M1SM0FB33 Acme V-Neck Sweatshirt'. A red dashed box highlights the 'Your product's information' section for the 'Dance Hooded Sweatshirt', which includes a description and the article number 'IH ET 2302'. At the bottom, another search bar contains the customer number 'C123456111' and a 'check' button. Below this, a red 'X' icon with the word 'Failed' is shown. The text reads: 'Bettina Mills Ltd. is not a partner of the Oeko-Tex® Made in Green community.'

# 7.6 Label Validation – Retailers

- A. Go to [oeko-tex.com](https://oeko-tex.com) [Label Check](#)
- B. Enter the OEKO-TEX® customer number from the advertisement label (case sensitive!)
- C. View the MADE IN GREEN advertisement label's validity and retailer info

The screenshot displays the OEKO-TEX Label Check interface. At the top, there is a navigation bar with a search icon, 'Login', 'Contact', 'Downloads', and a 'Menu' button. Below this, the main heading reads 'OEKO-TEX® Label Check'. To the right of the heading are links for 'Our Standards', 'Apply here', 'Label Check', and 'Buying Guide'. A search input field contains the customer number 'C123456222', followed by a 'check' button. Below the search field, the text 'Green future: MADE IN GREEN products can be found at Bettina Co.' is displayed, accompanied by a 'Verified' status icon. Red callout boxes labeled A, B, and C highlight the 'Label Check' link, the input field, and the 'Verified' status, respectively.

# MADE IN GREEN Links

## Technical Manuals

1. [Application](#)
2. [Connection](#)
3. [Article definition](#)
4. [Label preparation](#)
5. [Label renewal](#)
6. [Relabel](#)
7. [Advertisement label](#)

## **B2B**

- [Standard / DE / ZH](#)
- [Implementation Examples](#)
- [myOEKO-TEX® Login](#)
- [myOEKO-TEX® Quickstart Guide / ES](#)
- [Infosheet / DE](#)
- [OEKO-TEX® Buying Guide](#)
- [Labelling Guide / ES / ZH](#)

**Questions?**

[mig@hohenstein.com](mailto:mig@hohenstein.com)

## **B2C**

- [OEKO-TEX® Label Check](#)
- [Guide: Label Check / ES](#)
- [OEKO-TEX® Buying Guide](#)





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