

How to use OEKO-TEX® CERTIFICATES in sales and marketing materials



How to use OEKO-TEX® correctly

When you choose products from ID® Identity with an OEKO-TEX® STANDARD 100 or OEKO-TEX® ORGANIC label, you can rest assured that your products have been tested for harmful substances.

OEKO-TEX® is an internationally recognised certification scheme and a guarantee that a product has been checked for harmful chemicals and dyes. Only products that comply with the requirements set out in OEKO-TEX® Standard 100 are authorised to carry the label.

OEKO-TEX® is a registered trademark, which means there are rules for where and how the logo can be used in your marketing.

If you are a retailer of at least one ID® Identity product that is OEKO-TEX®-certified, you can use the OEKO-TEX® logos in your marketing in printed materials and on digital platforms, including your website and social media, but only if you comply with the guidelines for the use of OEKO-TEX®.

Choice of OEKO-TEX® logo

The following gives you an overview of how you may use OEKO-TEX® in your marketing.

Please note that there are 3 different types of logos: **Umbrella brand logo - Produkt brand logo - Product logo.**

Choosing the latter logotype, product logo, depends on which ID® product you want to market.

OEKO-TEX® UMBRELLA BRAND LOGO



The logo must **NOT** be used in conjunction with an OEKO-TEX® product.

You can share that you are an OEKO-TEX® retailer and use the Umbrella brand logo, but please note that the reference and logo must be clear and closely linked.



Example

In addition to the above use of the Umbrella brand logo, the sales and marketing material must state:

"[name of retailer] sells OEKO-TEX®-certified products".

OEKO-TEX® STANDARD 100 PRODUCT BRAND LOGO



The logo must **NOT** be used in conjunction with an OEKO-TEX® product.

When referring to ID® products in general, you can use the OEKO-TEX® product brand logo, but there must be no doubt about who is OEKO-TEX®-certified and where to find the products.

OEKO-TEX® STANDARD 100 PRODUCT LOGO



The logo **MUST** be used with an OEKO-TEX®-certified product.

ID® has **MULTIPLE** OEKO-TEX® certificates with different certificate numbers, so be sure to use the one that matches the product! See the following page for a complete list!



The certificate number must be clear and visible.

Minimum dimensions of product logo: **W26.5 x H13 mm.**

You must apply a safe zone (respect distance) the size of the X in the logo when placing another logo or text next to the product logo.



If in doubt, write to ID® at support@id.dk for help.

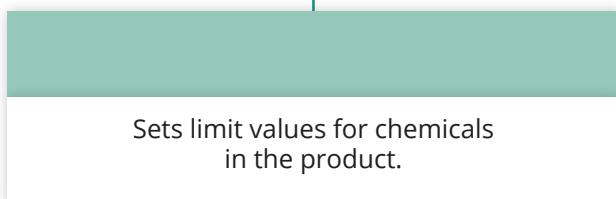
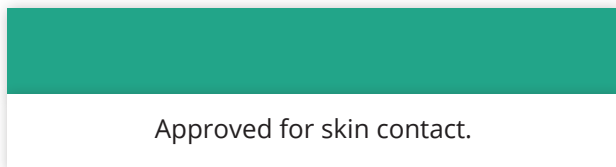
If you download a data file in our download manager, you'll get access to the product logo associated with the relevant product.

PRO Wear by ID® **GEYSER** by ID® *Seven Seas* by ID®

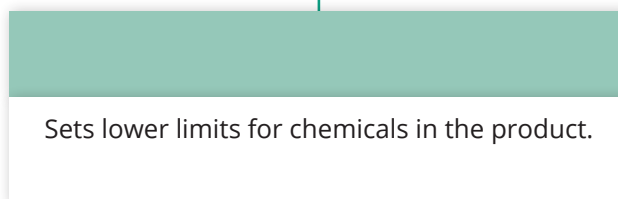
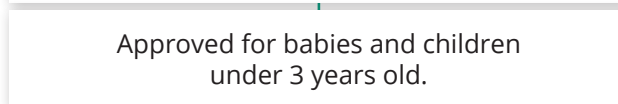
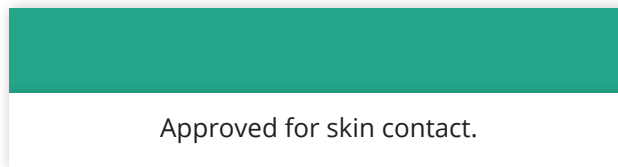
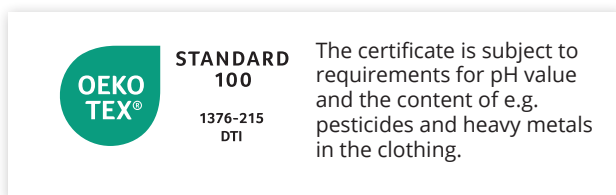
OVERVIEW OF OEKO-TEX® STANDARD 100 PRODUCT LOGOS



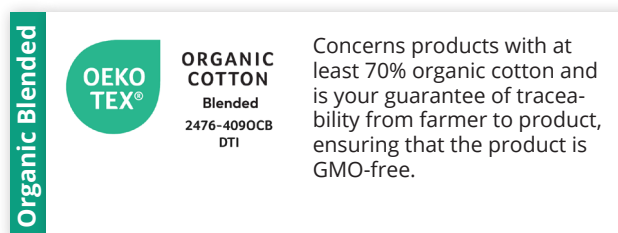
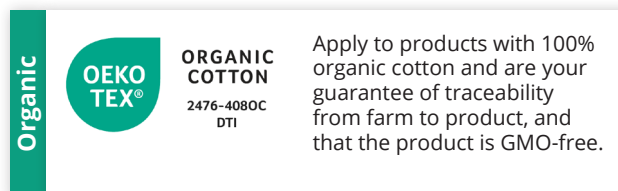
OEKO-TEX® certificates have product logos with different certificate numbers and are split into classes and annexes. Class 1 has more requirements than class 2, which is why class 2 appears at the top of the list below:



2 certificates:



4 certificates:



PRO Wear by ID® **GEYSER** by ID® *Seven Seas* by ID®