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 label, you can rest assured that your products have been tested for harmful substances.

OEKO-TEX® STANDARD 100 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
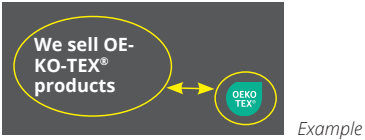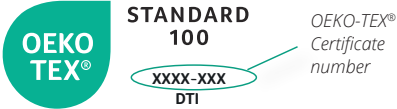
you comply with the guidelines for the use of OEKO-TEX®.

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 - Produktlogo.**

Choosing the latter logotype, product logo, depends on which ID® product you want to market.
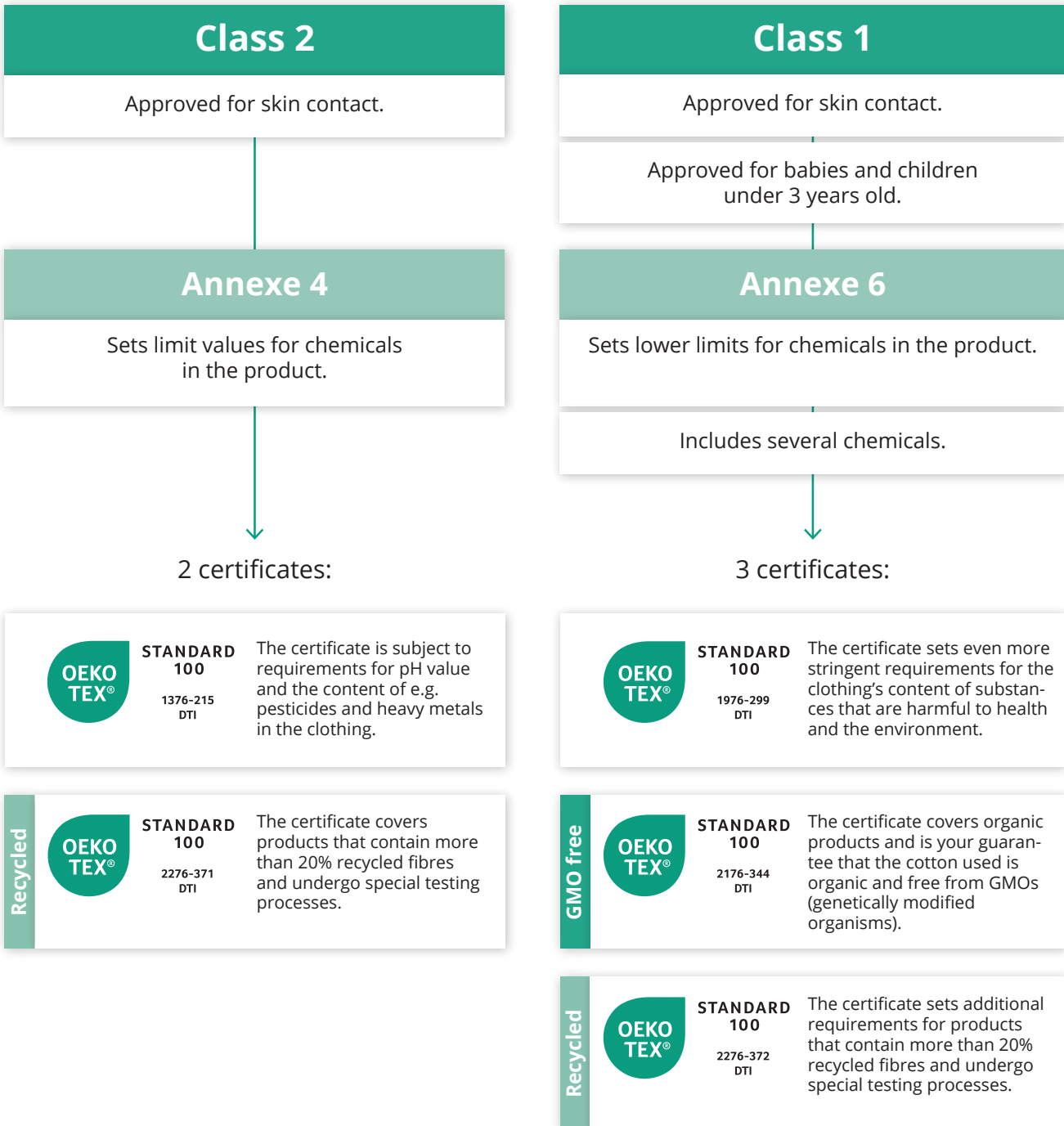
OEKO-TEX® **UMBRELLA BRAND LOGO**	OEKO-TEX® STANDARD 100 **PRODUCT BRAND LOGO**	OEKO-TEX® STANDARD 100 **PRODUCT LOGO**
The logo must **NOT** be used in conjunction with an OEKO-TEX® product.	The logo must **NOT** be used in conjunction with an OEKO-TEX® product.	The logo **MUST** be used with an OEKO-TEX®-certified 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.	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.	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!

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".

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

ID IDENTITY
USE | CARE | UNITE

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:

Class 2

Approved for skin contact.

Annexe 4

Sets limit values for chemicals in the product.

2 certificates:

| OEKO TEX® STANDARD 100 1376-215 DTI | The certificate is subject to requirements for pH value and the content of e.g. pesticides and heavy metals in the clothing. |

Recycled

| OEKO TEX® STANDARD 100 2276-371 DTI | The certificate covers products that contain more than 20% recycled fibres and undergo special testing processes. |

Class 1

Approved for skin contact.

Approved for babies and children under 3 years old.

Annexe 6

Sets lower limits for chemicals in the product.

Includes several chemicals.

3 certificates:

| OEKO TEX® STANDARD 100 1976-299 DTI | The certificate sets even more stringent requirements for the clothing's content of substances that are harmful to health and the environment. |

GMO free

| OEKO TEX® STANDARD 100 2176-344 DTI | The certificate covers organic products and is your guarantee that the cotton used is organic and free from GMOs (genetically modified organisms). |

Recycled

| OEKO TEX® STANDARD 100 2276-372 DTI | The certificate sets additional requirements for products that contain more than 20% recycled fibres and undergo special testing processes. |

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