

EU Eco-Label

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Is the official EU mark for Greener Products. The purpose of Eco-labeling is to minimize impacts on the environment and our health from products. Within the production of textiles there is a particular focus on the processes, there are strict environmental requirements for products throughout their lifecycle, all the way from raw material, production and use to its eventual disposal (cradle-to-grave approach). By following the Flower, you can wear clothes that treat the environment gently. Simply said, Eco-Labeled clothing is better by nature."



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The purpose of Eco-labeling is to minimize impacts on the environment and our health from products and services. Within the production of textiles there is a particular focus on the processes, there are strict environmental requirements for products throughout their lifecycle covering the whole production chain and its eventual disposal (cradle-to-grave approach).

The main course of cotton textile pollution is the production process with bleaching, dyeing and printing. Clothing sporting the Flower of the Eco-label is better for the environment as well as the wearer. The EU Eco-label distinguishes products that meet high standards of both performances and environmental quality.

Environmental advantages:

- * Factories must limit their use of water and reduce water and air pollution
- * Detergents and fabric softeners used in production must be 95% biodegradable
- * Printing pastes cannot contain certain hazardous substances
- * Dyes must be natural or otherwise friendly to the environment
- * The use of fabric treatments that can harm underwater animals or plant life is limited
- * Colour-stripping agents must meet ecological standards
- * Manufacturers are asked to provide detailed information on energy saved during spinning, knitting, weaving and other processes.

Energy savings:

- * Energy savings at the factory are passed on to the consumer

Better for your health:

- * Strict limits are placed on fabric treatments that have health risks
- * The use of dyes that can be carcinogenic, mutagenic or harmful to unborn babies is prohibited
- * Clothes made of cotton must be cleansed of all pesticide and weed-killer residues
- * The common process of using hazardous heavy metals in the dyeing process of cotton is forbidden.

Furthermore:

- * Hold their shape and colour and are made to last

So by following the Flower you can wear clothes that treat the environment gently throughout their entire life cycle, from the gathering of raw materials right through to disposal. Simply said, Eco-labeled clothing is better by nature.