

## Buying with confidence



Interested in sustainable and ethical textile and leather products?

The IVN quality seals verify sustainability at a glance. You will find a listing of retailers and on-line shops that carry certified products on our website:



Interested in finding out more?  
Ask us – we are happy to help!

## International Association of Natural Textile Industry

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## What do our quality seals really mean?

### Transparency

The production process for textiles and leather is long and internationally intertwined. Fibre production, spinning, knitting, weaving, tanning, sewing, embroidery, dying, printing, trading – each of these stages along the production chain can take place in different countries and separate production plants. Acting for you, we take responsibility for the big picture as well as all the details. Each production facility involved in the production chain of a certified product is assessed on site to ensure that the reality



of production truly complies with the strict requirements of our quality seal. All production plants are obligated to document their flow of goods. As a result, a T-shirt can be traced back to its origins.

### Credibility

Compliance with a quality seal is not something we only pay lip service to. Businesses are audited every year and certified by independent, state accredited institutes. The audit ensures that each production plant complies with the relevant standard. Businesses are obligated to formulate a sustainability strategy which articulates improvements as specific goals.

Transaction certificates ensure that a product meets all requirements along the entire production chain. These documents accompany a product through each step of production and manufacture.

### Holistic perspective

You, as a critical consumer, have the power to support change through your purchases. It is not enough for textiles and leather products to be fashionable or reasonably priced. They should be free of health threatening chemicals, they should be durable and easy to care for. Their manufacture should respect the environment as well as the people and animals involved in their production.

- ▶ Organic fibre generation
- ▶ Species-appropriate animal husbandry
- ▶ Efficient use of resources
- ▶ Efficient and minimal chemical input
- ▶ Bio-degradability
- ▶ Waste water management
- ▶ Appropriate waste management
- ▶ Human rights
- ▶ Workplace security
- ▶ Fair worker remuneration
- ▶ Ethical business practices
- ▶ Pollutant free
- ▶ Quality parameters

The IVN quality seals are unique: they not only assess individual aspects of a product but offer a holistic and verifiable evaluation of a product's sustainability.

### Consistency

Our quality seals set tough requirements. Chemical residue levels are stricter than those of European Law. Social standards are those of the International Labor Organization. Environmental parameters are more stringent than most environmental seals.

It is therefore not surprising that NATURTEXTIL BEST, NATURLEDER and the Global Organic Textile Standard are recommended by Greenpeace, Clean Clothes Campaign, Siegelklarheit and numerous sustainability blogs.



## The IVN quality seals

Certified reliability for sustainable  
textiles and leather goods

International Association of Natural Textile Industry



## The IVN quality seals



All three IVN quality seals stand for truly sustainable natural products: Products which have been produced on an ecologically sound and socially responsible basis. Products which are conducive to healthy living. Products of high quality. Their goal is to give you, the consumer, clarity and certainty.

If you want more sustainability in your consumer choices, being able to identify good quality textiles and leather goods at a glance simplifies your life.

## Global Organic Textile Standard



- ✓ at least 70% natural fibres
- ✓ organic fiber generation
- ✓ ethical and species-appropriate animal husbandry
- ✓ free of chemical pollutants
- ✓ no genetic engineering
- ✓ water conservation and pollution control
- ✓ energy and waste management
- ✓ human rights
- ✓ workplace security
- ✓ fair remuneration
- ✓ quality parameters
- ✓ strict residue limits

## NATURTEXTIL IVN certified BEST



- ✓ 100% natural fibres
- ✓ organic fiber generation
- ✓ ethical and species-appropriate animal husbandry
- ✓ free of chemical pollutants
- ✓ no genetic engineering
- ✓ water conservation and pollution control
- ✓ energy and waste management
- ✓ human rights
- ✓ workplace security
- ✓ fair remuneration
- ✓ quality parameters
- ✓ especially strict residue limits
- ✓ production primarily within Europe

## NATURLEDER IVN certified



- ✓ vegetable tanning, no chrome tanning allowed
- ✓ only raw skins permitted that are by-products of meat production
- ✓ short transport distances
- ✓ free of chemical pollutants
- ✓ water conservation and pollution control
- ✓ energy and waste management
- ✓ human rights
- ✓ workplace security
- ✓ fair remuneration
- ✓ quality parameters
- ✓ especially strict residue limits
- ✓ production primarily within Europe

