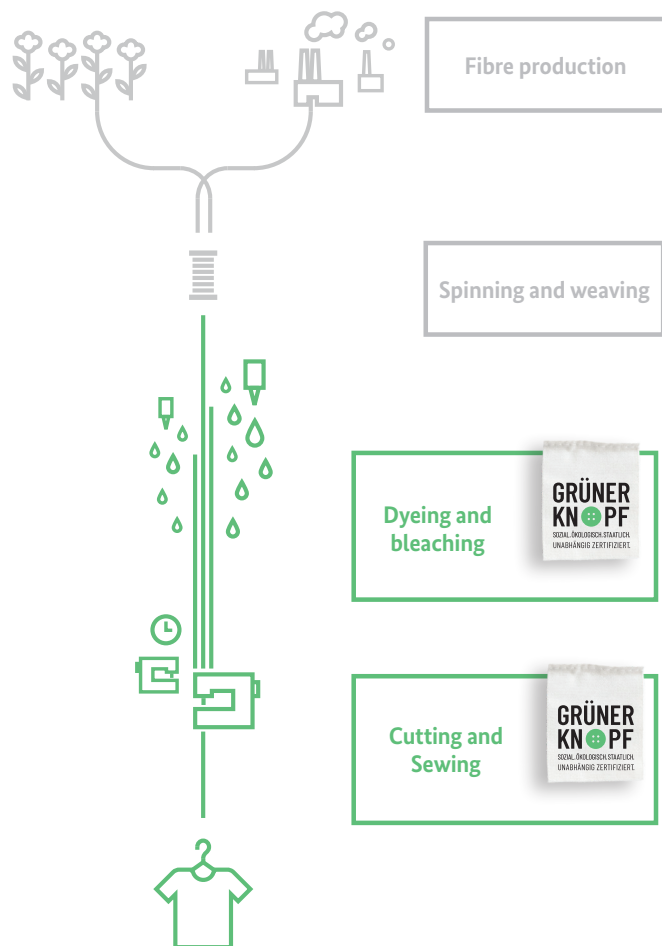




Supply chain; this is what the Green Button covers

By the time an average t-shirt arrives in our shops, it has already travelled 18,000 km. Every step of the way, there are social and environmental challenges to be met. The Green Button initially covers the 'cutting and sewing' and 'dyeing and bleaching' production steps. It will then be expanded to encompass 'spinning and weaving' and 'fibre production' as well.



You have questions about the Green Button? Please consult the label's issuing body:

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Federal Ministry
for Economic Cooperation
and Development



We change Fashion

Now easy to identify: socially and
environmentally manufactured textiles

bmz.de

Sustainability is on trend

Sustainable fashion is important for three quarters of German consumers. They quite rightly do not want to wear a t-shirt that has been dyed with toxic chemicals and stitched by people working 16-hour shifts to earn a pittance.

The Grüner Knopf (hereafter: Green Button) certification label allows you to identify sustainably manufactured garments when shopping. It is fixed straight onto the product, making it easy to spot – a reliable and consumer-friendly system.

Why choose the Green Button?

✓ Companies are assessed as a whole

What makes the Green Button certification label so special is that we not only impose requirements for products like t-shirts and bed linen, we also assess companies as a whole. Offering individual products for show is not enough.

✓ Stringent criteria

Companies must comply with a total of 46 demanding social and environmental criteria – from wastewater limits to a ban on forced labour



SOCIAL

Good for people

The Green Button certification label imposes strict requirements to promote decent work.

- ✓ No child or forced labour
- ✓ Payment of minimum wages (objective: living wages)
- ✓ Working time limits and written employment contracts
- ✓ Occupational health and safety standards
- ✓ Right to freedom of association and collective bargaining



ENVIRONMENTAL

Good for the environment

The Green Button certification label imposes strict requirements to ensure no adverse effects on people or nature.

- ✓ Limits for wastewater
- ✓ No use of hazardous chemicals
- ✓ No softeners
- ✓ Less CO2
- ✓ Fibres tested for harmful substances



OFFICIAL

Building trust

The government is responsible for setting the criteria and conditions for Green Button certification – establishing clarity and a sense of trust. The standard requires compliance with a total of 46 demanding social and environmental criteria.



INDEPENDENTLY CERTIFIED

Independent audit

Certification bodies check compliance with the criteria.

