

FOR IMMEDIATE RELEASE

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## **Macy's Selects MADE IN GREEN by OEKO-TEX® Traceable Textile Label for its Private Brands Home Products**

LIGONIER, Ind. (March 8, 2018) – Macy's will bring MADE IN GREEN by OEKO-TEX® traceable labels to select private brand textile products in its home collection. The MADE IN GREEN® label ensures products were made in environmentally friendly, socially responsible and safe facilities and were tested for harmful substances. The label will be featured on several Macy's private brand sheets and towels (a full list of products is available at the end of this release), which will be available in Macy's stores across the U.S. and on Macys.com.

"Macy's is committed to social responsibility and sustainability, and we know how important this priority is to our customers. We have clear, stringent standards and requirements for our suppliers, and the MADE IN GREEN label is the next step in ensuring our sustainability initiatives are visible to shoppers," said Roberson Keffer, Macy's Fashion Director, Home. "We're excited to partner with OEKO-TEX® to offer our customers the MADE IN GREEN by OEKO-TEX® label, which guarantees these textiles are eco-friendly while remaining the high-quality products our customers love."

"Our aim is always to ensure safety and confidence," said Ben Mead, Hohenstein Managing Director and OEKO-TEX® representative in North America. "Consumers are increasingly conscious of what they are buying. They're looking for companies and brands, like Macy's, that they can trust to ensure a responsible approach to the environment and health."

The MADE IN GREEN by OEKO-TEX® label is traceable, meaning that Macy's customers can confirm the authenticity for themselves through a unique ID. Customers can scan the label's QR code with their smart phones or enter the product ID on [MadeInGreen.com](http://MadeInGreen.com) to check validity and trace the product's supply chain.

Products carrying the MADE IN GREEN by OEKO-TEX® label have been tested for harmful substances by an independent, third-party laboratory according to STANDARD 100 by OEKO-TEX®. To ensure the products are produced in environmentally friendly facilities and socially responsible workplaces, production facilities are extensively evaluated according to the requirements of the STeP by OEKO-TEX® certification (STeP stands for "Sustainable Textile Production").

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STeP® certified facilities are using the best available processing technologies that protect the environment and make for efficient resource management. Finally, the facilities in which MADE IN GREEN labeled products are manufactured must be certified for their fair working conditions. This includes adequate measures to ensure occupational health and safety as well as social aspects such as the exclusion of child labor or discrimination.

Products with MADE IN GREEN by OEKO-TEX® Label

Available at Macy's March 12, 2018:

Charter Club Damask Bedding

Charter Club Sleep Cool Sheets

Charter Club Sleep Soft Sheets

Martha Stewart Essentials T220 Sheets

Martha Stewart Essentials 6PC Wash Cloth Pack

Martha Stewart Essentials 6PC Towel Bundle

Available at Macy's April 16, 2018:

Hotel Micro Cotton Solid & Fashion Towels

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### **About Hohenstein**

With global headquarters in Bönningheim, Germany and 1000 employees in offices and labs around the world, Hohenstein offers accredited and independent textile testing, certification, research and development as well as training for more than 70 years. Product labels such as the Hohenstein quality label or the UV Standard 801 support manufacturers and retailers in their marketing activities. As a founding member, Hohenstein is also one of the most important laboratories for testing within the OEKO-TEX® portfolio.

[www.Hohenstein.US](http://www.Hohenstein.US)

### **About OEKO-TEX®**

With 27 years of experience, OEKO-TEX® leads the world in empowering and enabling consumers and companies to protect our planet by making responsible decisions. OEKO-TEX® provides standardized solutions which optimize customers' manufacturing processes and help deliver high quality, more sustainable products. All products within the OEKO-TEX® portfolio are used to strengthen customers' systems, processes or products and help create more sustainable companies. More than 10,000 manufacturers, brands, and retailers in nearly 100 countries are working with OEKO-TEX® to ensure their products are tested for potentially harmful substances. Millions of consumers around the world look for OEKO-TEX® labels before making buying decisions. OEKO-TEX® certified products and suppliers can be located in the OEKO-TEX® Online Buying Guide at <https://www.oeko-tex.com/en/buying-guide>. Connect with OEKO-TEX® on Facebook, LinkedIn, and Twitter.