



HOHENSTEIN

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## **HSV celebrates Bundesliga promotions with OEKO-TEX® certified T-shirts**

*Limited-edition fanwear features MADE IN GREEN label for verified safety and responsible production*

BOENNIGHEIM, Germany, July 22, 2025—German soccer club Hamburger SV (HSV) is celebrating dual promotions with a commitment to sustainability. Both the men's and women's teams have earned a place in the Bundesliga, Germany's top-tier professional league. Fans can mark the occasion with limited-edition T-shirts labeled with OEKO-TEX® MADE IN GREEN.

The MADE IN GREEN label verifies that the shirts were tested for harmful substances and manufactured in environmentally and socially responsible facilities. Each shirt includes a code for tracing the transparent supply chain.

Hohenstein, a founding member of OEKO-TEX®, helped develop the MADE IN GREEN label, which turns 10 this year. The label provides consumers with trustworthy information about chemical safety and production conditions.

“Our goal was to give consumers reliable insight into how their textiles are made,” said Martin Cieslik, Head of Marketing & Sales at Hohenstein. “With just a QR code, people can see where and how products were produced—and under what conditions.”

The T-shirts were produced by HSV's long-term supplier MBA Solutions GmbH.

“Rapidly produced success items like the promotion T-shirt should ideally meet the same standards as any other product,” says Sascha Steinbrück, Head of Merchandising at HSV. “What matters to me is that a product is manufactured with ecological and social sustainability in mind and has been tested for harmful substances.” With this promotion T-shirt, HSV once again sets a strong example for certified fan merchandise – not as a trend, but as a promise for the future.

The certified shirts mark HSV's continued commitment to responsible fan merchandise—not as a marketing trend, but as a long-term principle.

See how OEKO-TEX® MADE IN GREEN works at: [Hohenstein.US/MADE-IN-GREEN](https://Hohenstein.US/MADE-IN-GREEN)

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To celebrate the double promotion of its men's and women's teams to the Bundesliga, HSV has launched certified promotion T-shirts bearing the OEKO-TEX® MADE IN GREEN label.

Photo: HSV

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### **About Hohenstein**

Hohenstein is a leading provider of independent testing, research and certification services for textiles, medical devices and consumer hard goods. With more than 75 years of scientific expertise and involvement in developing international standards, Hohenstein provides suppliers, manufacturers, brands and retailers with reliable data for safety, quality, performance and sustainability. Hohenstein is a founding member and leading provider of OEKO-TEX® services, a CPSC-accepted third-party laboratory for CPSIA compliance and GLP certified for safety and effectiveness testing of medical devices. Its services span chemical and physical testing, microbiological analysis, functional performance, user-centered evaluation and customized solutions beyond standard test methods.

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