

## A **fresh** positioning for OEKO-TEX®

Clearer communication  
Easier to understand and less technical  
Courageous and moving

Discover the new look & feel at <https://redesign.oeko-tex.com/en/>



The OEKO-TEX® new look will be **introduced** step-by-step:

At the beginning of **November 2022** the rebranding will be launched

New label and logos  
New certificate layout  
Updated labelling guide  
New OEKO-TEX® website design  
New OEKO-TEX® social media style

Transition period for customers will end in **December 2024**