

STeP Messaging

产品承诺是什么？

宣传材料中最简短精炼的文字，具有一致的结构，可在产品目录中识别出来。

关键陈述是什么？

一句话标题，突出产品的核心宣传点，给人留下深刻印象。关键陈述既可以完整使用，也可以分成两部分单独的陈述。

产品说明是什么？

对产品的详细陈述，展示产品所有优点。

产品承诺

负责任的生产，保护人类和地球。

关键陈述

最高标准：
完全可信赖

产品说明

OEKO-TEX® STeP认证为纺织和皮革生产的社会和环境方面树立了最高标准。此标签标志着对员工和环境负责并助力企业走向更加可持续的生产。

Responsible production for people & planet.

OEKO-TEX® STeP:
For complete confidence.

OEKO-TEX® STeP sets the highest standards for both social and environmental aspects of the textile and leather production. The modular certification system implements environmentally friendly production processes, improves health and safety and ensures socially responsible working conditions at facilities.

STeP focuses on the certification of the entire production chain in the area of textiles and leather.

From fibre manufacturing to spinning or tanning to finishing and making-up.



Environmental and chemical management



Safety and protection for workers



Social responsibility and fair working conditions



Efficiency and continuous improvement of production processes and efficient use of resources

A prerequisite for the OEKO-TEX® MADE IN GREEN label, STeP is a holistic certification with six modules covering:

- ✓ Chemical management
- ✓ Environmental performance
- ✓ Environmental management
- ✓ Social responsibility
- ✓ Quality management
- ✓ Health & safety at work

使用中：

- ✓ 宣传册
- ✓ 标题
- ✓ 公司信息
- ✓ ...