



EMILCOTONI GREEN CHOICE

VOLUME 3

STANDARD 100
by OEKO-TEX®

Emilcottoni

STANDARD 100 by OEKO-TEX®



Up to us

When ancient Greeks used to talk about beauty, they meant a concept that was not only about appearance. *Kalos kai agathos*, they used to say: what is beautiful has also to be good. Form and substance are linked together so strongly that they form an unbreakable communion. There are still people who have not forgotten this lesson.

Thirty years ago our story began. At Emilcotoni we have always aimed to achieve a 360-degree excellence, which means that we are not concerned only about the qualitative side of our cotton but also the ethical one, as taught by ancient Greeks: we are 100% responsible for every choice we make.

As natural consequence of our long-term ethical need, over the years we have acquired many certifications that show concretely our commitment to constantly and accurately control the whole chain: from cotton cultivation to final product selling.

But there is something more: in 2016 at Emilcotoni we published a code of ethics where we put on paper all the values we believe in. These are the principles we want our company and all the people who work with us to respect.

It is hard work. Tough calls and sacrifices are our daily bread, but, with our eyes on the future, we keep going along the only path we know as true and fair. Aiming at a cotton product that could be qualitatively and ethically good.



SEA ISLAND
COTTON

SEA ISLAND
AND
COTTON
ASSOCIATION (INC)

TM

west indian
sea island cotton



Return to quality

Buying clothes has never been as easy and cheap as it is now. We see them in a shop window, they grab our attention for a reason or other, we look them up online and proceed to buy them with a single click. More or less 80 billion clothes are produced worldwide every year: an incredible amount, especially perplexing if taking into consideration the rate at which it has increased during the last decades. Who now remembers having their very own "Sunday best"? That one precious outfit which was only worn for special occasions and handled with extreme care so that it would last as long as possible.

Nowadays fashion has become fast fashion. Quantity trumps quality. However, all of this comes at a certain cost. A recent *Economist* documentary revealed that in Great Britain alone more than 300.000 tons of clothes end up in landfills. It is the fastest growing type of waste in the country.

For this reason it is important, now more than ever, to invest in quality. To buy less, to buy better, and to repair what is damaged. It is not an easy recipe, but we can count on a little extra help. STANDARD 100, a certificate of the OEKO-TEX® portfolio, is one of those markers which can help us remain on the right path.



What is STANDARD 100 by OEKO-TEX®?

STANDARD 100 by OEKO-TEX® is an independent and fully-standardized international tool for the monitoring and authentication of all textile products on every production level.

This global system guarantees to manufacturers, retailers, brands and consumers worldwide that certified products do not contain harmful substances in critical amounts, to the benefit of the environment and our health, in other words: our future.

With more than twenty-five years of experience under its belt, this certificate has two very clear goals:

- ✓ On the one hand, to protect the consumer via a trustworthy and independent evaluation system which will identify and eliminate the source of any harmful substances in a textile product. In other words, STANDARD 100 takes responsibility for customer health and wants to safeguard it.
- ✓ On the other hand, to offer to companies working in the textile industry an independent and scientifically-based tool with which to prove the safety of their products in regards to their customer health.



UNION OF SOVIET SOCIALIST
RUSSIAN SOVIET FEDERATIVE SOCIAL

THE
BRITISH
ISLES

SPAIN

FRENCH WEST AFRICA

N T I

N T I

Trinité de Cuzco

of Greenwich

POLAND

ROMANIA

YUGOSLAVIA

ALGERIA

LIBYA

EGYPT

SAHARA DESERT

CHAD

LIBERIA

SIERRA LEONE

GUINEA

SENEGAL

GUINEA-BISSAU

CAPE VERDE

MAURITANIA

MAURITIUS

REUNION

FRANCE

INDONESIA

INDONESIA

INDONESIA

INDONESIA

INDONESIA

INDONESIA

UKRAINE

ARMENIA

GEORGIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

ARMENIA

H E R N O

COMMONWEALTH
OF
AUSTRALIA

O C E A N

Tropic of Capricorn

Kerguelen

St Paul I.

Amsterdam I.

St Paul I.

Amsterdam I.

St Paul I.

Amsterdam I.

St Paul I.

Amsterdam I.

Uniformity requirements

Having a widespread certificate which is the same for everyone is particularly useful in the textile industry, which is distinguished by its fragmented structure.

Let us take, for example, a perfectly ordinary pair of jeans, which we can find in any clothes shop: the cotton yard has been prepared by an American company, the zipper comes from China, the buttons from India and so on. Any item of clothing, even the most simple and unassuming, holds within itself a whole world of beginnings.

Even if the manufactures of the zipper in China, the ones of the buttons in India and those of the cotton yard in America have all been careful not to violate any national legislation, the result would still not be satisfactory because it would be uneven.

On the contrary, the objective of the analysis mapped out by the STANDARD 100 by OEKO-TEX® is to even out the international differences regarding the evaluation of harmful substances. In brief, if anywhere in the world you find a STANDARD 100 by OEKO-TEX® tag, you can rest assured that what is in your hands is a safe product for everyone.



Monitoring criteria

Don't be fooled by its name. This certificate does not take into consideration a mere 100 chemical substances. They were 100 in 1992, when OEKO-TEX® was founded, and they included primarily pesticides, carcinogenic dyes and heavy metals. Nowadays STANDARD 100 by OEKO-TEX® covers a much wider range of over 300 harmful substances.

On what we might call OEKO-TEX®'s black list we do find substances subjected to regulation in various national legislations, but it does not stop there. This substantial list goes even further and incorporates a number of substances which are not taken into account anywhere else. What makes this possible is the scientific research which OEKO-TEX® promotes and which enables it to always be informed on everything that might be damaging to the environment and public health.

Moreover, in regards to the identification of harmful substances, this certificate looks to two very important landmarks. The first of these is REACH, the guidelines adopted by the European Union to guarantee the health of both humans and the environment against the risk of harmful substances; the second is the American US Consumer Product Safety Improvement Act.

From America, to Europe, to Asia, STANDARD 100 by OEKO-TEX® takes the good which has already been done by local institutions and puts it together with the results of its thirty-year long research.



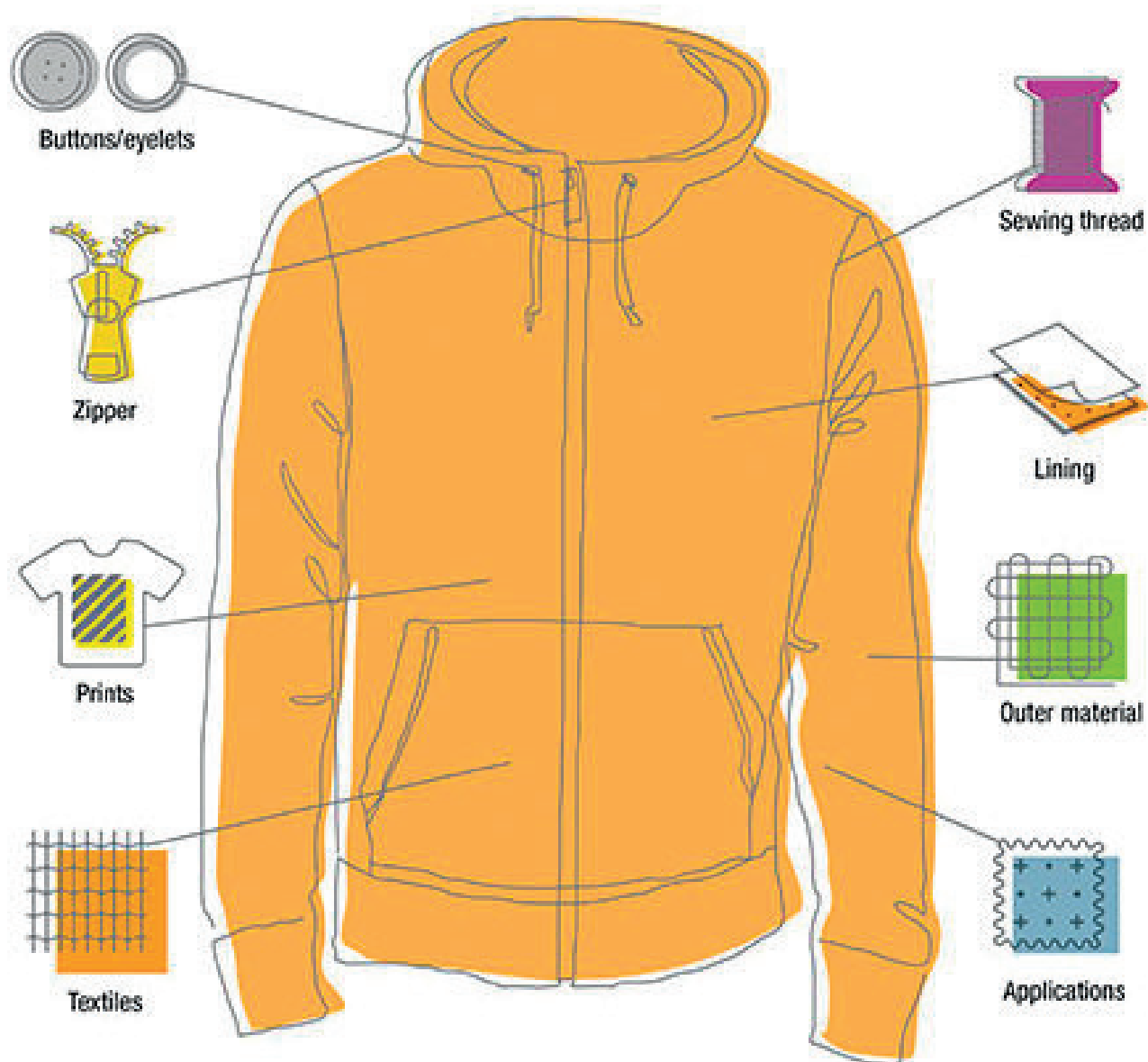
Monitoring methods

When a company decides to obtain the certificate it has to provide samples of its products so that they can be tested in one of OEKO-TEX®'s laboratories in Europe or in Japan. But our testing procedures do not stop there.

A necessary prerequisite to getting the certificate consists in company audits, during which OEKO-TEX® inspectors examine the internal system of quality control and of the whole production process. The objective is to ensure that there are in place the optimal conditions necessary for the receiving of this certificate and also that the products attached to it maintain a consistent ecological-human quality during the period in which the certificate is valid.

Moreover, OEKO-TEX® routinely carries out market inspections to ensure that these standards continue to be upheld.

It is a system that really leaves very little room for loopholes, but that is, after all, our goal: to raise awareness in the industry on the responsible use of chemical substances, long-term and on a global scale.



The modular system

One of the most useful and interesting aspects of this certificate is that it provides a modular test system. What does this mean? It means the brunt of the tests necessary for a product to be certified does not fall entirely on the shoulders of the last person in the monitoring chain. Let us once again take jeans as an example. It would be quite demanding for the company who produces them to have to test every single item they are made of: there is the yarn, the buttons, the zipper and so on. To proceed with such an endeavour would require a lot of time and money. It is not too hard to imagine where this would take us: sooner or later the whole testing phase would end up being skipped altogether. A very counterproductive result.

Because of this, STANDARD 100 by OEKO-TEX® allows tests to be carried out at any level of production and on any possible item related to the textile industry. This way, if the button producer is certified, if the yarn producer is certified, then the certification process of the finished product will be easier and faster, as it is based on safe elements which have already been checked.

This also applies to us, Emilcotoni. One could think that a cotton yard is such an initial part of the finished item's production (whether it is a sweater, a sweatshirt or anything else) that it does not warrant any preceding test. But that is not the case. In our case, for instance, it is very important that everything goes smoothly during the dyeing process. For this reason, we work only with certified and provably reliable Italian dye-works.

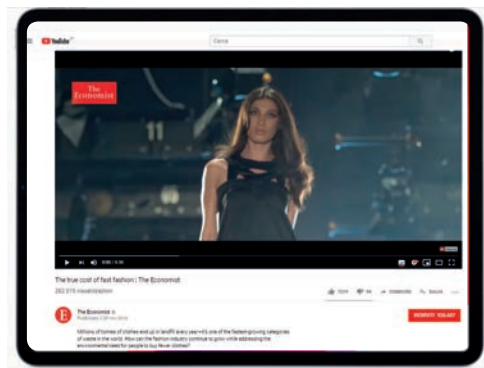
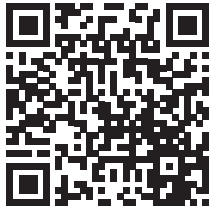


Product types

Let us not forget that the STANDARD 100 by OEKO-TEX® tests are not the same for every item. The more tight-fitting the item and the longer it comes into contact with the skin, the stricter the rules. To this end OEKO-TEX® has divided items into four categories, on the basis of their final use:

1. Textile items and toys, intended for babies and children up to three years of age (for example, underwear, onesies, linen for the crib or the bed, rag dolls, etc.).
2. Textile items which will be worn directly on the skin for a prolonged period of time (for example, underwear, linen, shirts, etc.).
3. Textile items which for the most part will not be used directly on the skin (jackets and coats).
4. In this last category we find furniture items such as table cloths and curtains, and fabric for the upholstery of walls and floors.

There are company which voluntarily decide to submit to the tests for the first two categories and, in doing so, to abide by a particularly rigid set of prerequisites. Emilcotoni is one such company. Our class I certificate attests to our commitment to producing yarn which has no negative impact on our customers' health. So that the customer can sleep as safe and sound as a baby.



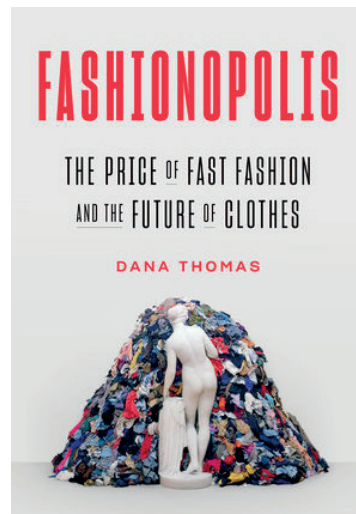
Look through...

In November 2018 The Economist published the video *The true cost of fashion*. A precise and quick guide to start interrogating oneself on the sustainability of fast fashion.

Read...

Fashionopolis. The price of fast fashion and the future of clothes by Dana Thomas.

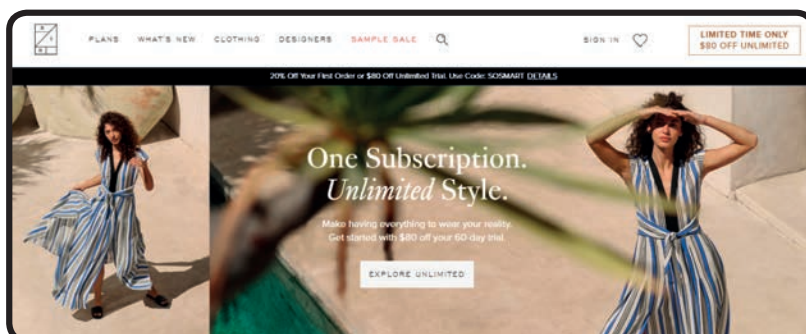
A perturbing essay which opens one's eyes on the consequences deriving from the unethical production of low-cost items of clothing.



Try...

www.renttherunway.com

The service which is revolutionising the fashion world: an innovative website which allows you to rent clothes and accessories from famous designers. Now live also in New York, Chicago, San Francisco, Santa Monica and Washington.



A responsibility that pays off

Italian mothers are famous for being very protective of their children. It seems, however, that they are not the only ones. British newspapers have announced that the Duchess of Sussex, well-known for her environmental-friendly sensibility, has prepared for little Archie a completely sustainable baby-set, from the onesies to the stroller. Who knows, maybe she might have used certified STANDARD 100 by OEKO-TEX® first-category products?

After all, what moves the Duchess is not that different to what moves ordinary people. You do not have to be a member of the royal family to wish for a product which is not harmful either to your health nor to the environment. At the end, nobody has stopped pursuing quality, even though nowadays quantity appears to have the upper hand. Maybe we have to start over from here, from the basics, from what really matters. In the long run – of this we are certain – it will pay off.

Emilcottoni

Emilcottoni S.p.A.

Viale dell'Industria 12

29122 Piacenza (Italy)

Tel. +39 0523 606913

info@emilcottoni.it

www.emilcottoni.it

