

7. MADE IN GREEN (MIG) Advertising Label

[7.1 Purpose for use](#)

[7.2 Minimum requirements](#)

[7.3 Label examples](#)

[7.4 Usage rules](#)

[7.5 Label validation](#)

7.1 Purpose for Use

- A. The MADE IN GREEN by OEKO-TEX® advertising label is for companies who would like to represent all their valid MIG labels under one uniform label number in advertising material (i.e. brochures, catalogs, website, exhibition banners)
- B. The advertising label allows companies to mention their MADE IN GREEN by OEKO-TEX® products in marketing when using a specific MIG product label is not appropriate or possible



7.2 Minimum Requirements

The MADE IN GREEN by OEKO-TEX® advertising label can only be issued:

- A. On the basis of existing, valid product MIG label(s) (i.e. valid MIG ID's)
- B. With OEKO-TEX® approval obtained by emailing request to mig@hohenstein.de



7.3 Label Example

A. The advertising label includes:

- MADE IN GREEN by OEKO-TEX® logo
- Valid OEKO-TEX® customer number that is assigned and authorized for use
- Responsible institute
- Pledge
- Web address

B. File formats: PDF, JPG



7.4 Usage Rules

- The **MADE IN GREEN** by OEKO-TEX® advertising label can only be used:
 - By current label holders that have at least one valid product MIG label
 - In advertising materials (i.e. brochures, catalogs)
- **PRODUCTS** can NOT be labelled with the a MIG advertising label
- Only product labels can be used at the product level. Products can **ONLY** be labelled with the product's specific **MADE IN GREEN** by OEKO-TEX® label including the corresponding product ID

Advertising Label



Product Label



7.5 Label Validation

- A. Go to oeko-tex.com [Label Check](#)
- B. Enter the OEKO-TEX® customer number from the advertising label (case sensitive!)
- C. View the MIG advertising label's validity and label owner
- D. The label will be shown as valid up to 6 months after the expiration date of the products last MIG ID number

OEKO-TEX® Label Check

Bettina Brand AG is a proud partner of the MADE IN GREEN by OEKO-TEX® community.

OEKO-TEX® Label Check

Bettina Mills Ltd. is not a partner of the MADE IN GREEN by OEKO-TEX® community.

MADE IN GREEN (MIG) Links

Technical Manuals

1. [Application](#)
2. [Connection](#)
3. [Article definition](#)
4. [Label preparation](#)
5. [Label renewal](#)
6. [Relabel](#)
7. [Advertising label](#)

B2B

- [myOEKO-TEX® Platform](#)
- [MADE IN GREEN Infosheet](#)
- [OEKO-TEX® Buying Guide](#)
- [Labelling Guide](#)

B2C

- [Label Check](#)
- [OEKO-TEX® Buying Guide](#)

Questions? mig@hohenstein.de

HOHENSTEIN ●