

Using the GOTS Logo – on and off product



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Licensing system – May 2017



- **The GOTS Logo is a registered trademark.**
- **The GOTS logo may be used as on-product and consumer label to market GOTS certified textiles**
- **The GOTS logo is permitted for Combined Products.**
- **All labels must be approved by Certifiers using an appropriate form.**
- **The Logo can be used off-product as well.**

LICENCING AND LABELLING GUIDE

On product labelling (Section 4.1)



- **A GOTS logo applied on *GOTS Goods* in such a way that it is visible to the buyer / consignee in the textile supply chain and to the end consumer at the time of purchase.**
- **To identify GOTS Goods**
 - **Packaging**
 - **Hangtag**
 - **Label**

Product Marking



- **A GOTS logo applied to GOTS Goods presented in catalogues, on web pages, on advertisements or other publications (e.g. by mail order companies).**
- **Conditions of use are the same as that for a label.**
- **In all cases, the user must ensure that there is no confusion between certified and other goods in any publication and/or advertising.**

Off-Product marking (Section 8)



- **Any other application of the GOTS logo not covered under the Product Marking / On-Product Application**
- **Use of logo without specific and direct reference to *GOTS Goods***
 - **business cards**
 - **letterheads**
 - **publicity materials.**

Who can use the GOTS Logo off-product



- **GOTS themselves and their founding organisations**
- **CBs referring to their Approved status**
- **Certified Entities and Retailers with reference to their certified operations**
- **Stakeholders, NGOs, media and others that distribute independent, consumer information.**

Labelling – a visible commitment to the consumer



What information must a GOTS label have ?



- **The correct GOTS Logo**
- **The Label Grade**
- **The licence number**
- **Reference to the Certification Body**

The older version of GOTS is still a registered trademark !



- All labels that are in the market are still valid.
- If you have ready (correct) labels with the older logo, please use them up.
- Please move to the new version of the logo for all new materials.



'organic'
Certified by [certifier's ref.]
[license number]

Label requirements

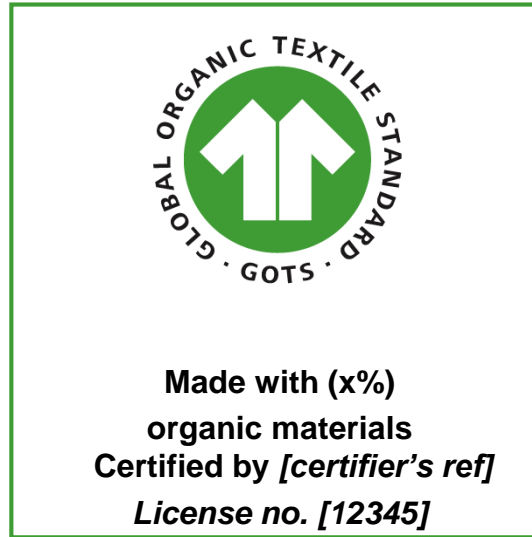
Logo, Grade, Licence and Reference



**Using 95 – 100%
organic fibers:**



**Using 70 – 94%
organic fibers:**

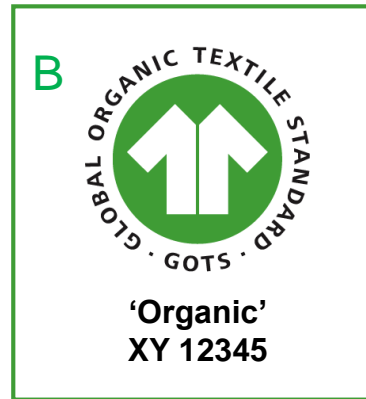


Correct & Incorrect Labelling

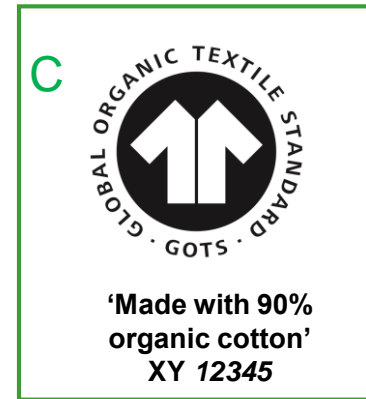
Logo, Grade, Licence and Reference



Product name can be added to label grade 'organic'



Shortest labelling option possible; ref. to certifier can be part of the license number



Black version; Label grade 'made with organic' correct (70-94% organic fibre)

Correct and incorrect labelling

Logo, Grade, Licence and Reference



„100% organic“ not possible as label grade;
Reference to certifier missing



Garment should be white or natural griege;
License number missing

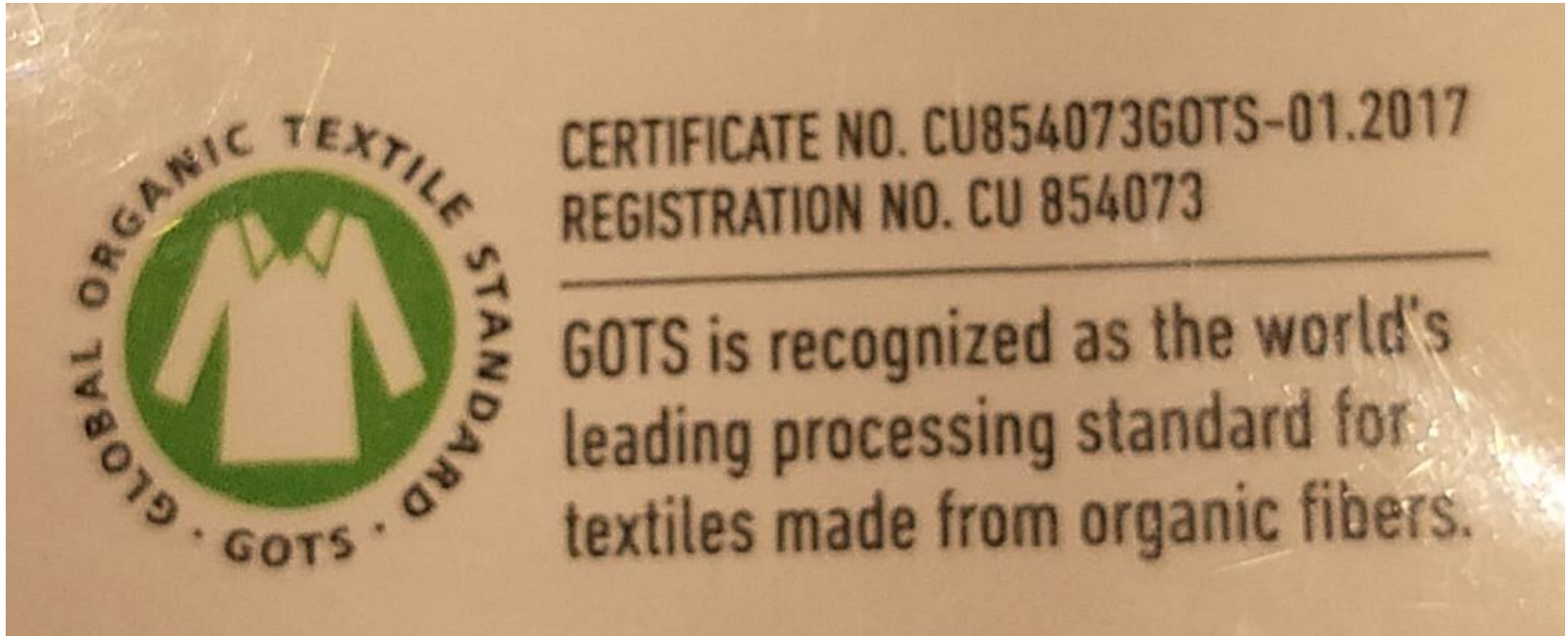


Old GOTS logo;
Label grade is “made with (70%) organic...”

Right or Wrong ?



Right or wrong ?



Examples of Combined Product Labels



COMBINED PRODUCT
[name of component]
certified to GOTS



'Organic'
Certified by [certifier's
ref.] [licence number]

COMBINED PRODUCT
[name of component]
certified to GOTS



'Made with x%¹ organic
in-conversion materials'
Certified by [certifier's
ref.] [licence number]



Representative photograph only.

Logo use by suppliers of additives



- Producers or suppliers of GOTS Additives may choose to use the GOTS logo for **informative and/or advertising purposes** under certain conditions.
- Use of the GOTS Logo is allowed **on lists of approved GOTS Additives** with a reference to the approving Certifier and **on payment of an additives licence fee**



'GOTS Approved Additive'
Approved by *[certifier's ref.]*
[Approval Ref. number]

Thank you !



Questions ?

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