HOW TO USE GOTS SIGNS* FOR CERTIFIED PRODUCTS AND IN YOUR ADVERTISING

FLOWCHART NO. 1

Is your company GOTS-certified?

YES

Have you obtained a signed labelling release form from your Certifier?

YES

→ Get approval from your Certifier by obtaining a signed 'Labelling Release for GOTS Goods' form

→ Use labelling as approved

→ Use labelling as per approved artwork

→ Check FLOWCHART ADVERTISING on Page 2

NO

NO

Area of Activity

Mechanical / Chemical Processor / Manufacturer / Printer

Retailer**

B2B / Wholesaler

Do you also sell to other retailers or businesses?

NO

Engaged in repacking*** / relabelling / printing / cutting / any other processing

NO

YES

→ Refer to FLOWCHART NO. 2

Annual turnover with GOTS Goods <20.000 Euros

Annual turnover with GOTS Goods ≥20.000 Euros

Register with GOTS-approved Certifier and get GOTS certified as soon as annual turnover exceeds 20.000 Euros

GET CERTIFIED

NO

YES

→ Refer to FLOWCHART NO. 2

GOTS is a registered trademark - to avoid Greenwashing we take all and any appropriate legal steps to safeguard the credibility of the GOTS quality assurance system and identification.

* GOTS Signs include the registered GOTS wordmark and picture-logo trademark
** Please refer to Advisory for Retail Groups
*** Repacking means when individual product packaging is removed and new packaging is attached
FLOWCHART NO. 2

Is your Supplier Certified to GOTS?*

→ Proof: Valid Scope Certificate of supplier

Has your supplier received labelling release approval or Transaction Certificate from his Certifier (signed by the Certifier)?

→ Ask your supplier to get certified OR look for a certified supplier in GOTS Public Database

→ Ask your supplier to get approval from its Certifier by obtaining a signed ‘Labelling Release for GOTS Goods’ form. We recommend obtaining the Transaction Certificate from your supplier and shipment as definite proof of supply of GOTS-certified products.

→ Use labelling as per approved artwork

→ Check FLOWCHART Advertising

FLOWCHART ADVERTISING

Do you offer GOTS labelled products?*

On product

→ The GOTS Label including the mandatory labelling elements in the following order: the GOTS logo, the label grade, the certifier’s name, and the license number must be visible to the buyer/consignee in the textile supply chain and to the end consumer at the time of purchase. It must either be sewn into the product, on packaging or visible on hangtag.

Off product (catalogues, webpages, online-shops and other publications)

→ When promoting both GOTS-certified and non-certified products, you shall** avoid any confusion among your customers:

1. Each GOTS-certified product shall** be labelled correctly (see Flowchart 1).
2. You shall** not place the GOTS Logo in the header or footer of your website or online-shop.
3. If you want to display the GOTS Signs in a printed medium, on a website, or in an online shop, a clarification must be added. An example of an appropriate clarification is: We offer GOTS products which are labelled separately.

Is your company GOTS-certified?

→ You can refer to your certified status, but you shall** add additional clarification that GOTS products are labelled separately.

→ It is not permissible to use the GOTS Logo or any reference to GOTS for advertising.

The use of GOTS Signs is allowed only in strict conformance to the “Conditions for the Use of GOTS Signs”.

*Only in conjunction with FLOWCHART NO. 1
**The word ‘shall’ indicates a mandatory requirement