Using the GOTS Logo – on and off product

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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.
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.
Label requirements
Logo, Grade, Licence and Reference

Using 95 – 100% organic fibers:

Organic
Certified by [certifier’s ref.]
License no. [12345]

Using 70 – 94% organic fibers:

Made with (x%) organic materials
Certified by [certifier’s ref]
License no. [12345]
Correct & Incorrect Labelling
Logo, Grade, Licence and Reference

A
‘Organic’ T-Shirt
Certified by Certifier XY 12345
Product name can be added to label grade ‘organic’

B
‘Organic’
XY 12345
Shortest labelling option possible; ref. to certifier can be part of the license number

C
‘Made with 90% organic cotton’
XY 12345
Black version; Label grade ‘made with organic’ correct (70-94% organic fibre)
Correct and incorrect labelling
Logo, Grade, Licence and Reference

D
100% Organic
12345

E
Organic
certified by Certifier XY

F
70% Organic cotton
certified by Certifier XY
12345

„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%’ organic in-conversion materials’  
Certified by [certifier’s ref.] [licence number]

Representative photograph only.
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.
Thank you!

Questions?

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