

18th February, 2009

First Naturland Certification for Living Crafts

Highest organic standards at each stage of the textile chain

Selbitz/Gräfelting - Naturland and Living Crafts have announced their new co-operation project to coincide with the BioFach 2009 from 19th – 22nd February in Nuremberg, Germany. Living Crafts cotton, produced by an Indian co-operative of about 6,000 smallholders, is to be certified as organic by Naturland. All the subsequent processing stages, too, from ginning to finishing, are to be inspected and certified to Naturland's strict standards. "The textile sector in particular, with its intensive use of pesticides in cotton cultivation and its complex processing stages, is crying out for organic alternatives which can be applied from field to fashion", declares Hans Hohenester, a Naturland farmer and chairman of Naturland's steering committee. Living Crafts, with its many years of experience in the field of organic textiles, was looking to develop its organic standards further, within the context of its quality assurance programme, and found the ideal partner in Naturland, an international organic association. This new co-operation means that consumers will shortly be able to choose from baby clothes to men's and women's fashions, produced under organically and socially impeccable conditions.

Naturland textiles are 100% organic

Growing cotton organically is the first major step towards avoiding great quantities of pesticides from poisoning the environment. Behind cultivation methods also the complete textile from chain ginning, spinning, weaving or knitting and finishing has to be observed. Bearing this in mind, Naturland took the step of formulating its own processing standards - with benchmark to the main international standards for organic textiles - as long ago as 2005. Naturland fulfils all the GOTS (Global Organic Textile Standard) requirements and even surpasses them in many cases, such as with its standards on processing procedures. Naturland prohibits mercerisation and optical brighteners, for example.

Besides this, in the course of its organic certification procedure Naturland also scrutinises the social conditions under which Naturland items are produced and processed. "We are happy to see certification by Naturland come to fruition after a long period of careful planning," says the general manager of Living Crafts, adding "In this way we are now able to communicate more clearly to the general public the high demands we make of our products."

Living Crafts – a tradition of sustainability

Living Crafts is an innovative leading supplier of fashionable natural textiles in the basic segment for the whole family. For almost 25 years now, production of their organic textiles has been confined to certified factories only, employing eco-friendly and socio-economic manufacturing processes, with production facilities in Germany, Turkey and India. Sustainability, as Living Crafts understands it, is not just important in the manufacture of the garments themselves. Packaging materials and transport are also major environmental factors for Living Crafts, the choice of which is determined by attempting to achieve the greatest sustainability possible.

At the BioFach you find Living Crafts at hall 6, booth 234 and Naturland in hall 6 (booth 263).

Further details are to be found under:

www.livingcrafts.de or www.naturland.de