

PRESS RELEASE

„Sustainable Fashion Now!“ – Karlowsky® is certified with the state seal Green Button

With its new products for 2021, Karlowsky Fashion GmbH shows which topics will determine the coming years in the workwear sector: Sustainability, transparency and a great deal of love for detail. The Certification with the government's Green Button seal is just the beginning and lays the foundation for the workwear of the future.

Magdeburg, 06.07.2021. Karlowsky® has been firmly anchored in the international workwear market for over 129 years. In addition to the values of tradition, innovation and quality, the traditional Magdeburg-based company is fully committed to the topic of sustainability. *"Our new sustainable products are an investment in the future of our planet and are intended to inspire fundamental change,"* says CEO Thomas Karlowsky. Greatest possible transparency is a key to sustainable action. The company had therefore already decided in 2019 to certify itself and its products with the government's **Green Button** seal. To achieve this goal, the internationally renowned product seals **GOTS (Global Organic Textile Standard)** and **GRS (Global Recycled Standard)** were quickly sought. *"We are very pleased to be able to offer a collection that meets these prestigious national and international standards already this year."*

As one of just about 60 companies, Karlowsky® has held the **Green Button** since this year. *"We are of course proud of what we have achieved, it was a hard piece of work, but we cannot and will not sit back yet. Many more challenges lie ahead of us in the coming years - whether as a company or as a society as a whole."* The goal of becoming one of the most sustainable producers of workwear in the catering, hotel, medical, care, wellness and cosmetics sectors is firmly anchored in the company's guiding principles.

The **Green Button** is a state seal for sustainably produced textiles. It gives consumers guidance when shopping and sets binding requirements to protect people and the environment in the production process of textiles. A total of 46 stringent social and environmental criteria must be met – ranging from wastewater to forced labour. What is special about the **Green Button** is that the company as a whole is also audited, not just the product. This makes it the first government-run certification label to systematically audit companies for compliance with human rights and environmental due diligence in their supply chains. The government defines the criteria and conditions for the **Green Button**, creating clarity and trust. Independent auditors review compliance with the criteria.

The certifications with the **Green Button** and the two international product seals **GOTS** and **GRS** form the foundation for future product development and production at Karlowisky®. As a manufacturer, Karlowisky Fashion thus lives up to its pioneering role when it comes to sustainability - with workwear that not only shapes the present with its unusual style, but also shapes the future through the use of sustainable materials.

All new products from Karlowisky® can be discovered in the NEW STYLES 2021 brochure, hot off the press. Take a look now or order at: www.karlowisky.de

Press contact

Karlowisky Fashion GmbH
Mr. René Lehmann / Marketing and Project Coordinator

Am Stadtweg 2
DE-39164 Wanzleben-Börde OT Hohendodeleben
Tel.: +49 39204 9128-152
Mail: rene.lehmann@karlowisky.de

Number of characters with spaces: 3,451

Number of words: 460

Picture material: free of charge for editorial use under the copyright: © Karlowisky Fashion GmbH

- Markenlogo_Karlowisky
- Produktbilder (Produkte mit Grünem Knopf)
- Logos_Zertifikate