

Press Information

21/01/2010

Lion Brothers Raises the Bar with Oeko-Tex® Standard 100 Certification

Greensboro, NC—January 19, 2010— Lion Brothers Company, Inc. is the world's leading designer and manufacturer of apparel brand identification, insignia and decoration solutions. Oeko-Tex has tested and certified Lion's products to be free from dangerous levels of more than 100 substances believed to be harmful to people. Because Lion's products do not contain hazardous chemicals, they are safer for consumers as well as for manufacturing employees and the environment.

"Oeko-Tex certification is an important part of Lion's ongoing Corporate Responsibility and Sustainability Initiatives," says Mickie Holden, Vice President of Market Development at Lion. "Oeko-Tex is a globally respected resource for product testing and certification."

Securing Oeko-Tex certification supports Lion's global branded clients such as Nike, Adidas, and Puma who require third party, independent textile safety verification. "Oeko-Tex certification is important for the continued growth of Lion's global business," continued Holden. "Now as textile safety concerns escalate in the U.S., Lion's clients are requesting Oeko-Tex Standard 100 certification, especially those companies who manufacture apparel and uniforms for children." Oeko-Tex Standard 100 certification satisfies the new CPSIA requirements for lead testing in children's products.

"Europeans have been demanding safe textiles for decades," says Sam Moore, Managing Director of Hohenstein Institute America. "As demand grows in the rest of the global market, especially here in the U.S., Lion Brothers will be superbly positioned to respond and to enable their customers to benefit as well."

About Lion Brothers

Lion Brothers is recognized as a world leader in the design, manufacture and distribution of embroidered emblems for apparel decoration and uniform identification. Founded in Baltimore in 1899 and serving more than 1600 brands and factories around the world, Lion produces products for the world's leading brands, such as Nike, Adidas, Puma and VF Imagewear, plus authentic and replica uniform decoration for collegiate and professional sports including MLB, the NBA, the NFL, and the NHL. Lion is also a primary supplier of embroidered awards and insignia to organizations including Girl Scouts of the USA, Boy Scouts of America, and the U.S. Government. Lion's Corporate Responsibility Initiatives focus on sustainable manufacturing and carbon footprint reduction. Lion is a female-owned business that operates manufacturing facilities in the U.S. and China employing more than 400 individuals worldwide. www.LionBrothers.com.

issued by

OEKO-TEX® Association
Secretariat
Gotthardstrasse 61
8027 Zürich
SWITZERLAND
Phone: +41 44 206 42 35
E-mail: info@oeko-tex.com

written by

OEKO-TEX® Zertifizierungsstelle GmbH
Kaiserstrasse 39
60329 Frankfurt
GERMANY
Phone: +49 71 43 271 723
E-mail: press@oeko-tex.com

