



GOTS for the Home

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COYUCHI



Home Textiles

Integrity

- Fiber
- Facilities

Customer

- What is organic?
- What to look for?
- Why does it matter?



INTEGRITY: Fiber & Facilities

USDA National Organic Program is
the standard for growing fiber.

Complex Supply Chain

Gin

Spinning

Weaving

Dyeing/Finishing

Cut/Sew

Additional Processing

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CONSUMER: GOTS

TEXTILES IS A DIRTY BUSINESS

- Environmental protection
- Worker protection
- Enforcement of standards
- Transparency
- Certification

CONSUMER PROTECTION



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CONSUMER: Engagement



False claims abound
Customer needs information
GOTS trademark matters



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