



# MADE IN GERMANY



## AUF DER KIND & JUGEND: GREEN KIDS PAVILLON



### **KIND + JUGEND 2015 Green Kids Pavilion presents certified children's clothing**

**4 manufacturers of natural products with the joint commitment**

**"Natural products = beauty + naturalness + ecology + Made in Germany / Europe + health"**

*ENGEL, HIRSCH NATUR, PICKAPOOH and POLOLO share the same passion for high quality, fashionable and breathable children's clothing which fit well, as well as the ambition to exclusively offer children's clothing which is free from harmful substances, fairly and cleanly produced.*

**[Cologne, 09|10|2015]** Following a successful launch two years ago, the Green Kids pavilion, a communal fair stand co-operated by ENGEL, HIRSCH, NATUR, PICKAPOOH and POLOLO, manufacturers of natural products, is once again being featured at the "KIND + JUGEND" in Cologne in 2015.

We are presenting a cheery and colourful range of high quality, ecological and sustainably produced children's fashions from "Head to Toe", predominantly "made in Germany". The four partners stand personally for the compatibility of ecology, economy and fairness.

#### **Certified according to "IVN Standard" and/or "GOTS"**

"Eco" and "fair" have become very elastic, flexible terms these days. Customers are often not exactly clear what these terms mean regarding a company's background and real commitment.

POLOLO, HIRSCH NATUR and ENGEL have been certified according to the "IVN Standard" and/or "GOTS". These textile certificates which represent the highest standards for textile or shoe manufacturers are not awarded on random sampling, but instead a detailed examination of the entire production process.

#### **Active members of the International Association in the Natural Textile Industry**

These four owner-run manufacturing companies are active members in the International Association of the Natural Textile Industry. They share the passion for high quality, fashionable and breathable children's clothing which fit well, and they also strive to exclusively offer children's clothing which is free from harmful substances, fairly and cleanly produced. That's why they principally use certified natural materials, predominantly produced in Germany, are non-allergenic and harmonise their products to suit the needs of children's delicate skin.

#### **Invitation to specialist trade visitors and representatives from the press**

We are inviting specialist trade visitors and representatives from the press to the Green Kids Pavilion to have a look and to receive first-hand background information on the products, the companies and standards:

Matthias Kloppenborg, CEO of HIRSCH NATUR: *"We have been producing hosiery since 1928 and have been in business now over three generations. We have been continuously expanding our natural fibre line since the 1970s. At the beginning, the competition didn't really take us seriously, but in the meantime we've advanced to become the leading German producer of high quality hosiery from natural fibres. There are obstacles producing textiles in Germany, but it's a chance for all of us, too. I'll be happy to talk to you personally!"*

Franziska Kuntze, CEO of POLOLO: *"Certifying products for their ecological and socially-responsible manufacturing is becoming increasingly important selling points for the trade. Not least of all, 'made in Germany' stands for quality, fast deliveries and service. As the exhibitors at the communal stand are able to offer all of this, we are certain that the Green Kids Pavilion will be another success and are looking forward to the coming trade fair. Since October 2014 POLOLO has been a member of the textile alliance founded by the federal minister Dr. Gerd Müller, who is committed to a global improvement of the working, social and eco standards in the production of textiles, and by the way as the first and up until now the only producers of shoes - I'll be glad to give you more details at the stand about our involvement!"*

Gabriele Kolompar, CEO of ENGEL: *"In the 1980s Engel was one of the pioneers in the production of natural textiles. We are an active member in the International Association in the Natural Textile Industry (IVN). Starting with the 'IVN BETTER' and 'IVN BEST' standards, over the last few years we have been able to successfully place 'GOTS' on the market, too. I am personally responsible for the 'GOTS' on the IVN Executive Board and am happy to tell you more about it, as well to be your point of contact when it comes to animal welfare in the production of wool and silk."*

#### **PICKAPOOH**

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AT THE KIND & JUGEND:  
GREEN KIDS PAVILION



Kerstin Tollmien, proprietress of PICKAPOOH, supports this: Also at her stand there was also a positive reaction to the "made in Germany" and the very high quality which is connected with this. Many potential buyers reacted with "ooohs and aaaahs", she told us: *"People often connect an unpleasant scratching to wool - our customers are very positively surprised by our caps made of wool-fleece, milled wool and wool, their design and their soft quality. How do you produce caps with UV protection, without using any chemicals? I'll be more than happy to answer this as well as other questions!"*

**Thursday 10 until Sunday 13 September 2015**  
**Green Kids Pavilion (Stands C14/C18/D15/D19)**  
**"KIND + JUGEND 2015", Hall 11, Level 3**  
**Koelnmesse, Messeplatz 1, 50679 Cologne**

Accreditation: <http://www.kindundjugend.de/kindundjugend/Presse/Akkreditierung/index.php>



(photo: POLOLO OHG, Berlin)

**The Green Kids Pavilion at the KIND + JUGEND in Cologne**

+++ Copy free of charge – Specimen copy or link requested! +++

**HIRSCH NATUR:** Non-skid socks with silicon stoppers, rugged and finely knitted socks for children from organic wool, organic cotton and bamboo. Certified according to IVN-BEST and GOTS, founding member of the Working Committee of Natural Textiles e.V. and the International Association of the Natural Textile Industry (IVN). <http://www.hirsch-natur.de/titel.de.html>

**ENGEL:** Nursing bras, clothing for premature babies, children's underwear and nightwear, baby clothing from organic merino wool, organic cotton, organic pure new merino wool/silk. Certified according to GOTS and IVN-BEST <http://engel-natur.de/html/de/neuheiten/index.html>

**PICKAPOOH:** Children's caps made of organic cotton with certified UV Protection Standard 801, between-season caps from organic cotton and wool/silk, winter caps as well as scarves, gloves and baby booties from cuddly warm organic wool. <http://www.pickapoooh.de/>

**POLOLO:** Toddler's shoes and slippers made of vegetable tanned leather, kindergarten shoes as well as our outdoor collection (MINI/MAXI) for summer, winter and the times in between. Made of vegetable tanned nappa leather. Certified according to ECARF and IVN, since October 2014 the first and as yet only shoe-manufacturing member of the Association of Sustainable Textiles of the Federal Minister of Development, Dr. Gerd Müller. <http://www.pololo.com/de/>

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(Tags: Green Kids Pavilion, Kinder + Jugend, Köln, eco, POLOLO, 2015)

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