



# News Release

## FOR IMMEDIATE RELEASE

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## Textile Exchange Supports Amazon’s Climate Pledge Friendly: Making It Easier for Customers to Discover and Shop for Sustainable Products



LUBBOCK, TEXAS | September 23, 2020 – Textile Exchange today announced that it is participating in Amazon’s Climate Pledge Friendly, a new program to help make it easy for customers to discover and shop for more sustainable products. Customers will now see the Climate Pledge Friendly label when searching for more than 25,000 products to signify that the products have one or more of 19 different sustainability certifications that help preserve the natural world.

Amazon evaluated hundreds of external sustainability certifications and chose organizations that certify products that have demonstrated environmentally-related sustainability benefits. Textile Exchange is proud to be one of the third-party entities certifying Climate Pledge Friendly products.

“We are thrilled to partner with Amazon for Climate Pledge Friendly, ultimately making it easier for customers to discover and shop more sustainable products,” said Ashley Gill, Director of Standards at Textile Exchange. “Amazon’s high bar for choosing certifications align with Textile Exchange’s commitment to rigorously and transparently certify consumer products. Amazon’s new program will encourage brands and manufacturers to manufacture and source more sustainably, get certified, and grow their product selection.”

The selection for Climate Pledge Friendly includes grocery, household, fashion, beauty and personal electronics products, as well as other items from a range of categories—from brands such as Burt’s Bees Baby, Honest Company, Seventh Generation, and HP Inc., among others. For detailed information on the program qualification criteria and to start shopping for these products visit <http://www.amazon.com/ClimatePledgeFriendly> or look for the Climate Pledge Friendly badge on qualifying products.

## About Textile Exchange

Textile Exchange is a global nonprofit that creates leaders in the sustainable fiber and materials industry. The organization develops, manages, and promotes a suite of leading industry standards as well as collects and publishes vital industry data and insights that enable brands and retailers to measure, manage, and track their use of preferred fiber and materials.

With a membership that represents leading brands, retailers, and suppliers, Textile Exchange has, for years, been positively impacting climate through accelerating the use of preferred fibers across the global textile industry and is now making it an imperative goal through its [2030 Strategy: Climate+](#). Under the Climate+ strategic direction, Textile Exchange will be the driving force for urgent climate action with a goal of 35-45% reduced CO2 emissions from textile fiber and material production by 2030.

To learn more about Textile Exchange, visit [TextileExchange.org](https://TextileExchange.org). Follow us on Twitter at @TextileExchange.