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Label STEP with new Design at the Domotex: Hall 15, Booth D37

FAIRTRADE IS THE FUTURE OF THE CARPET INDUSTRY

The fair trade organisation Label STEP provides the carpet trade with the opportunity to establish fair conditions in the carpet industry while pitching at new customer target groups.

Modern and open-minded, cosmopolitan with a good appreciation of style – such characteristics tend to define the consumers of fair trade products. 13 years after it was first set up, Label STEP, the fair trade organisation, has given itself a new makeover with the dual aim of making an even more attractive pitch to this target group and of winning it over to the fair carpet trade.

Label STEP will be unveiling its new image to the public for the first time at Domotex 2009. The makeover includes a new logo and a picture-world presenting hand-made carpets as a natural component of contemporary life. Label STEP brings people in the carpet-producing and import countries closer to each other: Fair trade carpets are part of the happiness in life which leaves both consumers and carpet makers feeling good about themselves.

- Label STEP – Hall 15 / D37

There also are Label STEP-Licensees with their product range at the Domotex:

- KATH Design (D) – Hall 3 / B 42
- Teppichgalerie Geba (A) – Hall 3 / B 34
- m³ interior concepts (D) – Hall 18 / C 20
- SIMPURO (A) – Halle 3 / B 58
- Paulig Teppichweberei (D) – Halle 3 / B 54

LABEL STEP-LICENSEES TAKE ON RESPONSIBILITY

The fairtrade label STEP is given to carpet dealers who demonstrate a social commitment towards their carpet makers by working:

- for good working conditions and environmentally friendly production methods
- for fair purchasing prices ensuring fair wages
- against abusive child labour
- for independent production inspections.

These fairtrade specifications not only apply to individual hand-made carpets of a Label STEP licensee but to his entire range of hand-made carpets. Carpet dealers undertake to provide Label STEP with a full account of all their purchases and supply chains, to allow inspections to take place and, whenever necessary, to instigate measures for improvement.

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