



Focus on sustainability: the Ethical Style exhibitors 2025

Frankfurt am Main, December 2024. The special interest Ethical Style by Nordstil is starting in 2025 with a strong response from exhibitors: in the second year after the roll-out of the sustainability programme at the Hamburg consumer goods fair, the latter welcomes 19 new participants. In total, 49 exhibitors now carry the Ethical Style label. With this programme, Nordstil specifically links supply and demand and points the trade the way towards a sustainable range of products. An independent international jury of experts had reviewed all entries. The vote has now been announced.

The Special Interest covers various aspects of sustainability, including environmentally friendly and recyclable materials, resource-saving manufacturing processes, handcrafted production to preserve traditions, innovative products and processes, as well as socially fair working conditions. The vote is valid for a period of three years. In the following, exemplary participants are presented to provide an insight into the range of sustainable initiatives in the consumer goods industry. All Ethical Style exhibitors can be found in the online exhibitor search under [Special Interest Ethical Style by Nordstil](#).

Sundara Paper Art

For papers, the brand Sundara Paper Art recycles cotton scraps from the T-shirt industry. "The suppliers in India have created a system that comprises all steps from the collection and sorting of raw materials through to the production of the end product. The producers are mostly women who work under fair trade conditions," explains juror Lutz Dietzold from the German Design Council. The hand-scooped paper is used to make classic stationery such as notebooks and greeting cards, but also decorative items like paper flowers, garlands and bowls.

Freckenhorster Werkstätten

The candle manufactory of the Freckenhorster Werkstätten has been producing high-quality beeswax candles for 25 years – individually and hand-made. "As an institution for people with disabilities, the production process is broken down into many simple steps. This way, even people with severe disabilities can find a suitable activity," explains juror Sabine Meyer from side by side Design of the Caritas Wendelstein Werkstätten.

chic.mic

chic.mic is a design manufactory for gifts and stationery. "For this family-run company, design also means innovation for a cleaner planet. Not only do they ensure that the products are certified, but they also create a carbon footprint every year to develop a cleaner company and a cleaner process," explains juror Kees Bronk of GO! GoodOpportunity. The latest product line from chic.mic, the bioloco plant series of cups and lunch boxes, is made of polylactide, which is industrially compostable.

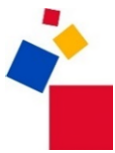


The Ethical Style label identifies participating exhibitors in the online exhibitor search and at the stand. © Messe Frankfurt

Nordstil Winter will take place from 11 to 13 January 2025. The next Nordstil Summer will take place from 26 to 28 July 2025.

Information for journalists: Further details and photographic material can be found at www.nordstil.messefrankfurt.com/press

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Your contact:

Antje Janes-Linnerth
Tel.: +49 69 75 75-5083
antje.janes-linnerth@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

www.messefrankfurt.com

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