

## **H2O Sportswear's Nordic Swan Ecolabelled Collection Now Available Online and In Stores**

H2O Sportswear is proud to announce that our first Nordic Swan Ecolabel-certified cotton collection is now available to shop online and in selected stores. As the first Danish sports brand to achieve the certification, we're excited to offer a range of high-quality sweatshirts, shorts, and t-shirts that meet some of the toughest environmental requirements.

"This certification is a promise of responsibility and quality, both to our customers and ourselves," says Christian Trads, CEO of H2O Sportswear. "We've worked closely with our suppliers and the Nordic Swan Ecolabel to ensure that our products meet strict requirements, and we're thrilled to finally share this collection with our customers."

What sets this collection apart is not the styles – they're the same iconic designs you know and love from H2O. The point of this collection isn't about introducing new looks; it's about ensuring that our trusted styles are produced to the high-quality standards while meeting rigorous environmental requirements. This means you can enjoy the same great fit and feel, knowing that every piece is made with care for both you and the environment.

The Nordic Swan Ecolabel consider all relevant environmental parameters throughout the entire life cycle from raw materials to waste management, ensuring that the t-shirt or shorts you choose has been made with care for the environment. This label gives consumers peace of mind, knowing that their purchase meets some of the strictest requirements in the industry.

Now available online and in stores, this collection makes it easy for consumers to make more thoughtful choices in their everyday lives without sacrificing style or performance.

### **About H2O Sportswear**

Founded in 1982, H2O Sportswear creates high-quality sportswear known for its exceptional cotton quality, durability, and functionality. Today, H2O continues its mission to lead in responsible fashion. The first Nordic Swan Ecolabelled H2O products include 38 cotton sweatshirts, shorts, and t-shirts, produced in collaboration with Ekin Tekstil.

Discover the collection here: <https://h2o-sportswear.com/collections/nordic-swan-ecolabel>

Read more here: <https://h2o-sportswear.com/blogs/responsibility/nordic-swan-ecolabel>

### **About the Nordic Swan Ecolabel Textile**

The Nordic Swan Ecolabel has a holistic approach. This means that all relevant environmental parameters are considered throughout the entire product life cycle; from raw materials, production and use to re-use, recycling and disposal.

In this way, the Nordic Swan Ecolabel promotes a circular economy, the efficient use of resources and biodiversity – and works to ensure a reduced climate impact and to prohibit the use of harmful chemicals. It also means that Nordic Swan Ecolabelled textiles have reduced environmental and climate impact throughout the textile's lifecycle and that the textiles are among the most environmentally friendly on the market.

The Nordic Swan Ecolabel sets strict requirements for:

- Fibre production
- Chemicals
- Metal and plastic parts
- Cleaner wastewater from dyeing processes
- Garment quality
- Working conditions

Read more here: <https://www.svanemaerket.dk>