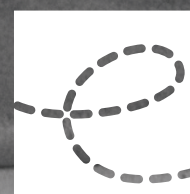


# ETHICAL CLOTHING AUSTRALIA'S ACCREDITATION TOOLKIT

A guide to maximising your accreditation  
and ECA's amount of manufacturing  
classifications explained



ethical  
clothing  
AUSTRALIA

# WELCOME TO ETHICAL CLOTHING AUSTRALIA!





**Congratulations on your new accreditation or renewal. It is great to have you as a part of the Ethical Clothing Australia, (ECA) community!**

Your ECA accreditation not only demonstrates to your customers that your business is committed to supporting the local Australian textile, clothing and footwear (TCF) industry, but also that your supply chain is transparent and ethical from design to dispatch.

Your accreditation certifies to your customers that your business values the people that make your products. It means that no matter where they work, or their position in the supply chain, your business has had third-party checks undertaken to ensure compliance with the relevant Australian workplace laws. By being accredited you are contributing to a stronger, more ethical industry in Australia. You can find out more about the benefits of ECA accreditation on our website here.

This guide explains ECA's certification trade mark and how you can apply it across your business. Plus, our tips on how to create conversations, share and promote your ECA accreditation to your audience. If you have any other ideas, we would love to hear from you!

Please get in touch via [media@ethicalclothingaustralia.org.au](mailto:media@ethicalclothingaustralia.org.au) or your Accreditation Advisor.

# HOW TO USE THIS GUIDE

**This guide is designed to be utilised by anyone in your business. Therefore, we have tailored the information to match how much product your business manufactures in Australia (Amount Of Manufacturing In AUS). You have already disclosed this information as part of your compliance audit and in signing the ECA Licence Agreement.**

At ECA we simplify this into three categories which are based on the total quantity of product your business makes in Australia:

- **100%** 100% of your products are proudly made in Australia and accredited by Ethical Clothing Australia.
- **Majority** The majority (more than 50%) of your products are proudly made in Australia and accredited by Ethical Clothing Australia and
- **Specific Products Only** Only specific product lines are proudly made in Australia and accredited by Ethical Clothing Australia. Make sure you check the swing tags and product descriptions for more information.

If you are unsure which category your business sits within, please refer to your ECA Licence Agreement or Fee & Manufacturing Form. Alternatively, you can reach out to your relevant Accreditation Advisor.

On the next page you will find the table of contents and a handy checklist to assist you in using this toolkit.





Supplier TEX  
Name/Code TX-5048  
Colour #15 Grey  
AW21  
FOUR SEASONS  
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# ETHICAL CLOTHING AUSTRALIA'S TOOLKIT CHECKLIST

Use the below checklist to work through our toolkit tips and advice.

## Tips To Get Started

- Any promotions must be in line with your amount of product made in Australia
- Make sure that your ECA website listing is always up to date
- Follow @ethicalclothingaustralia on social media
- Provide ECA with content to share on our digital channels
- Encourage your customers to sign up to ECA's newsletter

## Other Ideas

- Share your accreditation and start the conversation on social media
- Share your accreditation and continue the conversation in your email newsletters
- Engage your team/workers and share their stories with your audience
- Host an event and invite ECA to come along
- Network with other ECA accredited businesses

## How To Use The Ethical Clothing Australia Trade Mark

- Add the ECA trade mark to your home page or a dedicated page on your website
- Add 'Accredited with Ethical Clothing Australia' to your social media bio
- Add the Ethical Clothing Australia trade mark to your packaging
- Display the Ethical Clothing Australia trade mark in your shop front or window displays
- Add the Ethical Clothing Australia trade mark to your marketing materials E.G posters and flyers

# **ETHICAL CLOTHING** **AUSTRALIA'S LICENCE** **AGREEMENT & AMOUNT** **OF MANUFACTURING** **EXPLAINED**

**At the time of your new accreditation, you were sent a copy of ECA's Licence Agreement. You must sign this document to be able to use ECA's certification trade mark.**

This document outlines the rules governing the use of our certification trade mark across your marketing and promotional materials. It covers all of the nitty gritty details including how to apply the trade mark on labels, swing tags, packaging, online and more. It's important to remember that the ways in which you can apply ECA's trade mark differ and may require accompanying text depending on your Amount Of Product Manufactured In Australia.

This requirement is put in place to ensure consumers are not misled, businesses are not providing confusing information to the public and to ensure the integrity of the ECA trade mark. The below is an extract from ECA's Licence Agreement.

## **100% Of Product Made in Australia**

Where a Licensee produces 100% of their TCF products in Australia the trade mark may be used as a single image and no point of clarification is required.

## **Majority of Product Manufactured In Australia**

ECA recognises majority brands as those that produce more than 50% of their products in Australia.

Majority brands must include the following wording alongside the Mark or where it is used on website or social media accounts:



[Insert your business name here] is accredited by Ethical Clothing Australia for its {clothing/footwear/textiles/garments/products/goods} made in Australia only.

Alternatively, a business may wish to use the words below.

[Insert your business name here] is recognised by Ethical Clothing Australia as a majority brand for our {clothing/footwear/textiles/garments/products/goods} made in Australia only.

Approval must be sought to use any other form of wording.

### **Specific Product Lines Manufactured In Australia**

If only specific items or specific production lines are made in Australia then consumers should be provided clarity as to which products the ECA accreditation applies. You should not use the Mark without this clarification.

Only [Insert your business name here] [insert product line or items] has been made in Australia and is accredited by Ethical Clothing Australia.

### **Approval must be sought to use any other form of wording.**

You find out more information on how to apply the trade mark in your businesses relevant section of this guide. If you have any questions, please reach out to your Accreditation Advisor or ECA's Marketing Team via the Contact Page on our website.



# HOW TO APPLY THE ETHICAL CLOTHING AUSTRALIA TRADE MARK

Based on your amount of product made in Australia.

## 100% of Product Made In Australia

Where a Licensee produces 100% of their TCF products in Australia the trade mark may be used as a single image and no point of clarification is required.

## Majority of Product Made in Australia

Majority manufacturers must include wording alongside the trade mark or where it is used on website or social media accounts Examples below.

### **Example 1**

*XXX is accredited by Ethical Clothing Australia for its (clothing/ footwear/textiles/garments/products/goods) made in Australia only.*

### **Example 2**

*XXX is recognised by Ethical Clothing Australia as a majority brand for our clothing/footwear/textiles/ garments/products/goods) made in Australia only.*

## Specific Product Lines Made in Australia

If only soecific items or specific production lines are made in Australia must include clarity as to which products the ECS accreditation applies.

### **Example 1**

*Only XXX's (insert product line or items) has been made in Australia and its accredited by Ethical Clothing Australia.*

### **Example 2**

*Only our XXX collection is accredited by Ethical Clothing Australia*

\*Approval must be sought to use any other form of wording for majority and specific product line businesses.

# MARKETING BENEFITS OF ETHICAL CLOTHING AUSTRALIA ACCREDITATION

**As part of your ECA accreditation you have access to a range of marketing benefits. These benefits are of course in addition to the numerous ways that you can promote your accreditation to your customers, (more on that later).**

Here are a few ways that ECA will work with you to maximise your accreditation and demonstrate to your customers that you are ethically and locally made.



## **Benefits of ECA Accreditation**

### **Business Listing on The ECA Website**

Consumers can find your business and where to shop by categories.

### **Social Post Announcing Your Accreditation & Renewal**

Your business will be featured to more than 47,000 social media followers at the time of your accreditation and annual renewal.

### **E-Newsletter Feature**

Your business will feature in our EDM to more than 6,000 subscribers at the time of your accreditation and annual renewal.

### **Exclusive Business Newsletter**

We will keep you up to date on the latest industry news and opportunities.

### **Retail & Procurement Recognition**

An ECA-accreditation is recognised by a series of retailers and in government procurement opportunities.

### **ECA Events & Networking**

Opportunity to participate in stand-alone ECA activities as part of industry events such as Fashion Revolution and annual fashion weeks.

### **ECA Blog Collaborations**

Each month ECA spotlights an area of focus within the industry. We collaborate with accredited businesses to write content and share knowledge.

### **Media Opportunities**

Opportunity to participate in media opportunities in collaboration with ECA.

# MAKE SURE YOU'RE CONNECTED WITH US!

## **1. Ensure that your business bio and description are up to date on ECA's website.**

As part of your accreditation on-boarding you would have completed a business information form for brands or manufacturers. This helps us to promote you when people visit our website looking to either buy from ethically accredited brands or engage an ethically accredited manufacturer.

## **2. Follow ECA on social media**

Stay up to date, we promise to follow you back!

 @ethicalclothingaustralia

 @ethicalclothingaustralia

 @ethicalclothing

 company/ethical-clothing-australia

## **3. Share your content with us**

This helps us tell you and your workers stories. Note: We are always wanting to talk about our accredited businesses, but our content must be in line with our remit and social media policy. You can find more on ECA's Social Media Policy on the next page.

## **4. Encourage your customers to sign up to ECA's newsletter and visit our website**

By engaging with us your customers awareness of the importance and value of ethical manufacturing will grow. Help us promote an ethical industry by asking your customers to sign up to ECA's newsletter and visit our website.





# ETHICAL CLOTHING AUSTRALIA'S SOCIAL MEDIA POLICY

**ECA must ensure that the messages we share about accredited businesses across our social media and digital channels are aligned to our key work.**

To aid you in understanding what content can be shared by ECA we have developed a brief overview covering three areas. If you think that you have content that fits within these areas, please send it through to [media@ethicalclothingaustralia.org.au](mailto:media@ethicalclothingaustralia.org.au).

## **1. ECA Accreditation**

All new accreditations and re-accreditations each year will be announced across ECA's social and digital channels, as appropriate. In order to do this, we request you supply us with a suitable high-resolution image(s) or video; this could be either current campaign imagery, worker stories or a behind the scenes look at your factory/headquarters. This will make sure that we have latest imagery for our website and social media channels.

We will also happily share information about your accreditation outside the occasion of your accreditation or re-accreditation; but to do so we'll need:

- A suitable image/video/blog/website link that we've not used before  
OR;
- A quote that can be used talking about why your business chooses to be accredited - you can find some excellent examples already online.

## **2. Best Practice & Industry Leadership**

We believe that our accredited businesses are leaders in their fields and at the forefront of a transparent and accountable industry. If your business has achieved something you feel is significant, we're always looking for stories to celebrate and share with our audience. Examples of leadership and achievements could include:

- Being nominated for/receiving an industry award or prize
- Participation in large fashion events such as Melbourne Fashion Week, Afterpay Australian Fashion Week
- Australia Melbourne Fashion Festival or Mercedes Benz Fashion Week Australia, where you're promoting your Australian made, ethically accredited clothing
- Pioneering new technologies in the Australian TCF industry
- A major milestone such as the number of years that your business has been manufacturing in Australia
- Significant media coverage highlighting your accreditation or commitment to the local industry and ethical practices

### **3. Workers' Rights & Sharing Stories About Your Makers**

ECA's core business is protecting and promoting workers' rights – i.e. ensuring compliance with the TCFAI Award and relevant OHS laws and regulations – through its auditing program. We are proud our accredited businesses are committed to upholding these rights and love to share stories of the ways this has a positive impact on TCF workers.

Our experience shows us that social media content that highlights skills of the makers you employ resonates strongly with ECA's audience. It is also another great way to highlight your commitment to fair and ethical treatment of the workers throughout your supply chain.

Send us images of workers at machines, cutting tables or in your factory/HQ that can be used online for social media, along with some information about the worker/employee, (it may be the length of time they have been working with you, their skills or for a special event such as Fashion Revolution Week).

# 100% OF PRODUCT MADE IN AUSTRALIA: EXPLAINED



**My business manufactures 100% of its product in Australia, where can I apply the trade mark? If your business manufactures 100% of TCF products in Australia the trade mark may be used as a single image and no point of clarification is required.**

Some ideas...

## **Website**

Research has found that accredited labelling can have a positive influence on consumers at the point of sale, this also translates to online shopping. Try incorporating the ECA trade mark on your home page or even on a dedicated page which also speaks about your accreditation and why it is important to your business.

## **Social Media**

Platforms such as Instagram, Facebook, Twitter and LinkedIn are invaluable tools for connecting with your audience. We encourage you to consistently talk about your accreditation, it's value and your workers with your audience. We need your help to educate the public, working towards a transparent and ethical Australian industry.



### **Email Newsletters**

If you regularly send email newsletters, why not include the ECA trade mark in the header or footer? This is a great and easy way to show your audience that you are committed to local and ethical manufacturing.

### **Marketing Materials**

Associating ECA's brand with yours makes us both stronger. Include your ECA accreditation on your posters, flyers and invitations. Give your customers something tangible to help them keep your values in mind.

### **Window Displays**

Visual cues and reminders help you to grab the attention of current and potential customers in an immediate way. You've put in the hard work so you should promote and educate about your accreditation to customers in store or to those walking by the windows.

### **Packaging**

In a world where online shopping is becoming many shoppers preference what your product arrives in is more important than ever. Including the ECA trade mark on your packaging reminds your customers of your commitment to ethical manufacturing each time a new order arrives at their door.

# MAJORITY OF PRODUCT MADE IN AUSTRALIA: EXPLAINED



## **My business manufactures majority of its product in Australia, where can I apply the trade mark?**

Majority brands must include the following wording alongside the Mark or where it is used on website or social media accounts:

[Insert your business name here] is accredited by Ethical Clothing Australia for its {clothing/footwear/textiles/garments/products/goods} made in Australia only.

Alternatively, a business may wish to use the words below.

[Insert your business name here] is recognised by Ethical Clothing Australia as a majority brand for our {clothing/footwear/textiles/garments/products/goods} made in Australia only.

Approval must be sought to use any other form of wording.

Some ideas...

### **Website**

Research has found that accredited labelling can have a positive influence on consumers at the point of sale, this also translates to online shopping. Try incorporating the ECA trade mark on your home page or even on a

dedicated page which also speaks about your accreditation and why it is important to your business. Remember: you must include the above wording or alternative approved wording alongside the trade mark on your website.

### **Social Media**

Platforms such as Instagram, Facebook, Twitter and LinkedIn are invaluable tools for connecting with your audience. We encourage you to consistently talk about your accreditation, it's value and your workers with your audience. We need your help to educate the public, working towards a transparent and ethical Australian industry. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your social media communications.

### **Email Newsletters**

If you regularly send email newsletters, why not include the ECA trade mark in the header or footer? This is a great and easy way to show your audience that you are committed to local and ethical manufacturing. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your email communications.

### **Marketing Materials**

Associating ECA's brand with yours makes us both stronger. Include your ECA accreditation on your posters, flyers and invitations. Give your customers something tangible to help them keep your values in mind. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your marketing materials.

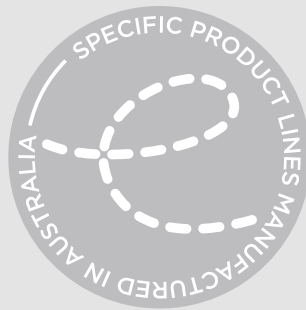
### **Window Displays**

Visual cues and reminders help you to grab the attention of current and potential customers in an immediate way. You've put in the hard work so you should promote and educate about your accreditation to customers in store or to those walking by the windows. Remember: you must include the above wording or alternative approved wording alongside the trade mark alongside your window decals.

### **Packaging**

In a world where online shopping is becoming many shoppers preference what your product arrives in is more important than ever. Including the ECA trade mark on your packaging reminds your customers of your commitment to ethical manufacturing each time a new order arrives at their door. Remember: you must include the above wording or alternative approved wording alongside the trade mark on your packaging.

# SPECIFIC PRODUCT LINES MADE IN AUSTRALIA: EXPLAINED



## **My business manufactures only specific product lines in Australia, where can I apply the trade mark?**

If only specific items or specific production lines are made in Australia then consumers should be provided clarity as to which products the ECA accreditation applies.

You should not use the Mark without this clarification.

*Only [Insert your business name here] [insert product line or items] has been made in Australia and is accredited by Ethical Clothing Australia.*

Approval must be sought to use any other form of wording.

Some ideas...

### **Website**

Research has found that accredited labelling can have a positive influence on consumers at the point of sale, this also translates to online shopping. Try incorporating the ECA trade mark on your home page or even on a dedicated page which also speaks about your accreditation and why it is important to your business. Remember: you must include the above wording or alternative approved wording alongside the trade mark on your website.



## **Social Media**

Platforms such as Instagram, Facebook, Twitter and LinkedIn are invaluable tools for connecting with your audience. We encourage you to consistently talk about your accreditation, its value and your workers with your audience. We need your help to educate the public, working towards a transparent and ethical Australian industry. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your social media communications.

## **Email Newsletters**

If you regularly send email newsletters, why not include the ECA trade mark in the header or footer? This is a great and easy way to show your audience that you are committed to local and ethical manufacturing. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your email communications.

## **Marketing Materials**

Associating ECA's brand with yours makes us both stronger. Include your ECA accreditation on your posters, flyers and invitations. Give your customers something tangible to help them keep your values in mind. Remember: you must include the above wording or alternative approved wording alongside the trade mark in your marketing materials.

## **Window Displays**

Visual cues and reminders help you to grab the attention of current and potential customers in an immediate way. You've put in the hard work so you should promote and educate about your accreditation to customers in store or to those walking by the windows. Remember: you must include the above wording or alternative approved wording alongside the trade mark alongside your window decals.

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In a world where online shopping is becoming many shoppers preference what your product arrives in is more important than ever. Including the ECA trade mark on your packaging reminds your customers of your commitment to ethical manufacturing each time a new order arrives at their door. Remember: you must include the above wording or alternative approved wording alongside the trade mark on your packaging.

# ETHICAL CLOTHING AUSTRALIA LOGO USAGE

**The Ethical Clothing Australia trade mark logo ('the logo') is the primary representation of the Ethical Clothing Australia brand. This logo is a unique trade mark used to identify ECA-accredited products and across communication materials.**

When using the logo, please remember to:

- Not alter the wording and font in the logo
- Use the correct logo colour combinations
- Never use a logo below its minimum size restriction
- Use the correct amount of free space around the logo
- Never alter the logo in any other way

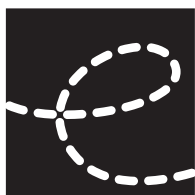
The ECA logo has been designed to be versatile and to work well with varied brands and styles. It can be used in different colours, at different sizes to suit a business's own logo and colour schemes.

As stipulated in the Licence Agreement, ECA must approve all of the various usages of the Mark and associated text.

## Logo configurations

### **Standard**

The standard configuration of the ECA logo has the text sitting beneath the graphic component of the square and stitched 'e'.



ethical  
clothing  
AUSTRALIA

### **Horizontal**

An alternate 'horizontal' version of the logo, with the text sitting to the right of the graphic component, can also be used.



ethical  
clothing  
AUSTRALIA

### **No text**

Use of the version without text is only encouraged when the logo is displayed at sizes that make the text difficult to read – see below for more information about sizing.



## Logo colours

### Standard logo colours

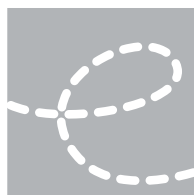
In ECA's own branded and promotional materials, the logo is usually displayed as either black-on-white, white-on-black, or grey. If you are not wanting to customise the logo to match your corporate colours, the digital colours used in ECA promotional materials are Black #000000 and Grey #bebdc0.

*Example of the standard colours used by ECA*



ethical  
clothing  
AUSTRALIA

Black  
#000000  
R0 G0 B0



ethical  
clothing  
AUSTRALIA

Grey  
#bebdc0  
R189 G189 B192



ethical  
clothing  
AUSTRALIA

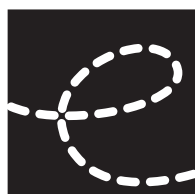
White  
#ffffff  
R255 G255 B255

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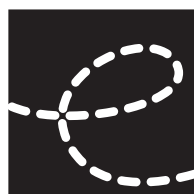
## Ethical Clothing Australia logo variations

Although promotion of the accreditation and labelling system centres around the ECA name and logo, Licensees can seek written permission to utilise the other variations where appropriate.

Apart from limitations on which type of TCF products the logo variations can appear on, all of the same conditions apply as outlined in the Licence Agreement and this Application Rules for governing the use of the Ethical Clothing Australia (ECA<sup>®</sup>) ECA certification logo.



ethical  
textiles  
AUSTRALIA



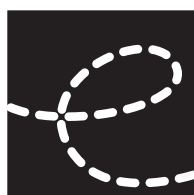
ethical  
footwear  
AUSTRALIA

## Other logo colour options

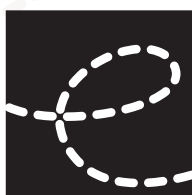
Licensees are free to change the colour of the ECA logo to suit their own branding needs. For example, if a particular shade of blue features heavily in your business' branding, you could display the logo in the same blue.

The logo can also be used 'in reverse', i.e., the box and text component appears in white and the stitched 'e' either takes its colour from the background or remains black.

### *Black*



ethical  
clothing  
AUSTRALIA



ethical  
textiles  
AUSTRALIA



ethical  
footwear  
AUSTRALIA

### *Reversed*



## Incorrect logo colour uses

When using the logo on a black or very dark background, be sure to use the reversed version and not a version in which any part of the logo will be hard to distinguish.

While you can change the colour of the logo, multiple colours (other than black and white) cannot be used in a single representation of the logo. For example, you cannot create a version of the logo with the square in red while the stitched 'e' is green and the text is blue.

The logo is mono-coloured. You can change the colour of it or change the colour of the background that it sits on, but you cannot mix and match (unless you wish to use either the standard black or white for the square and e.)

### *Examples of correct use*



### *Examples of incorrect use*



## **Logo sizes**

### **On paper**

On paper at print resolution, the text featured in the logo should remain readable as long as the width of the logo is more than 10mm.

When displayed at or below 10mm wide, the text component of the design should be dropped and the graphic component (the square with the stitched 'e') should be displayed alone.

*Example of incorrect use: text component is too small to read*



*Examples of correct use: the text component has been dropped*



---

### **Screen printed or on woven tags**

When screen printing the logo or using it on woven tags etc, the resolution will often be significantly lower which results in the text becoming unreadable at different sizes.

As different businesses have different approaches and equipment with different capabilities, we have not specified at what size - when being printed, embroidered etc - the text component of the logo should be dropped. Instead, Licensees should make their own judgement about how clear the text will look at a particular size, and where necessary, use the logo without the text.

## Free space

When using the logo on materials that have not been sourced from the approved supplier, be mindful to provide an adequate amount of free space around the logo.

Free space is an area that contains no text and graphic elements such as imagery, borders, other logos or symbols, though this does not exclude you from placing the logo flush on the edge of design.



*Example of correct use*



*Example of incorrect use: inadequate free space around the logo*





## **Incorporating the Ethical Clothing Australia logo**

Although the ECA logo can be displayed alongside other logos and objects (provided an adequate amount of free space is used) it cannot be incorporated into any other logo, word, or heading etc.

Example of incorrect use



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## **Website Certification Logo Image Use**

When displaying the logo on a website, businesses must link the image and/or the 'Ethical Clothing Australia' words in the text passage to [www.ethicalclothingaustralia.org.au](http://www.ethicalclothingaustralia.org.au)

ECA has provided a range of logo images for your use. These can be viewed in the Google Drive file sent alongside this Toolkit.

Businesses must qualify the level of Australian made production if they are producing less than 100 per cent in Australia.

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## **Writing the ECA name**

Our preference is for businesses to use the full name when referring to us in writing - 'Ethical Clothing Australia'. If you are referring to Ethical Clothing Australia multiple times in one paragraph or webpage, you can write 'Ethical Clothing Australia (ECA)' and refer to us as 'ECA' after that.

*Example:*

*Ethical Clothing Australia (ECA) exists to ensure that workers' rights are protected and that they are receiving the correct award rates and entitlements and that they are working in safe conditions. ECA continues to work with local businesses and promote onshore manufacturing opportunities.*

# ETHICAL CLOTHING AUSTRALIA SWING TAGS

**We encourage ECA accredited businesses to incorporate the trade mark into their swing tag design or add an ECA swing tag to their garments. This is an invaluable way to show your customers that you are dedicated to ethical manufacturing in Australia.**

## **Individual ECA Swing Tags**

If you are looking to purchase ECA Swing Tags to add to your garments ECA accredited Cash's Apparel Solutions can manufacture these for you. Pricing table below. Note: Pricing is subject to change.

<b>Ticket Size</b>	<b>250 Units</b>	<b>500 Units</b>	<b>1,000 Units</b>	<b>2,000 Units</b>	<b>5,000 Units</b>	<b>10,000 Units</b>
20mm x 100mm	\$0.740 ea + GST	\$0.390 ea + GST	\$0.215 ea + GST	\$0.125 ea + GST	\$0.075 ea + GST	\$0.060 ea + GST

To place an order please contact [twebber@cashslabels.com.au](mailto:twebber@cashslabels.com.au) or [www.cashslabels.com](http://www.cashslabels.com)

The images to the right are best practice wording suggestions on how the ECA trade mark can be incorporated into your own swing tag design. If you have an alternate design in mind this must be approved by ECA. Cash's can also provide ECA stickers for use on your shop front windows or at your office.



**FRONT**  
**Option 1**

**Manufacturing**

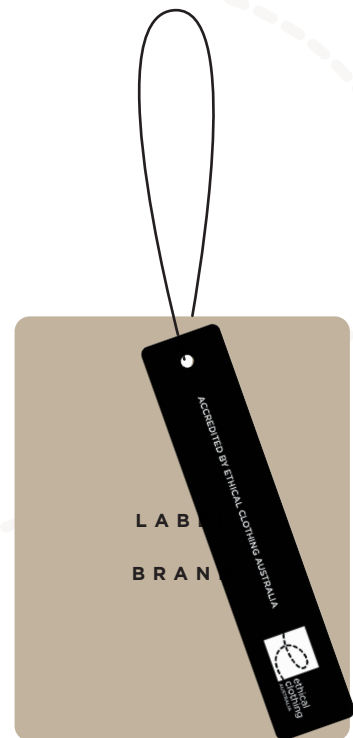
Manufactured in Australia by an ECA accredited business.



**FRONT**  
**Option 2**

**Made In Australia**

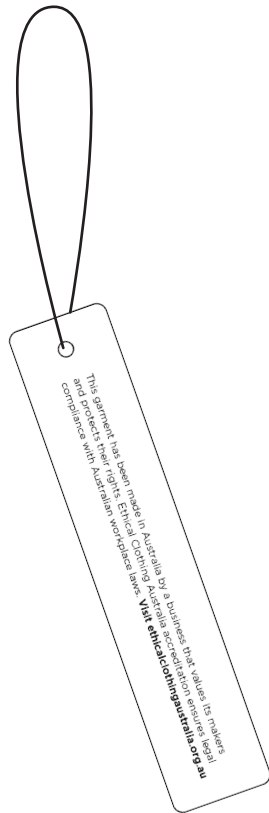
Made in Australia by an ECA accredited business.



**FRONT**  
**Option 3**

**Accredited By**

Accredited by ECA trade mark logo.

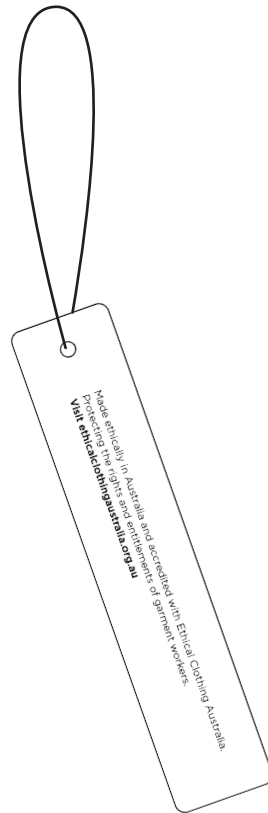


**BACK**  
**Option 1**

**Product Focused**

This garment has been made in Australia by a business that values its makers and protects their rights. Ethical Clothing Australia accreditation ensures legal compliance with Australian workplace laws.

[ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au)

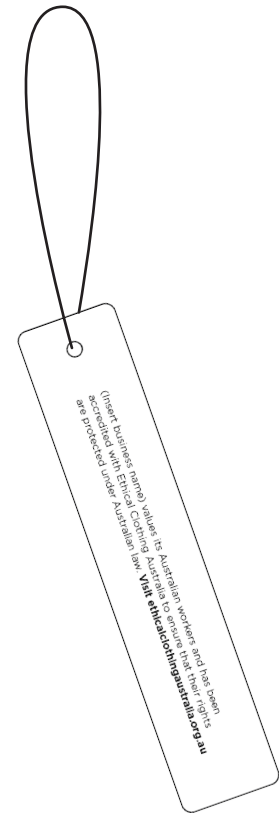


**BACK**  
**Option 2**

**Ethically Made In Australia**

Made ethically in Australia and accredited with Ethical Clothing Australia Protecting the rights and entitlements of garment workers.

[ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au)



**BACK**  
**Option 3**

**Business Name**

(Insert business name) values its Australian workers and has been accredited with Ethical Clothing Australia to ensure that their rights are protected under Australian law.

[ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au)

# ETHICAL CLOTHING AUSTRALIA GARMENT TAGS



**We also encourage you to incorporate the ECA trade mark into your sewn in garment labels. A few design examples are listed above.**

If you wish to incorporate ECA's trade mark into your own garment tag design we require approval over the final design.

Please contact: [info@ethicalclothingaustralia.org.au](mailto:info@ethicalclothingaustralia.org.au)



# CONTACT US

**For further information and assistance contact**

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