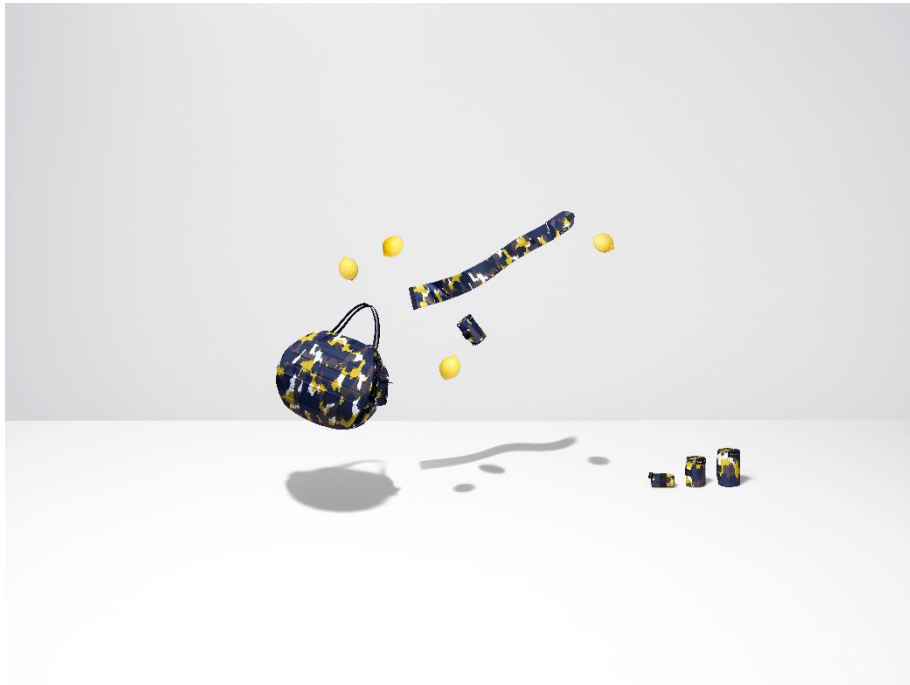


ambiente christmasworld creativeworld

Ethical Style: The guide to sustainable product ranges

Frankfurt am Main, January 2026. Responsible consumption is one of the key megatrends of our time. This is also reflected in the great interest shown by visitors and exhibitors in the Special Interest Ethical Style, which will be implemented for the eleventh time in 2026. The curated programme offers a wealth of inspiration and valuable guidance for sustainable product range design. The jury has now decided which exhibitors and products will be part of the sustainability programme at the upcoming edition of the trade fair trio.



At Ambiente Giving, the foldable bags made from recycled plastic were among the products to receive the Ethical Style label. Photo: Shupatto / Marna

The vote is in: in 2026, a total of 335 exhibitors at Frankfurt's trio of consumer goods trade fairs will carry the Ethical Style Label. Of these, 289 are from Ambiente, 32 from Christmasworld and 14 from Creativeworld, with 123 participants being newly judged by the independent, international jury of experts. The criteria for the coveted sustainability label, which is valid for three years, include the use of environmentally friendly and recyclable materials, resource-saving production methods, traditional craftsmanship and socially fair working conditions.

Companies can apply to be included in the programme with individual products, complete product lines or as an entire company. Below are some examples of participants whose innovative concepts particularly impressed the jury. All products combine ecological and

social responsibility with modern design and clearly demonstrate what contemporary sustainability looks like today.

Ambiente Dining: Nature Line Cutlery Oy, Finland (Hall 9.0 A74)

The Finnish company Nature Line manufactures cutlery that is 95 per cent biocomposite – a mixture of softwood and ISCC+-certified renewable polypropylene, which is made exclusively from wood, or more precisely from tall oil, a residue from pine trees. This means that the product contributes neither to deforestation nor to the loss of biodiversity. Manufactured in Finland, the cutlery meets all safety and food standards. "The Nature Line brand offers beautiful and durable cutlery made from wood fibres. It takes care not to contribute to deforestation. While the EU is struggling to implement the new European Deforestation Regulation (EUDR), we commend Nature Line for staying one step ahead of the competition," says juror Kees Bronk from GO! GoodOpportunity, summarising the jury's vote.

Ambiente Giving: Shupatto / Marna, Japan (Hall 4.2 H11)

Space-saving and easy to use: just pull firmly on both ends and the carrier bag from Japanese brand Shupatto / Marna folds up completely. It can then be rolled up and closed with a press stud. This is made possible by a clever folding design reminiscent of origami. "With these bags, Shupatto / Marna has succeeded in combining attractive, trendy design with a high degree of sustainability. Thanks to the 'one-pull' folding system, a small package turns into a large bag. Made from 100 percent recycled plastic, printed in an environmentally friendly way and easily washable, the bags are ideal for an eco-conscious lifestyle," explains juror Sabine Meyer from side by side Design at Caritas Wendelstein Werkstätten.

Ambiente Living: My Flame Lifestyle, Netherlands (Hall 3.0 A70)

My Flame Lifestyle specialises in the production of organic candles made from sustainable soy wax. Christina Bocher, juror and sustainability expert at DEKRA, is enthusiastic about the responsible design of the products: "My Flame Lifestyle shows how candle manufacturers can combine renewable materials with transparent sourcing practices. By using GMO-free soy wax instead of paraffin and committing to RTRS-compliant sourcing, the brand demonstrates a clear shift towards cleaner production. Its design-oriented approach combines material selection with visible sustainability goals, setting the bar for how lifestyle brands can integrate better materials and supply chain awareness into attractive consumer goods."

Ambiente Global Sourcing: Textialpaca, Peru (Hall 10.4 B63)

Textialpaca from Peru has been offering high-quality garments and fabrics made from the finest alpaca fibres for over 35 years. The company acts in a socially responsible manner and, as part of the 'We Care' initiative, works with knitters from the small Peruvian town of Callalli, who live in precarious conditions and are able to provide their children with a better quality of life through their work. 'The products represent traditional Peruvian weaving, quality, softness and durability. Through the "We Care" organisation, the company also assumes social responsibility for improving the livelihoods of weavers in a remote mountain village in the Andes,' says Sabine Meyer, explaining the jury's decision.

Christmasworld: Richard Mahr / Marolin Manufaktur, Germany (Hall 4.1 H34)

Over 120 years ago, Richard Mahr created Marolin® clay from kaolin, clay, chalk, paper fibres and plant glue, which can be used to make all kinds of figures in different sizes. Since then, the company from Steinach in Thuringia has been synonymous with seasonal decorative items, especially traditional nativity figures, nostalgic tree decorations and

Easter bunnies. The range is constantly being expanded and currently comprises more than 1,300 items. Jury member and sustainability expert Mimi Sewalski explains: 'Marolin stands for a remarkable combination of tradition and resilience. The manufactory shows how a company can remain resilient over generations through craftsmanship and lived values.'

Creativeworld: Hahnemühle FineArt, Germany (Hall 1.2 B20)

Founded as a paper mill in southern Lower Saxony in 1584, Hahnemühle has developed over the years into an innovative and sustainable manufacturer. Various types of paper are produced there from high-quality pulp and pure spring water, using recipes that are sometimes centuries old. Traditional manufacturing processes are combined with innovative product ideas. The result: unique, high-quality papers for a variety of requirements. 'Hahnemühle's Natural Line impresses with artist papers made from fully recyclable, vegan plant fibres such as bamboo or hemp, which are produced in a resource-saving cascade process. The company thus demonstrates an exemplary combination of sustainable material selection and energy-efficient production,' says jury member Lutz Dietzold from the German Design Council.

The Ethical Style Label: Practical guidance for retailers



As time at the trade fair is scarce, the Ethical Style programme makes it very easy to find sustainable products directly: retailers can filter their way to specific areas of interest using the online exhibitor search. At the trade fairs themselves, the Ethical Style label at the respective stands of participating exhibitors guides interested visitors. In

addition, two Ethical Style spots – one in Hall 3 in the Via Foyer and another in the foyer of Hall 10.1 – put the spotlight on sustainability. The special areas bring together selected products from all three trade fairs in an inspiring presentation, providing valuable inspiration for the point of sale.

Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld: 06 to 10 February 2026

Creativeworld: 06 to 9 February 2026

Note for journalists:

Discover further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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