



## JCPenney is the First Retailer to Earn the Green Good Housekeeping Seal for Textiles

**New York, NY -- (June 16, 2015)** – *Good Housekeeping* announced today that JCPenney has become the first retailer to earn a Green Good Housekeeping Seal in the Textiles category for the [Royal Velvet® Egyptian Cotton Solid Bath Towel](#). The Green Good Housekeeping Seal was introduced in 2009 to help consumers sift through the thousands of "green" claims on products and make more environmentally responsible choices.

In the Good Housekeeping Institute's evaluation of the JCPenney Royal Velvet Egyptian Cotton Solid Bath Towel for the Green Good Housekeeping Seal, the product especially stood out in several areas:

- manufacturing processes that follow the strict Global Organic Textile Standard (GOTS) for dyeing, sizing, spinning and weaving
- production processes that are energy efficient and include innovative rain water harvesting practices and greenhouse gas reduction
- corporate social responsibility efforts

"It's exciting and rewarding the first time a completely new product category, like textiles, joins our Green Good Housekeeping Seal program that now includes appliances, paper and cleaning products, paint and more," said Miriam Arond, director of the Good Housekeeping Institute. "After months of research and validation, we are thrilled to partner with JCPenney on this groundbreaking achievement."

In evaluating products that apply for the Green Good Housekeeping Seal, the Good Housekeeping Institute, a state-of-the-art laboratory in New York City staffed by scientists and engineers, reviews and verifies a wide range of data related to the product's measurable environmental impact. Reduction of water and energy use in manufacturing and product usage, ingredient and product safety, reduction in packaging, and the brand's corporate social responsibility are among the many factors considered.

"The Green Good Housekeeping Seal is highly respected when it comes to identifying products that are designed with the environment in mind," said Ken Mangone, executive vice president for product development, design, sourcing and supply chain at JCPenney. "JCPenney takes great pride in its product development and global sourcing practices. Earning the Green Good Housekeeping Seal reinforces our commitment to sustainability, while demonstrating our ability to create quality, lasting products that help shoppers reduce their impact on the environment."

To earn the Green Good Housekeeping Seal, a product must first be evaluated by the scientists and engineers at GHI and earn the Good Housekeeping Seal, an emblem that reflects acceptable performance and Good Housekeeping's limited warranty: If the product proves defective within two years of purchase, Good Housekeeping will refund its purchase price up to \$2,000 or provide a replacement (at Good Housekeeping's discretion) to the customer. Once a product has earned the Good Housekeeping Seal and then meets the environmental performance requirements, it can earn the Green Good Housekeeping Seal.

**Good Housekeeping Public Relations:** Carrie Carlson, 212-649-2617, [carriecarlson@hearst.com](mailto:carriecarlson@hearst.com)

**JCPenney Media Relations:** 972-431-3400 or [jcpnews@jcp.com/](mailto:jcpnews@jcp.com/) [@jcpnews](https://twitter.com/jcpnews)



### **About Good Housekeeping**

Founded in 1885, *Good Housekeeping* magazine reaches nearly 25 million readers each month, plus another 10+ million online at [goodhousekeeping.com](http://goodhousekeeping.com). The Good Housekeeping Institute, a state-of-the-art consumer product testing facility launched in 1900 and staffed by engineers and scientists who evaluate thousands of products each year in its six labs, is key to the unrivaled trust that readers and consumers have in the Good Housekeeping brand and the Good Housekeeping Seal. The Seal, introduced in 1909, and the Green Good Housekeeping Seal, created in 2009, are among the most recognized consumer icons and are backed by a limited warranty that provides a replacement or refund for up to \$2,000 if a product proves defective within two years of purchase. In addition to its U.S. flagship, *Good Housekeeping* publishes 10 editions around the world. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 2H 2014) and reaching nearly 81 million adults (Fall 2014 MRI gfk) and nearly 44 million site visitors each month. Follow *Good Housekeeping* on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#) blog.

### **About JCPenney**

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishing retailers, is dedicated to fitting the diversity of America with unparalleled style, quality and value. Across approximately 1,020 stores and at [jcpenney.com](http://jcpenney.com), customers will discover a broad assortment of national, private and exclusive brands to fit all shapes, sizes, colors and wallets. For more information, please visit [jcpenney.com](http://jcpenney.com).

###