

## Own-label brands and quality labels

At Coop, customers find the largest selection of national and international brand-name items in all price segments, with the focus on enjoyment, sustainability, regional produce, environment, low prices and lifestyle. With independent quality labels, Coop is committed to a sustainable product range and works closely with independent organizations to promote sustainable development. The Naturaplan own-label sustainability brand, for example, is the largest organic brand in Switzerland. With Naturaplan, Coop looks consistently to the Bio Suisse Bud label, including for processing and imports. For Naturafarm, Coop scores top marks on animal welfare. Oecoplan offers an environmentally friendly alternative to almost every conventional household, gardening, DIY or construction product. Coop is the world leader in marketing fair-trade organic cotton. It is also a leading retailer in Switzerland and worldwide as a provider of Fairtrade Max Havelaar-certified products. With Prix Garantie Coop sells quality products at low prices.

### Own-label sustainability brands and quality labels



### Own-label target group brands



### Own-label standard brands



→ This list is a selection of the key own-label brands and quality labels.  
For more information about Coop own-label brands, visit [www.coop.ch/labels](http://www.coop.ch/labels)