



Sales Talking Points

With these sales talking points, you can start a conversation with clients about your GoodWeave partnership. The more you talk about GoodWeave, the more you will connect your clients to the people making their rugs.

- This rug is GoodWeave[®] certified, which ensures that your rug was not made by children. The certification also helps ensure no forced¹ or bonded² labor was used.
- The GoodWeave label displays a unique number, which can be traced back to the producer.
- The GoodWeave label means that a percentage of the rug's price is used to educate children in the weaving communities of South Asia.
- GoodWeave is the only independent, third-party rug certification program that rescues children from looms. They conduct frequent, surprise inspections of all facilities.
- GoodWeave has been doing this work for more than 20 years and are globally recognized. Their founder is a winner of the Nobel Peace Prize.³
- GoodWeave has rescued nearly more than 3,800 children who were trapped in labor and has prevented thousands more from carpet work.
- The GoodWeave label ensures the highest quality and craftsmanship of skilled adult artisans.
- GoodWeave provides rescued children with rehabilitation, education and vocational training. They also help return them home, if possible.
- We have partnered with GoodWeave because we are committed to the highest standards of integrity in the industry.
- To learn more, visit GoodWeave.org.

¹ *Forced labor* is when a worker is coerced to work, often through violence or intimidation but sometimes through more subtle means such as retention of identity papers by the employer.

² *Bonded labor* is when a worker is forced to work to pay off a debt to the employer. This is different from the loans we think of and usually the worker is tricked into working for little or no pay and they are not able to control their debt.

³ GoodWeave was founded by Indian activist Kailash Satyarthi, who won the Nobel Peace Prize in 2014 with Malala Yousafzai.