



## Sales Talking Points

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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 at the other end of the supply chain making their rugs.

- This rug is GoodWeave® certified, which ensures that your rug was not made by children.
- 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 rug certification program that rescues children from looms.
- GoodWeave has rescued nearly 3,600 child laborers and 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.
- We have partnered with GoodWeave because we are committed to the highest standards of integrity in the industry.
- To learn more, visit [GoodWeave.org](http://GoodWeave.org).