

# Standards Claims Policy

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English is the official language of *TE-301 Standards Claims Policy*. In any case of inconsistency between versions, reference shall be made to the English version.

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*TE-301 Standards Claims Policy* will be updated according to a set revision schedule.

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## Introduction

### About the Standards Claims Policy

The purpose of this document is to provide companies with clear guidelines for making claims and communicating about Textile Exchange Standards. The rules governing Textile Exchange Standards certification are defined by the scope, assurance, and chain of custody requirements for each of the Textile Exchange Standards. For technical details on these issues, please refer to the respective Standard documents.

All claims shall always conform with the language requirements detailed in this policy and shall be true, accurate, and not misleading.

Other statements about or in reference to the Standards, such as policy statements, media, or academic use, fall outside the scope of this policy. Use of the Textile Exchange logo or Textile Exchange membership logo is not included within the scope of this policy; contact [Communications@TextileExchange.org](mailto:Communications@TextileExchange.org) about using the Textile Exchange logo and [Membership@TextileExchange.org](mailto:Membership@TextileExchange.org) for more information about membership logo use and claims.

Any organization planning to use Textile Exchange Standards in any type of marketing or communication should carefully read this document and ensure that all relevant staff are informed of its content. Certification bodies (CBs) are responsible for verifying that all assured claims meet the requirements of this document.

Relevant stakeholders, including licensed claim makers, will be informed of substantive changes to this policy via public notice on our website and by direct written communication when possible.

### About Textile Exchange

Textile Exchange is a global non-profit driving positive impact on climate change across the fashion and textile industry. It guides a growing community of brands, manufacturers, and farmers towards more purposeful production from the very start of the supply chain.

Its goal is to help the industry to achieve a 45% reduction in the emissions that come from producing fibers and raw materials by 2030. To get there, it is keeping its focus holistic and interconnected, accelerating the adoption of practices that improve the state of our water, soil health, and biodiversity too.

For real change to happen, everyone needs a clear path to positive impact. That's why Textile Exchange believes that approachable, step-by-step instruction paired with collective action can change the system to make preferred materials and fibers an accessible default, mobilizing leaders through attainable strategies, proven solutions and a driven community.

**At Textile Exchange, materials matter.** To learn more, visit [TextileExchange.org](https://TextileExchange.org).



## Logo Use Authorization

The Standards logos are proprietary and for authorized use and/or display only; all logo use shall conform with the guidelines described in [TE-302 Standards Logo Use Specifications](#).

The Textile Exchange Standards logos are the intellectual property of Textile Exchange, who reserves all rights in relation thereto. Unauthorized display, copy, and/or use of any Standard logo without prior authorization, is strictly prohibited.

Any organization that uses a Standards logo shall do so in agreement with logo use terms and conditions through Textile Exchange (in the case of registering commitments – [see Section A](#)) or a licensing agreement with a certification body (CB), as applicable.

Certification bodies with a valid licensing contract with Textile Exchange will sublicense the right to use the applicable Standard logo(s) upon request/approval for all assured claims ([Section B](#)), in compliance with the requirements in this policy.

Textile Exchange reserves the right to take legal action against any party that uses, displays, and/or copies any Standard logo without prior authorization. Incidents of unlicensed or improper use of any Standards logo(s) will be handled in accordance with [ASR-110 Complaints and Feedback Policy](#) and the terms outlined in this document.

## Textile Exchange Standards and Policy Conformity

Textile Exchange Standards are designed to support verification of certified content claims, provided they conform with our policies and procedures for certification and claims and labeling. Within the controls of our system, conformance with all relevant criteria provides assurance that you are meeting certification requirements and are allowed to use our voluntary labels and claims on or in relation to your products.

The criteria and guidance in this policy is intended to ensure conformity with Textile Exchange's integrity controls.

## Legal Compliance

The claim maker, whose name appears on or is attached to the product or in any other claim, is solely responsible and liable for product labeling, packaging, and other information thereon. It is the claim maker's responsibility to ensure that packaging, labeling, and other claims comply with all relevant legislation and standards. All claims and statements relating to Textile Exchange Standards should be accurate, up to date at the time of printing or publication, and can be substantiated if required.

This policy is not intended as legal guidance and claims and labels made based on our certification system are not intended to be legal guarantees. Textile Exchange does not take any responsibility for the legal implications of use of our Standards certification system nor the use of any related claims. It is recommended best practice to seek legal counsel to understand the consumer protection laws and labeling requirements in each country of sale, which falls outside the scope of certification to our Standards and this policy.

Relevant legislation, standards, and other guidance includes (but is not limited to):

- EU: [Proposal for a Directive on empowering consumers for the green transition and annex, 2022](#)  
[Proposal for a Directive on Green Claims, 2023](#)
- International: [ISO 14020, ISO 14021, ISO 14024, ISO 14025](#)
- UK: [DEFRA Green Claims Guide, 2011](#) | [CMA Green Claims Code, 2021](#)
- USA: [Federal Trade Commission's, 16CFR Part 260, "Guides for the Use of Environmental Marketing Claims \(Green Guides\)", 2012](#)  
[Federal Trade Commission, 16CFR Part 255, "Guides Concerning the Use of Endorsements and Testimonials in Advertising," 2009 \(In review, 2020\)](#)

## How to Use This Document

This document sets forth the overall requirements for conformity with the [Standards Claims Policy](#) and includes five key sections (Commitment Claims, Assured Claims, Agreement-Based Claims, Informational Statements, and Misuse), as well as additional Appendices.

Throughout this document, the following terms are used to indicate requirements, recommendations, permissions, or capabilities:

1. "shall" indicates a requirement
2. "should" indicates a recommendation
3. "may" indicates a permission
4. "can" indicates a possibility or capability

The abbreviation "e.g." is used to indicate an example, while the abbreviation "i.e." is used to provide clarification of meaning.

### In the allowed language for each type of claim:

- The words shown within brackets "[xxx]" provide a description of the required language rather than the exact language to be used in a claim.
- Brackets with a slash between two or more descriptions "[xxx/xxx]" indicate a choice between multiple options for the required language.

**Example:** "[Standard Name]" may be replaced by "Responsible Wool Standard" and "[organically grown material/recycled material/wool/down/mohair/alpaca fiber]" may be replaced by "wool."

- The words shown in parentheses "(xxx)" indicate optional language which may be used.

- Parentheses with a slash between two or more descriptions “(xxx/xxx)” indicate a choice between multiple options for the optional language.

**Example:** If you see “(This product/This component)”, you may choose to omit the words altogether; or you may choose to use “This product” or “This component” depending on your needs.

- If the term or statement in between either the brackets or parenthesis is capitalized, it is implied that the term or statement used shall also be capitalized.
- All references to the Standard(s) may use the full name of the standard, the acronym, or both, e.g. “Responsible Wool Standard” or “RWS” or “Responsible Wool Standard (RWS).”
- Other characters such as pound signs (#) or hyphens (-) may be used in the claims language, as desired or needed, as long as the meaning of the statement remains unchanged. e.g. “RDS-certified down, ABC Cert #12345678”.
- Where the CB name is required in claims, it may be replaced with an appropriate acronym.




The general eligibility requirements for each type of claim are summarized in the table below. A full description of each claim category and type, detailed eligibility requirements, and a list of allowed language follows in each section. Applicable registration or approval requirements are detailed at the end of each section.

Claim Categories	Claim Type	General Eligibility Requirements	Registration or Approvals
Commitment claims	Corporate commitment claims	Certified and non-certified organizations with a public commitment to and/or goals for certification to a Textile Exchange Standard(s). ( <a href="#">see A1.2</a> )	Register commitments with Textile Exchange through the <a href="#">online commitment registration form</a> .
	Progress claims	Certified and non-certified organizations that have previously made a public commitment to Textile Exchange Standard(s) in alignment with the corporate commitment claims guidelines. ( <a href="#">see A3.1</a> )	
Assured claims	Claims by certified organizations	Holders of valid scope certificates (SC). ( <a href="#">see B1.1</a> )	Apply for approval from certification body. ( <a href="#">see B5</a> )
	Product-related claims	Holders of valid scope certificates (SC) and additional product qualifications. ( <a href="#">see B3.1</a> )	
Agreement-based claims		Contractually defined relationship to Textile Exchange. ( <a href="#">see C1.1</a> )	Defined in applicable written agreement.
Informational statements		Any organization. ( <a href="#">see D1.1</a> )	Informational statements used alongside assured claims will be reviewed by certification bodies for accuracy, per <a href="#">CCS-102 CCS Certification Procedures</a> . Otherwise, no approval or registration is needed.

## Section A - Commitment Claims

Commitment claims center around registered commitments to Textile Exchange Standards, as well as progress toward those commitments and associated goals. Raw material suppliers, brands, and retailers are all eligible to make commitments.

A *corporate commitment* is made by an organization that is working towards building a supply chain that is fully certified to a Textile Exchange Standard(s). In many cases, committed organizations are not yet selling fully certified products and therefore do not yet qualify to make an assured product-related claim (as outlined in Section [B3](#)). Companies that have already met or made progress toward their targets may make *progress claims*.

Organizations making commitments to one or more Standard are responsible for outlining clear goals and timelines for achieving them. 


### A1. General Guidelines – Corporate Commitment Claims

**A1.1** Corporate commitment claims shall only be made by organizations who have registered a public commitment to a relevant Textile Exchange Standard(s) and have set clear goals and realistic timelines for achieving them.

**NOTE:** Commitments may be registered through Textile Exchange's [online commitment registration form](#).

**A1.2** Corporate commitment claims shall not appear on or in reference to any specific certified product. For making product-related claim, [see B3. General Guidelines – Product-Related Claims](#).

**A1.3** Corporate commitment claims should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

**A1.4** Corporate commitment claims may be accompanied by the applicable Standard logo(s) and logo use shall conform with [TE-302 Standards Logo Use Specifications](#). 


**A1.5** Corporate commitment claims shall not be made with reference to the Content Claim Standard (CCS).

### A2. Allowed Language – Corporate Commitment Claims

**A2.1** Corporate commitment claims should be limited to the following language:

**NOTE:** Corporate commitment claims may be minimally adjusted, provided the meaning is not lost.

**A2.1.1** [We/Organization Name] commit(s) to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

**A2.1.2** [We/Organization Name] commit(s) to achieve [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe]. 

**A2.1.3** [We are/Organization Name is] committed to sourcing [x%] of [product category] by [revenue/SKU/unit] from certified sources by [specific timeframe].

**NOTE:** “revenue/SKU/unit” refers to how the percentage of products will be calculated. See example in [Appendix B](#).

### A3. General Guidelines – Progress Claims

**A3.1** Progress claims may be made by organizations who have met all corporate commitment claims requirements ([see A1.1 - A1.5](#)).

**A3.2** Certified organizations may make progress claims provided they are not related to specific certified products.

**A3.2.1** Claims about progress towards a committed percentage of certified products are considered assured claims and shall be approved by a certification body.

**A3.3** Progress claims shall be quantifiable and verifiable through publicly available information that is easily accessible in connection with the progress claim itself.

**A3.4** Progress claims shall not be made with reference to the Content Claim Standard (CCS).

### A4. Allowed Language – Progress Claims

**A4.1** Progress claims shall be limited to the following language:


**NOTE:** Progress claims may be minimally adjusted, provided the meaning is not lost.

**A4.1.1** [We have/Organization Name has] achieved [x%] of our goal to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

**A4.1.2** [We are/Organization Name is] [quantifiable and verifiable progress indicator] to our goal of sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

**A4.1.3** [x%/All] of our [supplier facility type] are certified to the [Standard Name].

## A5. Commitment Registration and Claim Making Process

- A5.1** Prior to making commitment claims, all corporate commitments should be registered through Textile Exchange's [online registration form](#). 
- A5.2** Logos shall be distributed only to those who meet the qualifications outlined in [Section A](#), have registered their commitments, and agreed to the logo use terms.
- A5.3** Commitment claims shall only be made in conformity with the full requirements of this policy. If, at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

## Section B - Assured Claims

Assured claims are reserved only for organizations or products that have met the requirements of an assurance process set forth in the Textile Exchange Standard(s). As such, products or businesses making assured claims must be certified according to the applicable Standard in order to make claims in this category. Approval must be obtained by a certification body.

Examples of assured claims can be found in [Appendix C](#).

### B1. General Guidelines – Claims by Certified Organizations (non-product related)

**B1.1** Claims by certified organizations shall only be made by organizations that hold a valid scope certificate to the applicable Standard(s). No other organization may make the claims in this category.

**B1.2** Claims by certified organizations require approval by an authorized certification body, as per [CCS-102 CCS Certification Procedures](#) and as described in [B5. Assured Claims Approval Process](#).

**B1.3** Claims by certified organizations may be made at, near, or relative to the point of sale and shall include the following disclaimer:

**B1.3.1** In a business-to-business context (e.g. invoices, webpages):

[We are/Organization Name is] is [Standard Name] certified, [CB name] [License Number]. Only the products which are covered by a valid transaction certificate are [Standard Name] certified.

**B1.3.2** In a business-to-consumer context, when the claim is not made on-product (e.g. webpages, advertisements, social media):

[We are/Organization Name is] is [Standard Name] certified, [CB name] [License Number]. Only the products which carry the [Standard Name] label and claim are certified.

**B1.4** Claims by certified organizations may be made in marketing materials (e.g. email signatures) and shall include the organization's license number and the certification body name.

**B1.4.1** For online claims or use of the Standard logo, the associated certification information (license number and certification body name) may appear on another webpage hyperlinked from the logo.

- B1.5** Claims by certified organizations should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).
- B1.6** Claims by certified organizations shall be accompanied by the applicable Standard logo(s) and logo use shall conform with [TE-302 Standards Logo Use Specifications](#).
- B1.7** Claims by certified organizations shall not be made with reference to the Content Claim Standard (CCS).
- B1.8** Claims by certified organizations may appear in conjunction with product-related claims, provided the product-related claim meets the requirements in [Section B3](#) and both claims have been approved by an authorized certification body.

## B2. Allowed Language – Claims by Certified Organizations

- B2.1** Claims by certified organizations shall be limited to the following language only:

- B2.1.1** [%/All] of our [organically grown [material type]/recycled [material type]/down/wool/mohair/alpaca fiber] is (independently) certified to the [Standard Name], (certified by) [CB name] [License Number].
- B2.1.2** Our [material type] supply chain is certified to the [Standard Name], (certified by) [CB name] [License Number].
- B2.1.3** [We are/Organization Name is] certified to the [Standard Name], (certified by) [CB name] [License Number]. (Insert relevant informational statement).
- B2.1.4** [We are/Organization Name is] certified to the [Standard Name], which certifies and tracks [organically grown [material type]/recycled [material type]/down/wool/mohair/alpaca fiber] from the source to final product. (Certified by) [CB name] [License Number].
- B2.1.5** For certified raw materials sourced from farms:  
  
(At [Organization Name]), [% of the/all] [organically grown [material type]/down/wool/mohair/alpaca fiber] sourced from farms into our supply chain is [Standard Name] certified, (certified by) [CB name] [License Number].



## B3. General Guidelines – Product-Related Claims

Product-related claims are used to indicate that a product, category of products, or product component are certified or contain certified content. Because these claims are tied to an assurance process, special care shall be taken to ensure they are true, accurate, and not misleading. Eligibility to make product-related claims depends upon conformity to the relevant Standard and Content Claim Standard (CCS) requirements.

The guidelines for product-related claims listed below apply to both business-to-business (B2B) and business-to-consumer (B2C)/consumer-facing final products.

### Eligibility Requirements

**B3.1** Product-related claims shall only be made by organizations and about products or components that meet the eligibility criteria outlined below:

**B3.1.1** The product or claimed component meets the following minimum content (calculated by weight) and blending/mixing requirements.

**NOTE:** Per [CCS-101-v3.1 Content Claim Standard](#), D4.4, trims may be excluded from composition calculations of textile products and footwear when they are not the claimed material and when the total trims do not account for more than ten percent of the total product weight.

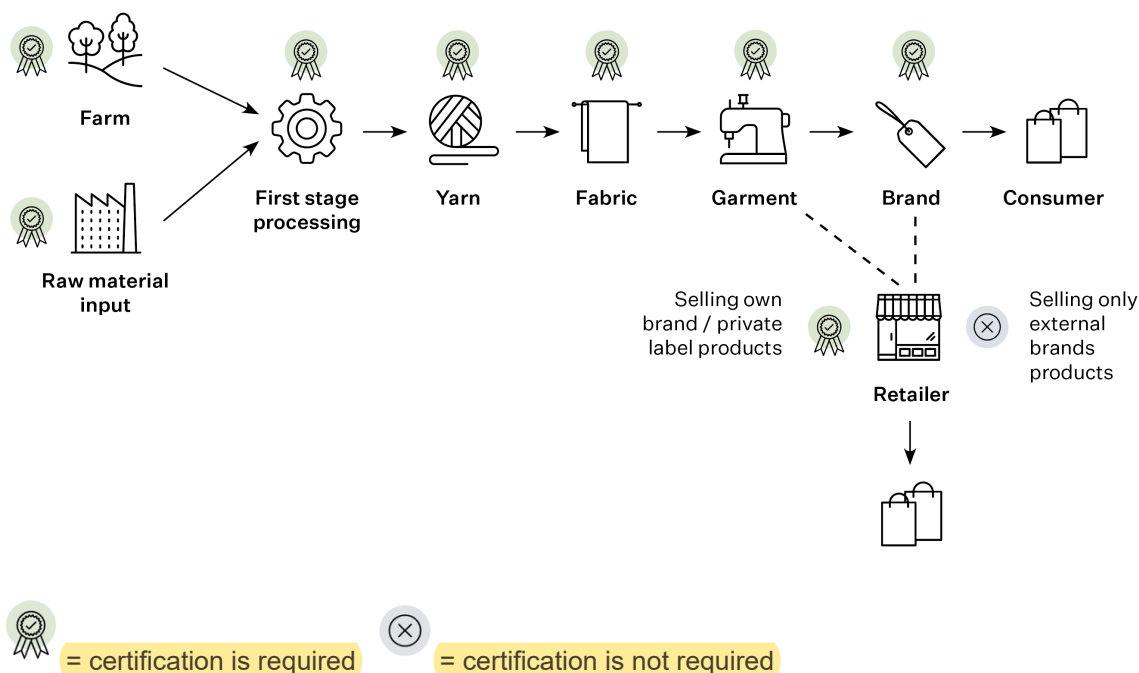
Logo	Overall product or claimed component contains	Blending allowed?	Mixing allowed?
OCS 100	95-100% organic content	Yes	No
OCS Blended	5-95% organic content	Yes	Yes
RCS 100	95-100% recycled content	Yes	No
RCS Blended	5-95% recycled content	Yes	Yes
GRS	50-100% recycled content	Yes	Yes
RDS	5-100% RDS down/feathers	Yes	Only with GRS or RCS down
RAF	5-100% RWS wool, RMS mohair, or RAS alpaca fiber	Yes	Only with GRS or RCS animal fiber of the same type

**NOTE 1:** A product that contains at least 5% (non-recycled) certified RDS down or RAF fibers where all remaining fiber of the same type is also certified to the RCS or GRS may be claimed as RDS/RAF; an

RCS/GRS claim may also be applied provided the applicable certification and percentage requirements are met. See [B3.14](#) for combined claims.

**NOTE 2:** *Blending* refers to combining raw materials of different types (e.g. cotton with polyester), while *mixing* refers to combining raw materials of the same type with different attributes (e.g. organic cotton with conventional cotton).

**B3.1.2** For product-related claims on final products intended for sale to consumers, certification is required up to the brand.



- a. The brand – as required per [CCS-101 Content Claim Standard \(CCS\)](#) – holds a valid scope certificate that includes the correct product and processing category(ies).
  - i. In cases where a company is a retailer that sells products under their own brand (e.g. private label, white label, licensee brands) they are considered a brand per the definition of a “brand” in [TE-101 Terms and Definitions for Textile Exchange Standards and Related Documents](#), and brand certification is required when making product-related claims.
  - ii. In cases where a company designs *blank products* (e.g. t-shirts, tote bags intended for printing) and also controls the labeling and branding of the final product, they are considered a brand and brand certification is required when making

product-related claims that may be passed on through multiple distribution channels. See [B4.8.1](#) for specific language related to GRS claims on blank products.

**NOTE 1:** If a blank product is sold to a brand or retailer who will apply their own branding (e.g. hangtags, sew-in labels) for sale under their own name/private label to consumers, that brand or retailer requires brand certification and is responsible for all product-related claims. The blank product company in this case would be considered the brand's supplier.

**NOTE 2:** Refer to [CCS-201 Content Claim Standard User Manual](#) for more details on chain of custody and brand certification requirements.

- b. The brand – as required per [CCS-101-V3.1 Content Claim Standard \(CCS\) E1.2](#) – obtains a valid transaction certificate for all claimed materials purchased, including all products which carry the Standard's logo or any other product-related assured claim.

**B3.2** Business-to-business (B2B) product-related claims may be made and are exempted from the eligibility criteria in [B3.1.1 - B3.1.2](#), provided the following conditions are met:

- a. The product meets the minimum content requirements for certification (outlined in the applicable Standard document); and
- b. The company selling the product – as required per [CCS-101 Content Claim Standard \(CCS\)](#) – holds a valid scope certificate that includes the correct product category(ies).

**NOTE:** B2B product-related claims are not required to list the percentage of certified material in the claim (i.e. requirement [B3.13](#) does not apply).

**B3.3** All product-related claims (B2B and B2C) and any accompanying artwork shall be approved by a certification body as described in [B5. Assured Claims Approval Process](#).

## General Requirements

**B3.4** Product-related claims may be made on-product (e.g. hangtags/swing tags, sewn-in labels, product packaging) or off-product (e.g. e-commerce/online product page, social media, magazine/online advertisement).

**B3.5** Product-related claims that appear on-product, such as on a label or statement printed, heat-transferred, affixed, or otherwise physically attached or applied to the product or its packaging, shall only be done so by certified organizations.

**B3.5.1** Certified brands may attach hangtags/labels or direct certified suppliers may attach hangtags/labels with the brand's license number and other required certification information.

**B3.6** If the applicable Standard logo is already on the product, then any additional information which does not refer to or cover up information about the standard is outside of the scope of the certification.

**B3.7** Product-related claims may be made about a component of a product (e.g. outer shell of a jacket), provided the component meets all applicable requirements for both certification as outlined in the applicable Standard document and claims as outlined in [Section B3](#) of this policy.

**NOTE 1:** In the case of tampons, the core (i.e. the absorbent piece either encased in an applicator or on its own) and the applicator may be claimed as separate certified components. Please see [ASR-104 Policy for Transaction Certificates](#) for more details on component claims and how these are to appear on the associated transaction certificate.

**NOTE 2:** A sanitary product such as a pantyliner is a single product which does not have any trim, so any certification claim needs to cover the entire product. A release sheet or wrapper would both be considered packaging (and thus not part of the product).

**B3.8** When space allows, a product-related claim should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

**B3.8.1** Otherwise, a URL or QR code directing to the current version of the Standard or the Standard's landing page should appear in conjunction with the claim.

**B3.9** Product-related claims shall not be made with reference to the Content Claim Standard (CCS).

## Required Certification Information

**B3.10** All product-related claims shall include:

- a. The claim maker's license number, as it appears on their valid scope certificate;
- b. The name or acronym of the claim maker's responsible certification body;
- c. The percentage of certified content, per the requirements in [B3.13](#); and
- d. The relevant Standard logo.

**NOTE 1:** Claim makers who are non-certified retailers must use the license number and certification body name of their certified brand supplier.

**NOTE 2:** Only one license number may be included in product-related claims. The license number for any upstream suppliers may not be included.

## Logo Use

**B3.11** All product-related claims shall appear with the relevant Standard logo and logo use shall conform with [TE-302 Standards Logo Use Specifications](#).

**B3.11.1** When the Standard logo is unable to appear near the text portion of a product-related claim (i.e. claim language and other required certification information), such as in the cases of e-commerce product webpages or sewn-in labels, the Standard logo may be separated from the rest of the product-related claim, provided it appears elsewhere on the product, hangtag, listing, or on another webpage, and meets all other requirements described in this section. Likewise, when the text portion of the claim cannot be near a logo, it should appear elsewhere on the product or linked to another webpage.

**B3.12** For use of a Standard logo at physical point of sale (e.g. in-store signage, a 3-D sculpture of the RDS logo in a retail store), in addition to conforming with [TE-302 Standards Logo Use Specifications](#), the following conditions shall apply:

**B3.12.1** The logo shall only be placed directly above or within visible distance to the certified products.


**B3.12.2** The logo shall be accompanied by additional signage (easily visible/legible to consumers) which includes the following:

- a. A statement that indicates only products with the Standard's label and certification information are certified (e.g. "Look for RDS certified products" or "Look for the RDS label"); and
- b. All required certification information, as per [B3.10](#).

## Certified Content Percentage

**B3.13** Product-related claims shall include the percentage of certified material in the product or component. The percentage shall be calculated by weight of the full product or applicable certified component and may exclude non-certified trims or accessories.

See [B3.1.1](#) for more details on content percentage requirements.

**NOTE:** In most cases, the weight of trims (e.g. buttons, lace, string on a t-shirt) shall be excluded from calculations, unless they are also certified to the applicable Standard. 

**B3.13.1** For RDS, the percent certified content may be omitted provided the applicable component (i.e. the fill) is 100% RDS certified down.

- a. The percentage shall be specified for blended fills (e.g. 50% RDS down, 50% synthetic fill).

**B3.13.2** For RAF Standards (RWS, RMS, and RAS), the percentage of certified content may be omitted provided that the applicable product or component is made of 100% of a single certified animal fiber (e.g. 100% RWS wool, or 100% RMS mohair).

**B3.13.3** For RCS, GRS, and OCS, the percent certified content shall always appear in the claim.

**B3.13.4** For RCS, GRS, and OCS, labels may reference a minimum percentage of claimed content (e.g. “at least 10% OCS **certified** organically grown cotton”) in order to simplify communications and label designs. Transaction certificates shall include the exact percentage composition for the specific batch of product.

**NOTE:** In some cases, where it does not contradict any labeling laws which apply to the product (e.g. in markets where the product is sold), the content percentage listed may be downgraded to a lesser percentage. For example, a brand regularly sources products containing 50% GRS certified material and has labels approved and printed with a 50% claim, however, their supplier sends them a shipment that contains 60% GRS certified material; in this case, the claim may be downgraded to 50% to keep consistency in the labeling approach.

**B3.13.5** For RCS, GRS, and OCS, where multiple material types are certified, each material shall be separately listed with each percentage (e.g. “Made with 48% OCS **certified** organically grown cotton and 32% OCS **certified** organically grown wool”).

## Multiple Certified Materials/Combined Claims

**B3.14** Product-related claims to two or more Standards (including non-Textile Exchange Standards) which address the same material attribute (e.g. GRS and RCS) may only be made for the same product provided:

- a. The claims relate to separate components of the product; or



- b. The claims are clearly distinct from each other (e.g. properly distanced so that they cannot be confused as being connected or related to each other in any way).

**B3.14.2** Claims to two or more different RAF Standards may be combined, as these standards do not address the same material attribute (e.g. RWS addresses wool, RAS addresses alpaca fiber).

**NOTE 1:** This does not apply to standards which do not address material sourcing (e.g. chemical use standards).

**NOTE 2:** Multiple Textile Exchange Standards which address different material attributes (e.g. OCS cotton and RCS recycled polyester) may be claimed on the same product provided they meet the eligibility requirements outlined in [B3.1.1](#), and both applicable Standard logos and relevant allowed language is used. See [B4.3](#) for allowed language.

**NOTE 3:** When making a Textile Exchange standard claims near a non-Textile Exchange standard, always check the claims guidance or policies of the scheme owner, as combining claims may not be allowed.

## Multi-Piece Product Set Labeling

**B3.15** When labeling a set of products which are packaged together where one piece is below the 95% threshold for RCS 100 or OCS 100 (as applicable):

- B3.15.1** Each piece shall be labeled separately with the appropriate label and percentage details; or
- B3.15.2** The entire set shall be labeled as RCS Blended or OCS Blended (as applicable) and the percentages for each piece shall be included; or
- B3.15.3** The entire set shall be labeled as RCS Blended or OCS Blended (as applicable) and, as per [B3.13.4](#), the labels may reference a minimum percentage of claimed content (e.g. “at least 10% OCS organically grown cotton”) in order to simplify communications and label designs; and
- B3.15.4** In all cases, the transaction certificate(s) shall include the exact percentage composition for the specific batch(es) of product(s).

## Certified Packaging, Hangtags, and Labels

**B3.16** Product-related claims made on and about packaging or other affixed hangtags or labels may only be used if the packaging, hangtag, or label itself is certified to the

relevant Standard (e.g. a GRS certified recycled polyester polybag or an RCS certified recycled paper hangtag).

**B3.16.1** In this case, along with the other required information described in [B3.10](#), a clear statement to identify the packaging, hangtag, or label as the certified “product” shall be included.

e.g. “This polybag contains 100% GRS certified recycled polyester” or “This hangtag contains 50% RCS certified recycled paper.”

**B3.16.2** If the product inside the certified packaging or referred to on the hangtag or label is also certified to an applicable Standard, an assured product-related claim may also be made, provided it specifies the product and conforms with all requirements in this policy.

**B3.16.3** Any other logos or brand names appearing on the packaging, hangtag, or label must be kept a reasonable distance away from the Standard logo and claim to avoid confusion that the claim could apply to their brand or product. See section A2 [TE-302 Standards Logo Use Specifications](#) for more details on logo use.

## Passing on Approved Product-Related Claims

**B3.17** A certified brand with approved product-related claims shall inform buyers that as non-certified organizations, if they intend to use these claims, the buyer and any subsequent processing facilities:

- a. Shall not apply, modify, or alter any on-product product-related claim; and
- b. Shall not make any claims about the product outside of the allowed language outlined in this policy, unless the final product becomes fully certified.

**B3.18** If a certified brand is selling a blank product intended for minor processing (e.g. printing) by a non-certified organization, and further processing is a print process or if chemicals are used, and the standard is GRS, the product-related claim shall use the specialized claim in [B4.8](#).

**NOTE:** Per [CCS-201 Content Claim Standard User Manual](#), a product may further change hands and go through minor processing (e.g. printing, embroidery) without those wholesalers, distributors, minor processors, or final retailers requiring certification to the applicable standard.

**B3.19** If all of the above conditions outlined in B3.17 and B3.18 are not met, the non-certified organization shall become certified to the applicable Textile Exchange Standard in order to make or use any product-related claims.

**NOTE:** Certified brands should be prepared to share proof of formal claim approval documentation with retailers upon request.

## Non-Certified Retailer Product-Related Claims

**B3.20** Off-product (e.g. e-commerce product page, store signage) product-related claims may be made by non-certified retailers selling other brands' certified products, provided they are able to verify the products are certified to the applicable Standard.

- a. A number of verification methods may be employed. See [Appendix D](#) for recommended best practices for verification.

**NOTE:** Non-certified retailers are not permitted to physically attach product-related claims. As such, if the product does not already have one, no on-product claims are permitted.

**B3.21** Product-related claims made by non-certified retailers are exempt from the requirements for approvals outlined in section [B5. Assured Claims Approval Process](#).

**B3.21.1** Certified retailers may request their certification body to review and approve any off-product product-related claims they would like to make about certified products outside their own scope of certification (i.e. when selling other brands' products).

**NOTE:** Textile Exchange reserves the right at any time to request a desk review or artwork spot check from retailers to ensure conformity of their product-related claims with this policy.

## Excess Hangtag/Label Stock with Outdated Information

**B3.22** In cases where a certified organization has changed certification bodies or any other change was made to their certification that impacts information required in product-related claims (e.g. license number has changed), leftover hangtags or labels that were printed with the previous certification information may continue to be applied to qualified products and used up until they are all gone, provided:

- a. The products were produced while the previous certification body was responsible, or license number was valid;

- b. The product-related claim on the hangtag or label was approved by a certification body and already printed prior to changing certification bodies or license numbers; and
- c. If certification bodies were changed, the succeeding certification body notifies the preceding certification body with a chance for the preceding certification body to object based on the grounds of risk to product integrity. If the succeeding certification body is to issue the transaction certificate covering products produced under the old scope certificate, then the succeeding certification body shall perform a documentation review covering those products' inputs, production, and volume reconciliation.

## B4. Allowed Language – Product-Related Claims

**B4.1** For legal reasons, product-related claims for all standards shall refer to the generic material name and shall not contain tradenames, names of other standards, programs and initiatives, or names of breeds, varieties, and species. For more details, see [ASR-213 Material, Processes, and Products Classification](#).

**B4.2** Product-related claims for all standards shall be limited to the following language:

**NOTE 1:** The allowed language in product-related claims may be written out in full sentences or listed as shown in the examples below. The required information may also be presented or written out in a different order from how it is shown in the allowed language. More examples can be found in [Appendix B](#).



100% RWS Wool  
ABC Cert  
12345678



The outer shell of this raincoat contains  
85% RCS certified recycled polyester.

Certified by ABC Cert 12345678

**NOTE 2:** For B2B product-related claims, any of the allowed language in this section may be used. As per the note under [B3.2](#), listing the percentage is not required.

**B4.2.1** (Product)/[component name] (contains/is) [x%] [Standard Name] (certified) [organically grown [material type]/recycled [material type]/down/wool/mohair/alpaca fiber], (certified by) [CB name] [License Number].

**B4.2.2** For products or components certified to the RDS, RWS, RMS, or RAS only, where all animal fibers are certified to one of these standards:

(Product is)/[component name is] (contains) [RDS/RWS/RMS/RAS] (certified) (material type) (certified by) [CB name] [License Number].

**B4.2.3** For products certified to the OCS, the following alternative language may be used:

a. (Product)/[component name] (contains) [x%] organically grown [material type], certified OCS by [CB name] [License Number].

b. (Product)/[component name] (contains) [x%] OCS certified [material type], (certified by) [CB name] [License Number].

**B4.3** Products that are certified to multiple Textile Exchange Standards may repeat only the percentage, Standard name, and material.

Example: “50% RWS wool and 20% RMS mohair, ABC 1234567.”

**B4.4** In addition to the allowed language in [B4.2](#), a company may choose to also include the Standard acronym in the product name. This is allowed in the following format only:

**B4.4.1** [OCS/RCS/GRS/RDS/RWS/RMS/RAS] [Product Name]

Example: “RWS Sweater”

**B4.5** As an alternative to B4.4 above, the following formats are allowed for RDS, RWS, and RMS products only:

**B4.5.1** [Product name] in [Responsible Down/Wool/Mohair/Alpaca Fiber]

Example: “Jacket in Responsible Down”

**B4.5.2** [Product name] in [RDS Down/RWS Wool/RMS Mohair/RAS Alpaca Fiber]

Example: “Scarf in RMS Mohair”

**B4.6** In the cases described in B4.4 and B4.5 above, a full product-related claim (as outlined in [B4.2](#)) shall be included alongside any public facing use of the name in a visible place. The claim shall be present on the product specific page for ecommerce websites.

**B4.7** Any organic crop name that legally changes its name after first processing occurs shall no longer be referred to by its crop name when certified to the OCS and making claims (e.g. bamboo processed into a fabric is legally “viscose” in most countries). OCS labeling in these cases shall be written as:

**B4.7.1** Contains [x%] OCS certified [legal name] (derived from organically grown [crop name]), (certified by) [CB name] [License Number].

Example:

*“Contains 100% OCS certified viscose, derived from organically grown bamboo, certified by ABC Cert 12345678”*

**B4.8** Product-related claims made in reference to blank products certified to the GRS shall use the following language:

**B4.8.1** (The/This) [blank/undecorated/unprinted] [product type] was made with [x%] GRS certified recycled [material type], (certified by) [CB name] [License Number]. Further printing or other processing was not confirmed to meet the requirements of the GRS.

**B4.9** Product-related claims about the GRS or RCS may also use the terms “pre-consumer” or “post-consumer” to describe the recycled material where this attribute has been confirmed by the certification body and included on the applicable scope certificate.

E.g. “100% GRS certified post-consumer recycled polyester, ABC Cert 12345678”.

## B5. Assured Claims Approval Process

**B5.1** Prior to use, all assured claims (i.e. claims by certified organizations and product-related claims) require approval by the claim maker’s certification body through a formal claim approval application, which grants use of the claim. All claim approvals will be reported to Textile Exchange.

**B5.1.1** The claim maker may authorize another party, such as a design agency or certified supplier, to submit claims approval applications on their behalf.



**NOTE 1:** The claim approval application form may only be obtained through an approved certification body.

**NOTE 2:** Multiple assured claims may be submitted through a single claim approval application.

**NOTE 3:** Certification bodies approve claims in accordance with the procedure outlined in [ASR-101 Accreditation and Certification Procedures](#) and [CCS-102 CCS Certification Procedures](#).

**NOTE 4:** Per [B3.20](#), assured product-related claims made by retailers do not require approval, unless requested by a certified retailer already working with an approved certification body for their own certification.

**B5.2** All unique artwork and allowed text claims shall be included as part of a formal claim approval application.

**B5.3** Artwork may be submitted in the form of a controlled template, provided only the certification information (certification body and license number), product name, claimed material, or content percentage may be edited.

**B5.3.1** The language and graphics should be set with blanks for license number, percentage and material type, if relevant.

**B5.3.2** The template shall be approved by the claim maker's certification body.

**B5.4** Approved artwork that has not changed since the original claim approval application was submitted to the certification body **may** be reviewed on an annual basis during the audit process. If the artwork has changed, it shall be resubmitted for approval at the time of change.

**B5.5** Assured claims shall only be made in locations and on products that meet the full requirements of this policy. Extra care shall be taken with assured claims to ensure they are removed from ineligible locations and/or products.

**B5.6** If, at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

**B5.7** Pre-approval of assured claims may be issued in specific cases only, such as where the brand is in the process of becoming certified. Brands shall not make any public facing claims based on a pre-approval prior to receiving a valid scope certificate a final claim approval from their certification body.

## Section C - Agreement-Based Claims

Textile Exchange may grant permission for additional standards related claims in the context of written agreements. Organizations in this category may include international working group members, accreditation bodies, certification bodies, data intermediaries, or brands who have financially supported a standards-related initiative.

### C1. General Guidelines – Agreement-Based Claims

- C1.1** Agreement-based claims shall only be made by organizations who have a written agreement with Textile Exchange (non-certificate).
- C1.2** All agreement-based claims should appear with the relevant Standard logo and logo use shall conform with [TE-302 Standards Logo Use Specifications](#).
- C1.3** The URL for the Standard or [TextileExchange.org/Standards](https://TextileExchange.org/Standards) shall be adjacent to the claim.
  - C1.3.1** When the logo is used in digital publications, the URL may be embedded in the logo.
- C1.4** Agreement-based claims should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

### C2. Allowed Language – Agreement-Based Claims

The following groups already have confirmed agreements with Textile Exchange. Please contact [Standards@TextileExchange.org](mailto:Standards@TextileExchange.org) if you would like to initiate a new agreement and develop claims about your work with us.

#### International Working Group Members

- C2.1** International working group members may use the following language only:
  - C2.1.1** [We are/Organization Name is] a member of the international working group, responsible for the [development/revision] of the [Standard Name]. Learn more at [URL]. (We are committed to the [relevant goals] of the [Standard Name]).

#### Accreditation Bodies

- C2.2** Authorized accreditation bodies may use the following language only:

- C2.2.1** [We are/Organization Name is] an authorized accreditation body for the [Standard Name(s)]. Learn more at [URL].

#### Certification Bodies

- C2.3** Accredited certification bodies may use the following language only:

- C2.3.1** [We are/Organization Name is] an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

- C2.3.2** [We are/Organization Name is] accredited to assess conformity with the [Standard Name(s)]. Learn more at [URL].

- C2.4** Certification bodies who have a licensing agreement and grace period with Textile Exchange but are not yet accredited may use the following language only:

- C2.4.1** [We are/Organization Name is] in the process of becoming an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

- C2.5** Applicant certification bodies who do not yet have a licensing agreement with Textile Exchange shall not make any claims about Textile Exchange Standards.

#### Data Intermediaries

- C2.6** Data intermediaries shall have a written agreement with or express consent from Textile Exchange prior to replicating any standards related data from Textile Exchange's website. If you would like permission to use Textile Exchange's data, please contact [Data@TextileExchange.org](mailto:Data@TextileExchange.org).

- C2.7** Specific permission for language and relevant logos or images shall be granted in the agreement.

## Section D - Informational Statements

Informational statements are ready to use messages that describe a relevant Standard and provide additional context to claims made from other categories.

### D1. General Guidelines – Informational Statements

- D1.1** Informational statements may be made by any organization.
- D1.2** Informational statements should be used in conjunction with claims made in all other claim categories.
- D1.3** Informational statements shall not be used where they may be interpreted as confirmation of certification of an organization or product, unless accompanying an assured claim.
- D1.4** Informational statements may be accompanied by the applicable Standard logo(s) and logo use shall conform with [TE-302 Standards Logo Use Specifications](#).

### D2. Allowed Language – Informational Statements

- D2.1** Informational statements shall be limited to the following language or any combination of the following language:

**NOTE 1:** In all uses, companies may shorten the below statements, provided the statement can still be understood and the meaning is not lost (e.g. by removing a sentence or a few words).

**NOTE 2:** Companies wishing to expand on these informational statements or alter the language to fit their marketing style in non-product-related uses only may do so provided the meaning is not lost. Please submit proposed language in English to [Claims@TextileExchange.org](mailto:Claims@TextileExchange.org).

#### Global Recycled Standard (GRS)

- D2.1.1** The Global Recycled Standard (GRS) verifies (the percentage of) recycled [content/material] and tracks it from the [source/recycler] to the final product.
- D2.1.2** Products certified to the Global Recycled Standard (GRS) contain recycled [content/material] that has been (independently) verified at each stage of the supply chain, from the [source/recycler] to the final product. In addition, facilities from the [source/recycler] to final supplier have met social, environmental, and chemical requirements.

- D2.1.3** Products certified to the Global Recycled Standard (GRS) contain recycled [content/material] that has been (independently) verified at each stage of the supply chain, from the [source/recycler] to the final product. In addition, social, environmental, and chemical criteria related to processing are required.
- D2.1.4** The purchase of Global Recycled Standard (GRS) certified products demonstrates demand for recycled content and best processing practices in the supply chain.

### Recycled Claim Standard (RCS)

- D2.1.5** The Recycled Claim Standard (RCS) verifies (the percentage of) recycled [content/material] and tracks it from the [source/recycler] to the final product.
- D2.1.6** Products certified to the Recycled Claim Standard (RCS) contain recycled [content/material] that has been (independently) verified at each stage of the supply chain, from the [source/recycler] to the final product.
- D2.1.7** The purchase of Recycled Claim Standard (RCS) certified products demonstrates demand for recycled [content/materials].
- D2.1.8** Products certified to the Recycled Claim Standard 100 (RCS 100) contain at least 95% certified recycled [content/material].
- D2.1.9** Products certified to the Recycled Claim Standard Blended (RCS Blended) contain between 5-94% certified recycled [content/material].

### Organic Content Standard (OCS)

- D2.1.10** The Organic Content Standard (OCS) verifies (the percentage of) organically grown [content/material] and tracks it from source to final product.
- D2.1.11** Products certified to the Organic Content Standard (OCS) contain organically grown [content/material] that has been (independently) verified at each stage of the supply chain, from source to final product.
- D2.1.12** The purchase of Organic Content Standard (OCS) certified products demonstrates demand for organic agriculture.
- D2.1.13** Products certified to the Organic Content Standard 100 (OCS 100) contain at least 95% certified organically grown [content/material].

- D2.1.14** Products certified to the Organic Content Standard Blended (OCS Blended) products contain between 5-94% certified organically grown [content/material].
- D2.1.15** The below statement may be included as an addition to any of the above statements related to the OCS:
- a. Organic cotton is produced and certified to organic agricultural standards, which require practices to sustain ecosystems.

### Responsible Down Standard (RDS)

- D2.1.16** The Responsible Down Standard (RDS) (independently) certifies down and feathers against animal welfare requirements and tracks it from farm to final product.
- D2.1.17** Products certified to the Responsible Down Standard (RDS) contain down or feathers from farms certified to animal welfare requirements.
- D2.1.18** The Responsible Down Standard (RDS) describes and (independently) certifies animal welfare practices in down and feather production and tracks the certified [down and feathers/material(s)] from farm to final product.
- D2.1.19** The Responsible Down Standard (RDS) requires animal welfare practices to be in place at duck and goose farms in the down and feather supply chain.
- D2.1.20** The purchase of Responsible Down Standard (RDS) certified products demonstrates demand for (better) animal welfare practices in the down and feather supply chain.

### Responsible Animal Fibers (RAF): RWS, RMS, RAS

- D2.1.21** The [Responsible Wool Standard (RWS)/Responsible Mohair Standard (RMS)/Responsible Alpaca Standard (RAS)] verifies [wool/mohair/alpaca fiber] animal welfare and land management requirements and tracks it from farm to final product.
- D2.1.22** Products certified to the [Responsible Wool Standard (RWS)/Responsible Mohair Standard (RMS)/Responsible Alpaca Standard (RAS)] contain [wool/mohair/alpaca fiber] from farms (independently) certified to animal welfare and land management requirements.

- D2.1.23** The [Responsible Wool Standard (RWS)/Responsible Mohair Standard (RMS)/Responsible Alpaca Standard (RAS)] describes and (independently) certifies animal welfare and land management practices in [wool/mohair/alpaca fiber] production and tracks the certified material from farm to final product.
- D2.1.24** The [Responsible Wool Standard (RWS)/Responsible Mohair Standard (RMS)/Responsible Alpaca Standard (RAS)] requires animal welfare and (responsible) land management practices to be in place at the [sheep/goat/alpaca] farm.
- D2.1.25** The purchase of [Responsible Wool Standard (RWS)/Responsible Mohair Standard (RMS)/Responsible Alpaca Standard (RAS)] certified products demonstrates demand for (better) animal welfare practices and (responsible) land management in the [wool/mohair/alpaca fiber] supply chain.



## Section E - Monitoring and Misuse

### E1. Monitoring and Surveillance

- E1.1** Textile Exchange will determine the appropriate level of surveillance for the various allowed claims described in this policy. In addition to the data management system that hosts records of all licensed claims, as part of its monitoring activities, Textile Exchange may use product tracebacks, routine or risk-based market surveillance, product testing, product tagging, and web-crawlers to surveil the market for improper or unlicensed claims.
- E1.2** Reports on potential improper or unlicensed use of Textile Exchange claims may be submitted through our [Complaint Form](#), or by sending an email to [Assurance@TextileExchange.org](mailto:Assurance@TextileExchange.org).

### E2. Misuse

- E2.1** In instances where a claim does not conform with this policy, Textile Exchange reserves the right to deem a claim is improperly used and thus considered “misuse.”
- E2.2** If Textile Exchange becomes aware of an improper or unlicensed use of its intellectual property, Textile Exchange will attempt to engage with the claim maker and will offer a 30-day window from the date of first notice to correct or remove the claim.
- E2.3** If the misuse is not remedied within 30 days and/or upon a second instance of misuse, Textile Exchange may take applicable actions as per any in-force licensing agreement and may pursue further applicable action up to and including legal proceedings and/or action with the certification body, which may result in withdrawal of certification.

## Appendix A – Definitions

Refer to [\*TE-101 Terms and Definitions for Textile Exchange Standards and Related Documents\*](#) for definitions of terms used in these procedures. Key definitions are included below. Defined terms are shown in italics in the first usage in this document, and in some other uses for clarity.

**Assured claim:** Assured claims are those that result from an assurance process against a Textile Exchange Standard and refer to a product, process, business, or service that has been certified to be in conformity with such Standard.

**Brand:** An organization that controls the design, development, and purchase of final products for sale under their own name or private label. Brands may sell to wholesalers, retailers, or directly to consumers. This does not include organizations who sell a branded intermediate product for use in further processing steps.

**Blank product:** Any product that is sold B2B with an intention or reasonable expectation that it will be further minimally processed, usually with decorative elements (e.g. printing, embroidery). Also commonly referred to as an “imprintable.”

**Certified organization:** An organization which holds a scope certificate.

**Claim:** An oral, written, implied representation, statement, advertising, or other form of communication that is presented to the public or buyer that relates to the presence of a claimed material in the content of a product.

**Claim approval:** Required authorization for use of a claim as granted by a certification body upon submission of a formal request. Prior to the approval being granted, a review of the text claim and associated artwork is done.

**Claim maker:** Any party that wishes to make a claim about a Standards system. Normally this is a business in the supply chain but also includes other parties that wish to make a claim about a Standard.

**Claimed material:** The specific material that is being verified by the Content Claim Standard or another Standard as a content claim in a product which is sold. A reference to a Standard followed by the word “Material” (e.g. OCS material) refers to material claimed under that Standard.

**Component:** A uniquely identifiable material that is included or intended to be included as a part of a finished product. Components can be easily identified by consumers on the finished product.

**Content:** Proportion of a material in a product.

**Data intermediary:** Any person or organization that replicates data, either publicly or as a service. Textile Exchange does not allow the use of our data by such intermediaries outside of a written agreement.

**Organization:** A legal entity which is certified to or in the process of becoming certified to a Standard. A scope certificate is held by an organization, and an organization has one or more sites.

**Products:** The physical goods that result from each stage of production. These may include finished or unfinished goods.

**Records:** The information in written, visual, or electronic form that documents the activities undertaken by a user to demonstrate accordance with requirements.

**Retailer:** An organization which sells products to individual consumers. Includes both physical stores and online sales, and may or may not also be the brand. The definition of retailer includes distribution centers which are controlled by the retailer.

**Scope certificate (SC):** A document issued by the certification body which verifies that an organization is competent to produce and sell specified claimed materials in conformity with a Standard.

**Site:** Any geographically distinct unit within a certificate scope. Locations which are geographically distinct or have different civic addresses are considered to be separate sites (see exception for farms). Subcontractors are not considered to be sites. The word facility is used in some documents and has the same meaning as site. Includes: farms, processors, offices.

**Standard:** The relevant Textile Exchange-owned Standard, which may be any of the following: Content Claim Standard (CCS), Organic Content Standard (OCS), Recycled Claim Standard (RCS), Global Recycled Standard (GRS), Responsible Down Standard (RDS), Responsible Wool Standard (RWS), Responsible Mohair Standard (RMS), Responsible Alpaca Standard (RAS) or any other Standard that come under the ownership of Textile Exchange.

**Supply chain:** The progression of business entities involved in the supply and purchase of materials, goods, or services from raw materials to the final product.

**Withdrawal:** The revocation of a scope certificate or accreditation due to a specific non-conformity or issue, or at the request of the accredited/certified party. Following a withdrawal of accreditation/certification, a new assessment/audit is required for accreditation/certification to return to an active status.

## Appendix B – Allowed Language Examples

### Corporate Commitment Claims

#### Allowed Language

#### Example

[We/Organization Name] commit(s) to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

*Brand ABC commits to source 100% of our down from RDS certified sources by 2023.*

[We/Organization Name] commit(s) to achieve [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].

*Brand ABC commits to achieve RWS certification at 100% of our wool suppliers by 2025.*

[We are/Organization Name is] committed to sourcing [x%] of our products by [revenue/SKU/unit] from certified sources by [specific timeframe].

*We are committed to sourcing 50% of our products by revenue from certified sources by 2025.*

### Progress Claims

#### Allowed Language

#### Example

[We have/Organization Name has] achieved [x%] of our goal to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

*Brand ABC has achieved 50% of its goal to source 100% of our down from RDS certified sources by 2025.*

[We are/Organization Name is] [quantifiable and verifiable progress indicator] to our goal of sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [Specific timeframe].

*Brand ABC is halfway to its goal of sourcing 100% of our wool from RWS certified sources by 2025.*

[x%/All] of our [supplier facility type] are certified to the [Standard Name].

*100% of our garment manufacturers are certified to the RMS.*

## Claims by Certified Organizations

### Allowed Language

[%/All] of our [organically grown [material type]/recycled [material type]/down/wool/mohair/alpaca fiber] is (independently) certified to the [Standard Name].

Our [material type] supply chain is certified to the [Standard Name].

(At [Organization Name]), [% of the/all] [organically grown [material type]/down/wool/mohair/alpaca fiber] sourced from farms into our supply chain is [Standard Name] certified.

[We are/Organization Name is] certified to the [Standard Name], (which [Insert relevant informational statement]).

[We are/Organization Name is] certified to the [Standard Name], which certifies and tracks [organically grown [material type]/recycled [material type]/down/wool/mohair/alpaca fiber] from the source to final product.

### Example

*All of our wool is independently certified to the RWS.*

*Our down supply chain is certified to the RDS.*

*At ABC Brand, all down sourced from farms into our supply chain is RDS certified.*

*ABC Brand is certified to the GRS, which certified recycled material from the source to final product.*

*We are certified to the OCS, which verifies organically grown content and tracks it from the source to the final product.*

## Product-Related Claims

### Allowed Language

(Product)/component name] (contains/is) [x%]  
[Standard Name] certified [organically grown  
material/recycled material/wool/down/mohair],  
(certified by) [CB name] [License Number].

(Product is)/[component name is] (contains)  
[RDS/RWS/RMS/RAS] (certified) (material type)  
(certified by) [CB name] [License Number].

(Product/[component name]) (contains/is) [x%]  
organically grown [material type], certified to the  
OCS by [CB name] [License Number].

(Product/[component name]) (contains/is) [x%]  
OCS certified [material type], (certified by) [CB  
name] [License Number].

[The/This] [blank/undecorated/unprinted] [product  
type] (contains) X% GRS certified recycled  
[material type], (certified by) [CB name] [License  
Number]. Further printing or other processing  
was not confirmed to meet the requirements of  
the GRS.

### Examples

*Outer shell of jacket contains 100% GRS  
certified recycled polyester, ABC Cert  
12345678*

*Contains 50% OCS-certified organically  
grown cotton, ABC Cert 12345678  
Fill is 90% RDS down, certified by ABC  
Cert #12345678  
75% RCS recycled wool, ABC12345678*

*RMS certified wool (ABC123456789)*

*RDS down fill, certified by ABC Cert  
1234567*

*This product contains RAS alpaca fiber,  
ABC 12345678*

*Contains 100% organically grown cotton,  
certified to the OCS by ABC Cert  
12345678*

*100% OCS certified cotton, ABC Cert  
12345678*

*This blank unprinted t-shirt contains 100%  
GRS certified recycled cotton, certified by  
ABC Cert 12345678. Further printing or  
other processing was not confirmed to  
meet the requirements of the GRS.*

## Agreement-Based Claims

### Allowed Language

### Example

#### International Working Group (IWG) Members

[We are/Organization Name is] a member of the international working group, responsible for the [development/revision] of the [Standard Name]. Learn more at [URL]. (We are committed to the [relevant goals] of the [Standard Name]).

*ABC Brand is a member of the international working group, responsible for the development of the Responsible Mohair Standard (RMS). We are committed to the animal welfare goals of the RMS. Learn more at ResponsibleMohair.org.*

#### Accreditation Bodies

[We are/Organization Name is] an authorized accreditation body for the [Standard Name(s)]. Learn more at [URL].

*We are an authorized accreditation body for the RCS and GRS. Learn more at TextileExchange.org/Standards/Recycled.*

#### Certification Bodies

[We are/Organization Name is] an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

*ABC Cert is an accredited certification body for the RDS. Learn more at ResponsibleDown.org.*

[We are/Organization Name is] accredited to assess conformity with the [Standard Name(s)]. Learn more at [URL].

*We are accredited to assess conformity with the OCS. Learn more at TextileExchange.org/Standard/OCS.*

[We are/Organization Name is] in the process of becoming an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

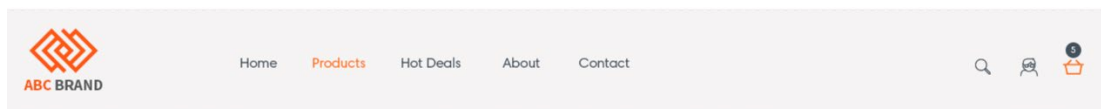
*ABC Cert is in the process of becoming an accredited certification body for the RWS and RMS. Learn more at TextileExchange.org/Standards.*



## Appendix C – Assured Claims Examples



Product-related claim (on-product): GRS



### RUNNING SNEAKER

Choose Size

Choose Quantity + 3 -

Price : 120\$



Order Now



Contains 50% RCS Certified Recycled Polyester  
ABC CERT - AC76583921

Products certified to the Recycled Claim Standard (RCS) contain recycled content that has been independently verified at each stage of the supply chain, from the recycler to the finished product.

Product-related claim (off-product): RCS



Product-related claim (on-product): RWS



Product-related claim (on-product):  
OCS



Product-related claim (on-product): RMS

## Appendix D – Recommended Best Practices for Verification of Certified Products by Retailers

NOTE: The below recommended best practices are suggestive and are not all-encompassing. Due to the different operating procedures every company has in place, the process for verifying certified products will vary. These recommendations are intended to be built upon, if needed, in order to meet the needs of each unique retailer's situation.

1. Document a procedure to ensure that Textile Exchange Standard certified products are purchased from certified suppliers (e.g. flow chart, standard operating procedure).

TIP: Check the [Find a Certified Company](#) database to confirm certification of the supplier.

2. Document a procedure to determine which products purchased from the certified supplier are certified and allowed to be claimed, if they are not already labeled.
  - a. [CCS-101 Content Claim Standard](#) requires brands selling certified products to another business (i.e. not to consumers) to provide documentation detailing their certification status and what, if any, certified products were included in the sale. All retailers should be provided this information.
  - b. If the product is physically labeled, check to ensure the license number associated with the claim matches the brand supplier's license number on their scope certificate. You could also request proof of a claim approval issued by the brand's certification body. This is usually in the form of a Claim Approval Application Form which both the brand and certification body have signed.
3. Document a procedure to ensure all logo use and claims conforms to [TE-301 Standards Claims Policy](#) and [TE-302 Standards Logo Use Specifications](#) (e.g. copy of the policy, checklist).
4. Appoint an individual who will be responsible for any necessary contact with Textile Exchange and for responding to any requests for documentation or information.
5. Train staff on the up-to-date version of the organization's internal system verification procedures and ensure they are familiar with the requirements of [TE-301 Standards Claims Policy](#) and [TE-302 Standards Logo Use Specifications](#).
6. Maintain complete and up-to-date records of all product-related claims, including any hangtags, invoices, or other records that link the product to a transaction certification.

7. Regularly check the certification status of your suppliers.