

Quick Guide to Product Labeling & CCS 3.0

Introduction

Textile Exchange's [Content Claim Standard \(CCS\)](#) version 3.0 was released on July 1, 2021. CCS 3.0 includes several key changes, one of which includes brand certification requirements for labeling certified products. These changes affect the eligibility requirements and approval process for making product-related claims.

In the newly released CCS 3.0, all brands must be certified* for products to qualify for product labeling.

The deadline for conformity with CCS 3.0 is no later than July 1, 2022.

**Certification to Textile Exchange standards is always voluntary. If brands do not want to make product-related claims, other claims and statements may be available. See the Standards Claims Policy for more information about other opportunities to communicate about your efforts.*

Document Links

- [Content Claim Standard \(CCS\) 3.0](#)
- [Content Claim Standard \(CCS\) 3.0 User Manual](#)
- [CCS 3.0 Transition Policy](#)
- [CCS 3.0 vs. 2.0 Summary of Key Changes](#)
- [Standards Claims Policy](#)
- [Standards Logo Use Specifications](#)

Key Definitions

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.

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.

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. Product-related claims are an example of an “assured claim.”

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.

About “Assured” Product-Related Claims

- Assured product-related claims are used to show that a product or category of products are certified or contain certified content and are linked to an assurance process. Special care must be taken to ensure they are true, accurate, and not misleading.
- Eligibility to make product-related claims depends upon conformity to the relevant Standard.
- Product labeling is considered a “product-related claim” according to the [Textile Exchange Standards Claims Policy](#); as such, all labelling must meet the requirements of section B3 in the policy. Likewise, other product-related claims shall adhere to section B3.
- Product-related claims may appear on-or-off product; examples include any of the below places where the Standard may be mentioned:
 - hangtags
 - clothing/care labels
 - online product descriptions
 - catalogue product descriptions
 - point-of sale marketing where the claim is connected to a specific product



What needs to be in place for **brands** to label products **now** and **with CCS 3.0?**

CCS 2.0 + Standards Claims Policy*

Allowed until July 1, 2022

CCS 3.0 + Standards Claims Policy

Allowed now, mandatory July 1, 2022

<p>Certification requirements**</p>	<p>Product is certified up to the seller in the last business-to-business (B2B) transaction.</p> <p>This is typically the brand, but the garment manufacturer may be sufficient for brands selling direct to consumer.</p>	<p>Product is certified up to the brand.</p> <p>This means all brands (the company that owns the brand on the product) must be certified.</p>
<p>Retailer certification</p>	<p>Retailers selling products under their own brand/private label are considered “brands” per the CCS definition and certification is required for labeling.</p> <p>Retailers would be considered a brand only for their own private label products (and not products from external brands); only these products should be within the scope of certification for this company. If a retailer sells only external brands’ products, they are not required to be certified.</p>	
<p>Claim approval</p>	<p>Brands may request their direct supplier submit a claim approval application/label release form to the supplier’s CB on the brand’s behalf.</p>	<p>Brands are responsible for submitting claim approval applications to their own CB.</p>
<p>Physical application of hangtags/labels</p>	<p>Only certified organizations may attach hangtags/labels: direct suppliers must attach if brand is not certified.</p>	<p>Only certified organizations may attach hangtags or labels. Under CCS 3.0, brands may attach hangtags/labels or direct suppliers may attach hangtags/labels with the brand’s license number.</p>
<p>Components of a product-related claim</p>	<p>All product-related claims/labels shall include the following:</p> <ol style="list-style-type: none"> 1. Standard logo 2. Percentage of certified content (except for 100% RDS, RWS, RMS, or RAS) 3. License number 4. Certification Body name 	<p>Example:</p>  <p>95% GRS certified recycled polyester ABC Cert - 987654321</p>
<p>Allowed claims</p>	<p>In addition to everything mentioned above, all other requirements for making product-related claims apply. See section B3 of the Standards Claims Policy for details on all requirements; section B4 details the allowed language to be used.</p>	

How can **suppliers** label their products and make claims?

Certified suppliers may still use the Standard logo(s) for business-to-business (B2B) marketing and product-related claims and will need to have all claims approved by their certification bodies (CB). See section B of the Standards Claims Policy for more information about Claims by Certified Organizations and Product-Related Claims, and reach out to your CB for more details on product-related claims specifically for B2B businesses.

*The Standards Claims Policy is currently on V1.1; V1.2 will be released in January 2022 and will include the updates relating to the CCS and claims shown in this guide.
 **All our standards are third-party verified. You can find a list of certification bodies authorized to audit against a Textile Exchange Standard [here](#).