Materials Matter™

MATERIALS MATTER CLAIMS AND LABELING POLICY

Document information

Document code

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Version

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NOTE: See section A1 for more details.

Document revision history

December 12, 2025 V1.0

Document revision notes

TE-301-V1.3 and TE-302-V1.3 were combined, revised, and re-released under their new code: TE-MM-POL-301

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Disclaimer

English is the official language of Textile Exchange documents. For any questions related to the accuracy of the information contained in any translation, refer to the official English version. Any discrepancies or differences created in any translation are not binding and have no effect for auditing or certification purposes.

Contents

A. About the document

TE-MM-POL-301 Materials Matter Claims and Labeling Policy provides criteria and guidance for entities looking to communicate about Materials Matter certification and/or Materials Matter Certified™ products, which includes claims about certification to the raw material standard and/or the *Content Claim Standard (CCS)* to track Materials Matter Certified materials. Materials Matter claims are voluntary within our system. Entities that wish to communicate about Materials Matter must follow the requirements in this document to ensure all claims being made protect the credibility of the claim and the Materials Matter system.

About Materials Matter

Materials Matter is a standards system owned by the global nonprofit Textile Exchange. It sets out to incentivize a world in which the materials in our clothing and textiles are produced in a way that respects climate, nature, people, and animals.

For over a decade, Textile Exchange's system of material-specific standards has guided the fashion, textile, and apparel industry toward more sustainable production. Materials Matter unifies and simplifies this approach, building on the strengths of what came before while offering a more streamlined pathway forward.

At the heart of this global certification system, the *Materials Matter Standard* (also referred to as the standard) represents a significant evolution of Textile Exchange's standards system. It sets detailed requirements for the production and primary processing of raw materials—from how land, water, and energy are used, to how working conditions, animal welfare, emissions, chemicals, and waste are managed. Its purpose is to provide a common language and shared direction for the industry, while recognizing the unique contexts of different material producers, processors, and the communities and landscapes they depend on.

By focusing on the earliest stages of the supply chain, the standard helps clarify both the risks and opportunities related to raw material production. Combining practice-based and outcome-based criteria, it recognizes the work of participating organizations that meet its requirements and ensures fairness and consistency between them. Certification also provides brands and retailers with an accessible and transparent framework for substantiating claims about their materials.

In the long term, the *Materials Matter Standard* is designed as a practical tool for producers and primary processors, helping them to better understand how their activities affect people and ecosystems, take action to manage and mitigate risks, and identify opportunities to deliver beneficial outcomes. Through partnering with programs that share our vision for climate, nature, people, and animals, we aim to accelerate measurable progress across the industry, while reducing duplication and easing the burden on suppliers.

Beyond certification, optional recommended practices and leadership criteria invite participating organizations to raise the bar further through actions such as outcome measurement, renewable energy use, and textile-to-textile recycling.

About Textile Exchange

Textile Exchange is a global nonprofit with the mission to transform how we produce, choose, and reuse materials to benefit the people and places at the source.

Our vision is a world where materials have lasting value, leading to thriving communities and landscapes. To get there, we are keeping our focus holistic and interconnected, addressing not only greenhouse gas emissions but also the health of our freshwater, soil, and biodiversity, while respecting human livelihoods and animal welfare.

For more than 20 years, our internationally recognized fiber and raw material production standards have built integrity and accountability across the industry. We are committed to continuously improving our standards system and ensuring its alignment with the ISEAL Code of Good Practice for Sustainability Systems. This globally recognized framework defines practices for effective and credible sustainability systems, and the

ISEAL Code underpins much of our work—from governance and strategy to engagement, assurance, and claims. This makes sure that our standards system provides value, rigor, accessibility, and transparency.

All of our standards are implemented and verified by independent third parties, which means that certified organizations are regularly assessed to ensure they consistently demonstrate and maintain the relevant requirements. This impartial certification process ensures fairness, consistency, and trust.

A1. Implementation

The following implementation timeline applies:

A1.1.1 *TE-MM-POL-301-V1.0 Materials Matter Claims and Labeling Policy* is effective on **December 31, 2026,** and may be used as of that date**.**

A1.1.2 *TE-MM-POL-301-V1.0 Materials Matter Claims and Labeling Policy* is mandatory on June 30, 2029. From this date onwards, all audits, assessments, and claims approvals are required to be conducted to *TE-MM-POL-301-V1.0 Materials Matter Claims and Labeling Policy*. It supersedes the following documents, which are not to be used for audits, assessments, and claims approvals conducted after this mandatory date:
    a. *TE-301-V1.4 Standards Claims Policy*; and
    b. *TE-301-V1.3 Standards Logo Use Specifications*.

A2. Document references

Textile Exchange provides additional policies, guidance documents, and templates to support the implementation of this document. All documents relevant to the standards system are available at textileexchange.org/knowledge-center. The latest version (or code) of referenced documents, including any amendments (for example, calibrations), applies.

The following documents are integral to understanding and implementing this document. This list is for reference only and is a non-exhaustive list:

A2.1.1 *TE-MM-STN-101 Materials Matter Standard* (TE-MM-STN-101): The *Materials Matter Standard* provides the requirements for the production and initial processing of raw materials used in the fashion, textile, and apparel industry.

A2.1.2 *TE-CCS-STN-101 Content Claim Standard* (TE-CCS-STN-101) (CCS): The *Content Claim Standard* is a chain of custody standard that provides organizations with a tool to verify a specific input material, track this material during individual site processing and handling on its journey to a final product, and provide volume reconciliation. It requires that each organization along the supply chain takes sufficient steps to ensure that the integrity and identity of the input and output materials are preserved.

NOTE:

1) This document was previously coded as CCS-101.

A2.1.3 *TE-TXL-POL-201 General Criteria for Certification Bodies* (TE-TXL-POL-201): The general criteria for certification bodies to meet for work with all Textile Exchange standards.

NOTE:

1) This document was previously coded as ASR-101.

A2.1.4 *TE-MM-GUI-303 Materials Matter Standard Retailer Claims Guide* (TE-MM-GUI-303): When published, this document will provide guidance for noncertified retailers on making claims about certified brand products and obtaining claim approval.

A3. Document definitions

Refer to the Textile Exchange Glossary for definitions of terms used in this document.

NOTE: *TE-101 Terms and Definitions for Textile Exchange Standards and Related Documents* will not be updated going forward and will become obsolete (i.e., retired) alongside the mandatory implementation date of the *Materials Matter Standard* (TE-MM-STN-101). The Textile Exchange Glossary takes precedence in case of any contradiction or omission.

A4. Document interpretation and feedback

Points of clarification may be incorporated into supplementary and guidance documents prior to the next revision of this document where applicable. More substantive feedback or suggested changes will be collected and assessed as part of the next review (and if applicable, revision) of this document.

Any uncertainty regarding the correct interpretation of a criterion should be resolved by the **"Notes"** and **Examples"** sections, where possible. You may submit feedback to Textile Exchange's standards system at any time via this form or by sending an email to standards@textileexchange.org.

A5. Compliance with applicable laws

TE-MM-POL-301 Materials Matter Claims and Labeling Policy establishes guidelines and requirements that underpin the claims procedures. This policy does not constitute legal advice.

While every reasonable effort has been made to ensure the accuracy, usability, conformity, and timeliness of the information provided, Textile Exchange makes no express or implied warranty or representation that these conditions will be met and shall not be liable for any direct, indirect, or incidental damages arising from the use of the information contained in this policy.

Claims made under this policy are not intended to serve as a guarantee that certification requirements have been fully met or that the claim complies with applicable laws. Each claim maker bears the full responsibility for ensuring compliance with applicable laws and/or standards.

The use of Materials Matter certification marks, labels, claims, or templates must comply with the requirements of this document and all other related normative documents. Any noncompliance will be enforced in accordance with internal rules and/or procedures or as required by the law.

Textile Exchange may amend or withdraw any part of this policy at its discretion. By referring to or making use of this policy, you acknowledge and accept the terms of the disclaimer.

B. How to understand the document

B1. Terminology

B1.1.1 In *TE-MM-POL-301 Materials Matter Claims and Labeling Policy,* the following terms are used to indicate requirements, recommendations, permissions, and possibilities or capabilities:

    a. "Shall" indicates a requirement.

    b. "Should" indicates a recommendation (non-binding).

    c. "May" indicates a permission (non-binding). And

    d. "Can" indicates a possibility or a capability.

B1.1.2 In the allowed language and informational statements throughout *TE-MM-POL-301 Materials Matter Claims and Labeling Policy:*

    a. The words shown within brackets "[xyz]" provide a description of the required language rather than the exact language to be used in a claim.

    b. Brackets with a slash between two or more descriptions and blue-gray highlight "[abc/xyx]" indicate a choice between multiple options for the required language (see example 1).

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

    d. Parentheses with a slash between two or more descriptions and blue-gray highlight "(abc/xyz)" indicate a choice between multiple options for the optional language (see example 2).

    e. The letters/words shown with brackets highlighted in gray indicate a data field that is replaced with the correct information/data as applicable (see example 3).

    f. If the term or statement in between either the brackets or parentheses is capitalized, it is implied that the term or statement used shall also be capitalized. And

    g. Where the certification body's name is required in claims, it may be replaced with an appropriate acronym.

EXAMPLES:

1) If you see "[wool/mohair/alpaca]", the square brackets indicate that "wool", "mohair", and "alpaca" are all allowable choices for the informational statement.

2) If you see "(this product/this component)," the round brackets indicate that "this product, "this component" or neither are allowable choices for the informational statement.

3) If you see "…contains ([x]%) certified" the gray highlighting indicate a date field where applicable data is filled in (such as 95%, 50%, or 5% for this example).

C. Document scope

C1. Claim types

The type of claims allowed under *TE-MM-POL-301 Materials Matter Claims and Labeling Policy* includes the following:

C1.1.1 **Product claim**—A claim made about the certified material in a product or component; this usually takes the form of labeling that can be done on or off-product. Product claims may be made in the form of an unfinished product claim or final product claim.

    a. **Unfinished product claim (B2B)**—A claim made in business-to-business (B2B) contexts about a product or material that has not yet reached the final stage in the manufacturing process to become a final product and will not be sold to a consumer.

    b. **Final product claim (B2C)**—A claim made about a product that will be sold to a consumer in its current state and without further processing.

C1.1.2 **Certified organization claim**—A claim made about the certification status of an organization.

C2. Claim Scopes

TE-MM-POL-301 Materials Matter Claims and Labeling Policy applies to claims about the materials that have criteria in the scope of *TE-MM-STN-101 Materials Matter Standard*, including:

- Recycled materials;
- Wool;
- Mohair;
- Alpaca; and
- Hide/raw hide*.

The claim scopes will be used alongside the Materials Matter certification mark, per Section 4: Trademark and label use guidelines. The claim scopes will be used at the product level alongside the additional claim elements, per Section 2: Product claims. The claim scope will differ depending on whether the product or component contains:

- A single certified material;
- Multiple certified materials within a similar category ("Animal Fibers" or "Recycled Materials"); or
- Multiple certified materials from different categories (for example, certified wool and certified recycled polyester would fall into the "Blended Materials"/ "Materials" scope). The claim maker may choose to use either "blended materials" or "materials" on the claim.

NOTE (*): A hide/raw hide may only be claimed in an unfinished product claim at the raw material level (tier 4) of the supply chain. Once a hide/raw hide enters the tanning phase, it can no longer be claimed as Materials Matter Certified. The raw material producer may choose to use either "hide" or "raw hide" on the claim.

Chain of custody

The *Content Claim Standard (CCS)*, Textile Exchange's chain of custody standard, provides a rigorous framework for verifying the presence and accurate tracking of eligible materials through the supply chain. The CCS requires each organization in the supply chain to maintain comprehensive and accurate records, participate in traceability systems, and have independent third-party audits to ensure integrity.

C3. Guiding claims principles

When making a claim about Materials Matter, it is crucial that the claim is truthful and conveys what is being achieved. Textile Exchange applies ISEAL's Credibility Principles and follows good practices to ensure that claims about Materials Matter certification are communicated transparently—with clarity, accuracy, and relevance—and are supported by reliable and transparent systems.

- **Clear:** The claim is easily understood and free from misleading information.

- **Accurate:** The claim is truthful, based on substantiated evidence, and an accurate interpretation of that evidence.

- **Relevant:** The claim is about an issue that is significant to the product or business and not a distraction from more important issues.

- **Transparent:** Information about the claim and claim system is easily accessible and publicly available, including the scope, verification, and supporting evidence.

- **Robust:** There is a robust system in place that controls when claims can be used and by whom, and clear criteria are met before any claims are made.

Section 1: Materials Matter claims

This section outlines the overarching criteria that apply to **all** Materials Matter claims permitted under this policy. These general requirements ensure consistency, credibility, and transparency in how claims are made. Adhering to these criteria is essential for all organizations seeking to make Materials Matter claims, regardless of specific claim type.

1.1. General criteria

1.1.1 A Materials Matter claim shall only be made by an organization that has signed a trademark license agreement and holds a valid scope certificate for the *Materials Matter Standard.*

NOTES:

1) See *CCS-101 Content Claim Standard* for further details on chain of custody requirements.

2) Brands are certified to *CCS-101 Content Claim Standard* and add the Materials Matter scope.

1.1.2 A Materials Matter claim shall comply with all the criteria outlined in this section and the criteria outlined in the applicable Materials Matter claim type section of this document.

NOTE:

1) The certification body shall review claims in accordance with the criteria in *TE-TXL-POL-201 General Criteria for Certification Bodies* to ensure the criteria in this policy are met.

1.1.3 All Materials Matter trademark and label use shall comply with the criteria outlined in Section 4: Trademark and label use guidelines.

1.1.4 A Materials Matter claim shall be kept clearly distinct and separate from any non-Materials Matter information, including other claims, trademarks, labels, and material compositions to ensure there is no confusion or perceived association.

EXAMPLES:

1) This includes:
   - Claims about other Textile Exchange standards (for example, the Organic Content Standard and the Responsible Down Standard);
   - Claims about other Textile Exchange tools and resources (for example, Textile Exchange Membership); and
   - Claims about other standards, programs, and initiatives.
2) Examples of how to keep claims clearly distinct and separate include:
   - Claims for each standard are displayed on different sections of a webpage, hangtag, etc.;
   - Distinct borders or frames around each claim;
   - Clear headings and adequate spacing between descriptions of each standard; and
   - Displaying the claims on different media (for example, separate webpages or hangtags).

1.1.5 A Materials Matter claim shall not be made with reference to the Content Claim Standard (CCS).

1.2. Approvals

1.2.1 Prior to its use, a Materials Matter claim shall be submitted and approved following the formal claim approval process outlined in relevant guidance or normative procedures.

1.3. Translations

1.3.1 The claim maker should ensure a Materials Matter claim is translated into the official language of the country in which they are used, where deemed necessary.

NOTES:

1) The claim maker should take into account the applicable law in the respective jurisdiction.

2) Approved translations in key languages may be made available through Textile Exchange.

1.3.2 Translation in a language not available through Textile Exchange shall be submitted during the claim approval process and will be approved on a case-by-case basis by the claim maker's certification body.

Section 2: Product claims

This section outlines the criteria for making claims about products or components of products, at any stage of the supply chain, based on the certified materials they contain.

2.1. Product claims: General criteria

2.1.1   A product claim may be made about:

a.   An unfinished product being sold between businesses (B2B); and

b.   A final product that will be sold to consumers (B2C).

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NOTES:

1)   Unfinished product claims are typically made by producers, primary processors, or supply chain actors.

2)   Final product claims are typically made by brands or retailers.

2.1.2   A product claim may be made on-product and/or off-product.

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EXAMPLES:

1)   Examples of where claims can be made on-product include hangtags and other affixed labels.

2)   Examples of where claims can be made off-product include e-commerce product pages on websites, social media posts, and sales flyers.

NOTE:

1)   All product claims criteria in this policy apply to uses both on- and off-product claims.

2)   See Appendix B for claim examples.

2.1.3   Only a certified organization may physically apply or attach on-product product claims.

a.   A certified supplier may physically attach an on-product claim on behalf of a certified brand, provided the Textile Exchange-ID (TE-ID) of the certified brand is used.

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EXAMPLE:

1)   Examples of how claims can be attached include printing, heat transferring, and affixing.

NOTE:

1)   The certified supplier may be the brand's direct certified supplier or may be a supplier selling to a trader or distributor who sells to the brand.

2.1.4   The TE-ID used on the claim shall be that of the certified organization selling the product and making the claim.

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EXAMPLES:

1)   When the brand is a subsidiary and a subsequent site on the scope certificate, the TE-ID of the main site listed on the scope certificate shall be used.

2)   When the organization is a certified retailer that sells products under their own brand, the TE-ID of the certified retailer shall be used. Or

3)   When the organization designs blank products (for example, t-shirts intended for printing) and controls the branding of the final product, the TE-ID of the company designing blank products shall be used.

NOTE:

1)   The certified organization is the main facility listed on the scope certificate.

2.1.5   An informational statement may be used alongside product claims, shall be limited to the relevant informational statement options outlined in Appendix A, and shall not be adjusted.

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NOTE:

1)   It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims.

2.2. Unfinished product claims (B2B): General criteria

2.2.1   An unfinished product claim shall only be made in business-to-business contexts about products or materials that have not yet reached the final stage in the manufacturing process to become a final product, and which will not be sold to a consumer.

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EXAMPLE:

1)   An unfinished product claim includes claims made on digital or printed catalogs, e-commerce platforms, sales presentations, product samples, and signage at trade shows.

NOTE:

1)   For a claim about a product being sold to consumers, the final product claim requirements outlined in sections 2.5–2.8 of this document apply.

2.2.2   An unfinished product claim should be made when there is a purchasing decision being made based on the claim. Claims being made that will not result in a purchasing decision are out of scope of this policy.

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EXAMPLE:

1)   Examples of claims made where there is no purchasing decision being made based on the claim include invoices, receipts, and product identification (for example, signage near certified material on a factory floor or stencils on bales at a farm).

NOTE:

1)   A claim being made to physically identify certified unfinished products (for example, at the factory or farm) may use the stencil version of the label, the acronym "MMS", the "Materials Matter Certified" word mark, or the Materials Matter certification mark without the applicable claim scope, and use of the claim does not require approval.

2.2.3   An unfinished product claim made on-product shall be removed during the manufacturing or processing of the final product and shall not appear on a final product sold to consumers.

2.3. Unfinished product claims (B2B): Eligibility criteria

2.3.1   An unfinished product claim shall only be made about products that meet the minimum certification threshold defined in *TE-MM-POL-101 Materials Matter Scope and Eligibility Policy*.

2.3.2   An unfinished product claim may be made about products that contain a mix of any Materials Matter Certified materials with noncertified materials of the same type.

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NOTE:

1)   Products that contain a mix of Materials Matter Certified animal fibers mixed with noncertified animal fibers of the same type are not eligible for final product claims per 2.6.2.

2.4. Unfinished product claims (B2B): Claim criteria

2.4.1   An unfinished product claim shall include the following required claim elements:
   a.   The Materials Matter certification mark;
   b.   The applicable claim scope, per C1;
   c.   The claim maker's TE-ID; and
   d.   The certified material type(s) in the product, if applicable per 2.4.7.

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   NOTES:
   1)   The certified materials are listed as their generic material names per *ASR-213 .Materials, Processes, and Products Classification*. Claims shall not include tradenames, names of other standards, programs, and initiatives, or names of breeds, varieties, and species.
   2)   The term "certified" may be used before each material type (e.g. certified recycled nylon).
   3)   Section 4.4 details the labeling system and how the claim elements can appear together on a label.

2.4.2   In addition to the required elements listed in 2.4.1, an unfinished product claim should include the following recommended claim elements:
   a.   The content percentage breakdown of certified material(s) in the product, if applicable;
   b.   A unique website address (URL) and/or quick response (QR) code leading to materialsmatter.org; and
   c.   One or more of the relevant product claim informational statement options in Appendix A.

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   NOTES:
   1)   It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims
   2)   A statement such as "For more information" or "Learn more" may be used before the URL.

2.4.3   For an unfinished product claim appearing online, the TE-ID and recommended claim elements listed under 2.4.2 may appear on another webpage that can be accessed through a hyperlink with a statement to provide direction on where to find the additional information, such as "Find out more [Link]".

2.4.4   The required claim elements from 2.4.1 shall not be separated between on-product and off-product claims unless the organization uses a URL or QR code on-product that links to an online page where all required elements are found.

2.4.5   For an unfinished product claim containing Materials Matter Certified recycled material(s), the terms "pre-consumer recycled" or "post-consumer recycled " may be used preceding the applicable material type name as shown on the claim maker's transaction certificate.

2.4.6   For an unfinished product claim appearing online, the Materials Matter certification mark and claim scope may be replaced by the "Materials Matter Certified" word mark when there are technical limitations to allowing the Materials Matter certification mark and/or claim scope to be used.

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   NOTES:
   1)   It is recommended to use the Materials Matter certification mark and claim scope.
   2)   The Materials Matter certification mark and claim scope shall always be used for on-product and printed claims.
   3)   All other required claim elements shall be included in the claim, including the material type(s).

2.4.7 For an unfinished product claim that contains 100% of a single Materials Matter Certified material, the material type may be omitted from the claim.

EXAMPLE:

1) This includes an unfinished product claim made at the raw material level.

NOTE:

1) The material type shall not be omitted from the claim if the claim scope is removed per 2.4.6.

2.5. Final product claims (B2C): General criteria

2.5.1 A final product claim shall only be made about products that will be sold to consumers in their current state and without further processing.

2.5.2 A final product is typically sold business-to-consumer, but may be sold business-to-business if the product will be sold to consumer.

EXAMPLE:

1) Examples of final products being sold business-to-business include from the final processor in the supply chain to the brand or from a brand to a retailer or wholesaler.

2.5.3 A final product claim may be made about final products or specified components of a final product, known as a final product component.

NOTE:

1) A final product component is an easily identifiable and describable piece or part of a final product.
2) See 2.7.5 for when a final product component is required to be specified.

2.6. Final product claims (B2C): Eligibility criteria

2.6.1 A final product claim shall only be made about a final product or final product component that meets the following labeling thresholds:

a. 20% for products containing **only** recycled manmade cellulosic fibers (MMCFs) or recycled cotton as a single certified material; and

b. 30% for products containing all other in-scope materials (including blends that contain recycled MMCFs and/or recycled cotton).

NOTES:

1) Due to current technical limitations to achieving a 30% labeling threshold for final products that contain only certified recycled MMCFs or certified recycled cotton, the initial labeling threshold for final product claims is set at 20%. The intention is to raise this labeling threshold to 30% over a defined period of time to bring it in line with all materials in scope of the Materials Matter Standard and eligible for claims.

2) For products that contain a blend of certified recycled MMCFs or certified recycled cotton with another certified fiber, the 30% labeling threshold must be met. This includes a product that contains a blend of certified recycled MMCFs and certified recycled cotton together.

3) The 30% labeling threshold may be met through a single certified material (for example, Materials Matter Certified wool) or blends/mixes of multiple certified materials (for example, 5% Materials Matter Certified wool and 25% Materials Matter Certified recycled polyester).

4) For final product components, the certified material shall meet the labeling threshold of the component, rather than the entire product.

5) For products made up of multiple final product components, the certified material shall meet the labeling threshold for each component, rather than the entire product.

2.6.2 A final product claim shall not be made about a final product or a final product component that contains Materials Matter Certified animal fibers mixed with any noncertified animal fibers of the same type.

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EXAMPLES:

1) A final product claim shall not be made about a product that contains a mix of Materials Matter Certified wool and virgin wool.

2) A final product claim shall not be made about a product made up of a final product component that contains Materials Matter Certified alpaca and another final product component that contains noncertified virgin alpaca.

NOTES:

1) Mixing refers to the combination of raw materials of the same type but with different attributes (for example, certified wool and noncertified virgin wool).

2) Noncertified material refers to any material that is not Materials Matter Certified.

3) A final product claim may be made about a final product or a final product component that contains a mix of Materials Matter Certified animal fibers with Materials Matter Certified recycled animal fibers of the same type (for example, Materials Matter Certified wool and Materials Matter Certified recycled wool).

2.6.3 A final product claim may be made about a final product or a final product component that contains Materials Matter Certified recycled materials mixed with noncertified materials of the same type, provided the following statement is used:

a. "[X%] of the [material type] contained in this [product/[component name]] is certified recycled [material type] from sources that meet the requirements of the Materials Matter Standard."

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EXAMPLE:

1) A final product claim may be made about a product that contains a mix of Materials Matter Certified recycled polyester and noncertified virgin polyester.

2.6.4 A final product claim may be made about a final product or a final product component that contains Materials Matter Certified material blended with any material(s) of another type (certified or noncertified).

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EXAMPLES:

1) A final product claim may be made about a product that contains a mix of Materials Matter Certified mohair and noncertified silk.

2) A final product claim may be made about a product that contains a mix of Materials Matter Certified wool and noncertified virgin alpaca.

NOTE:

1) Blending refers to the combination of different raw materials or fiber types into a single product or component (for example, mohair blended with elastane).

2.7. Final product claims (B2C): Claim criteria

2.7.1 A final product claim shall include the following required claim elements:

a. The Materials Matter certification mark;

b. The applicable claim scope, per C1;

c. The claim maker's TE-ID;

d. Identification of the final product component being claimed, if applicable per 2.7.5;

e. The certified material type(s) in the product, if applicable per 2.7.10;

f. The content percentage breakdown of certified material(s) in the product, if applicable per 2.7.10; and

g. A URL leading to materialsmatter.org.

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NOTES:

1) The certified materials are listed as their generic material names per *ASR-213 Materials, Processes, and Products Classification*. Claims shall not include tradenames, names of other standards, programs, and initiatives, or names of breeds, varieties, and species.

2) The required claim elements, such as the certified material type(s) and content percentage breakdown, may be written out in full sentences or listed out.

3) The term "certified" may be used before each material type (e.g. certified recycled nylon).

4) A statement such as "For more information" or "Learn more" may be used before the URL.

5) Section 4.4 details the labeling system and how the claim elements can appear together on a label.

2.7.2   In addition to the required elements listed under 2.7.1, a final product claim should include the following recommended claim elements:

a. A QR code leading to materialsmatter.org; and

b. One or more of the relevant product claim informational statement options in Appendix A.

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NOTES:

1) It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims.

2) The QR code is used in addition to the URL and does not replace it.

2.7.3   The required claim elements from 2.7.1 shall not be separated between on-product and off-product claims, instead the organization may use a URL or QR code on-product that links to an online page where all required claim elements are found.

2.7.4   For a final product containing Materials Matter Certified recycled material(s), the terms "pre-consumer recycled" or "post-consumer recycled " may be used preceding the applicable material type name as shown on the claim maker's transaction certificate.

2.7.5   For a final product made up of one or more certified final product components, each component shall be clearly identified on the claim with the certified material type(s) and content percentage breakdown of each final product component written or listed out.

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EXAMPLE:

1) Examples of a final product component include the lining of a jacket or the fill of a down parka.

NOTE:

1) Final product components are an easily identifiable and describable piece or part of a final product.

2.7.6   For a final product that contains one or more noncertified trims which are not included in the certified composition calculation of the product, a statement shall be used to make it clear that the claim excludes any noncertified trims of the product, such as "This product contains (X%) Materials Matter Certified [material type], excluding the [noncertified trim name(s)]".

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EXAMPLE:

1) Examples of non-textile trims include buttons, zippers, and coatings.

NOTE:

1) See *CCS-101 Content Claim Standard* for further details on the exclusion of trims from composition calculations.

2.7.7   For a final product claim appearing online, the Materials Matter certification mark and claim scope may be replaced by the "Materials Matter Certified" word mark when there are technical limitations to allowing the Materials Matter certification mark and claim scope to be used.

_____

NOTES:

1) It is recommended to use the Materials Matter certification mark and claim scope.

2) The Materials Matter certification mark and claim scope shall always be used for on-product and printed claims.

3) All other required claim elements shall be included in the claim, including the material type(s).

2.7.8   When composition testing reveals a discrepancy within the allowable margin of error per _TE-TXL-POL-204 Standard Specific Details for Scope and Transaction Certificates_ or any applicable law and meets the labeling threshold requirements per 2.6.1, the final product claim may:

a. Use the material composition percentage(s) appearing on the product's composition or care label, provided that this matches the composition test results;

b. Use the material composition percentage(s) as listed on the transaction certificate; or

c. Use a minimum content percentage, per 2.7.9.

_____

NOTE:

1) For final products being sold in markets where relevant legislation may regulate the margin of error, it is recommended to seek advice from legal counsel on the risks associated with your claims.

2.7.9   A final product claim may reference a minimum percentage of certified material(s) in the final product or final product component by using the statement "This [product/[component name]] contains at least [X%] Materials Matter Certified [material type]."

2.7.10   For a final product or final product component that contains 100% of a single Materials Matter Certified material, the material type and content percentage may be omitted from the claim.

_____

NOTES:

1) If the product or final product component is not made entirely of a single certified material (for example, it also contains another certified or noncertified material type), the material type and content percentage shall not be omitted.

2) The material type shall not be omitted from the claim if the claim scope is removed per 2.7.7.

2.8. Final product claims (B2C): Special cases

2.8.1   A final product claim may be made about a packaged set of products which have different certified material compositions, provided that:

a. All products in the set are Materials Matter Certified to the same claim scope per C1; and

b. The claim clearly identifies the breakdown of the certified material type(s) and content percentages of each product in the set.

_____

EXAMPLE:

1) An example of a packaged set of certified products includes a certified pajama top and bottom.

NOTES:

1) If all items in the set are not certified and/or do not meet the applicable claim requirements, the items shall not be labeled as a set and shall be labeled individually.

2) If the items in the set are certified to different claim scopes, the items shall be labeled individually with the applicable Materials Matter certification mark, claim scope, and additional required claim elements.

2.8.2 A final product claim may be made about certified packaging, hangtags, or labels, provided that:

    a. The claim is kept clearly distinct and separate from any non–Materials Matter claims or labels, logos, or brand names to ensure there is no confusion or perceived association with other brands or products; and

    b. A statement is used that makes it clear it is the packaging, hangtag, or label that is certified, such as "This [product name] contains (X%) Materials Matter Certified [material(s)/material type]."

———————

EXAMPLE:

1) Examples of a final product claim made about certified packaging include claims made about a certified polybag or certified hangtag.

NOTES:

1) Per *CCS-101 Content Claim Standard*, the packaging manufacturer would be considered the brand for the packaging, hangtag, or label.

2) See 1.1.4 for additional guidance on keeping information clearly distinct and separate.

2.8.3 A final product claim may be made on packaging for a certified product inside the packaging provided a statement is used that makes it clear the claim is about the product inside the packaging, such as "The product inside contains (X%) Materials Matter Certified [material(s)/ material type]."

———————

EXAMPLE:

1) Examples of final product claims made on packaging include claims made on boxes or polybags the certified material is packaged in.

2.8.4 A final product claim may be made on in-store promotional materials or displays advertising certified products, provided that:

    a. The claim is placed directly above or within visible distance to certified products; and

    b. A statement is used to make it clear which products are certified, such as "Look for the Materials Matter certification mark on labels to find products made with certified materials."

2.8.5 A final product claim may be made about blank products that are intended for minor processing (for example, t-shirts intended for printing or embroidery) and are sold in business-to-business contexts but are intended for sale to consumers.

———————

NOTE:

1) See *CCS-101 Content Claim Standard* for further details on blank products.

2) See 2.1.4 to determine which organization's TE-ID shall be used in the final product claim.

2.8.6 If an update to the Materials Matter claims and labeling requirements and/or a change in an organization's certification was made that impacts a final product claim, such as leftover hangtags or labels that were printed with the previous information, they may continue to be used up until they are gone; provided that the printed claim was approved prior to the mandatory date of the updated Materials Matter claims and labeling requirements.

———————

NOTE:

1) It is recommended to confirm that the excess hangtags or label stock with outdated information meets the applicable legal requirements of the market in which they will be placed, and to seek advice from legal counsel on the risks associated with the claims.

Section 3: Certified organization claims

This section outlines the criteria for making claims about an organization's Materials Matter certification.

3.1. Certified organization claims: General criteria

3.1.1   A certified organization claim may be made on its own or in combination with a product claim.

_____

EXAMPLE:

1)   Examples of where certified organization claims may be made include email signatures, social media posts, hangtags, online product pages, and informational webpages.

NOTE:

1)   If certified organization claims are used in combination with product claims, the applicable requirements for product claims shall also be met per Section 2 of this document and both claims shall be approved prior to use.

2)   See Appendix B for claim examples.

3.1.2   A certified organization claim may be made near the point of sale of labeled Materials Matter Certified products, provided that:

a.   If made near Materials Matter Certified products in a business-to-consumer context, the claim includes the following statement: "Look for the Materials Matter Certified label to find products that contain certified materials."; or

b.   If made near Materials Matter Certified products in a business-to-business context, the claim includes the following statement: "Our company is certified to the Materials Matter Standard. Only the products covered by a valid (transaction certificate/ eTransaction) are certified."

_____

EXAMPLES:

1)   Examples of where certified organization claims may be made near product claims in a business-to-consumer context include in-store signage near the point of sale of labeled Materials Matter Certified products, e-commerce pages, and catalogs.

2)   Examples of where certified organization claims can be made near product claims in a business-to-business context include on invoices, webpages, and advertisements.

3.2. Certified organization claims: Claim criteria

3.2.1   A certified organization claim made in business-to-business contexts shall include the following required claim elements:

a.   The Materials Matter certification mark; and

b.   The claim maker's TE-ID.

3.2.2   In addition to the required elements listed in 3.2.1, a certified organization claim made in business-to-business contexts should include the following recommended claim elements:

a.   A URL and/or QR code leading to materialsmatter.org; and

b. One or more of the relevant certified organization claim informational statements options in Appendix A.

_____

NOTES:

1) It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims

2) A certified organization claim may include the applicable claim scope per C1 of this document, if relevant.

3) A statement such as "For more information" or "Learn more" may be used before the URL.

4) Section 4 details the requirements for use of the Materials Matter certification mark.

3.2.3   A certified organization claim made in business-to-consumer contexts shall include the following required claim elements:

a. The Materials Matter certification mark;

b. The claim maker's TE-ID; and

c. A URL leading to materialsmatter.org.

_____

NOTE:

1) A statement such as "For more information" or "Learn more" may be used before the URL.

3.2.4   In addition to the required elements listed in 3.2.3, a certified organization claim made in business-to-consumer contexts should include the following recommended elements:

a. A QR code leading to materialsmatter.org; and

b. One or more of the relevant certified organization claim informational statement options in Appendix A.

We are Materials Matter Certified. ○————(b)
This means we meet requirements
for the sourcing, tracking, and sale
of certified wool from farms that
meet the requirements of the
Material Matter Standard.

TE-12345678
materialsmatter.org ○————(a)

NOTES:

1) It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims.

2) The QR code is used in addition to the URL and does not replace it.

3) A certified organization claim may include the applicable claim scope per C1 of this document.

4) Section 4 details the requirements for use of the Materials Matter certification mark.

3.2.5   For a certified organization claim appearing online, the Materials Matter certification mark may be replaced by the "Materials Matter Certified" word mark when there are technical limitations to allowing the Materials Matter certification mark to be used.

NOTES:

1) It is recommended to use the Materials Matter certification mark, whenever possible.

2) All other required claim elements shall be included in the claim.

3.2.6   An informational statement used alongside a certified organization claim may be adjusted from the informational statement options outlined in Appendix A provided:

   a.   The meaning of the claim language is not lost;

   b.   The certified organization claim is not made in combination with a product claim; and

   c.   Language adjustments are submitted and approved through the claims approval process.

NOTES:

1) If a certified organization claim is made in combination with a product claim, the language shall be limited to the relevant informational statement options outlined in Appendix A and shall not be adjusted.

2) It is recommended to use an informational statement in jurisdictions where relevant legislation may require more information to explain the meaning behind the claim, and to seek advice from legal counsel on the risks associated with your claims.

Section 4: Trademark and label use guidelines

The Materials Matter trademarks offer a unique insight into Textile Exchange's strategic thinking and identity, providing a visual way to convey its transformative message and to guide consumers on the Materials Matter certification processes and outcomes. This guide sets out the basics to ensure that trademarks are used consistently and in the best way to protect and preserve their value.

NOTE: These guidelines are not to be understood as a trademark license and do not establish any transfer of (intellectual property) rights. To use any trademarks and/or labels found in this guide, please follow the requirements for gaining authorization.

4.1. Materials Matter trademarks

Textile Exchange owns the Materials Matter logo, Materials Matter certification mark, variants of the logo, and the Materials Matter word mark (collectively, the Materials Matter trademarks), copyright to the designs, and the associated goodwill. Any use of the Materials Matter trademarks shall accrue to Textile Exchange as the owner.

Textile Exchange may revise the guidelines in this section at its reasonable discretion to ensure continued protection and effective, efficient use of the trademarks and labels. Textile Exchange reserves all rights, whether currently existing or arising in the future, that are not expressly stated in this guide. Materials Matter trademarks are used for various purposes, namely for certification, marketing, and corporate uses.

The Materials Matter trademarks include the following:

Marks	Description	Use cases
"Materials Matter" word marks	Word marks comprised of the text "Materials Matter" or "Materials Matter Certified" used to represent Materials Matter certification.	Any
Materials Matter logo	Visual logo comprised of the interwoven "M" icon and the Materials Matter name used to represent the Materials Matter system.	Used by Textile Exchange and other authorized entities such as certification bodies and accreditation bodies.
Materials Matter certification mark	Visual mark that combines the interwoven "M" icon from Materials Matter logo and "Materials Matter Certified" text, used to represent Materials Matter certification.	Used by authorized entities who have signed a license agreement, such as certified organizations.
Materials Matter icon Variant 1 (with gaps for stenciling) Variant 2 (solid)	Visual logo comprised of the interwoven "M" icon.	Used by Textile Exchange and other authorized entities such as producers.

4.2. Trademark use

4.2.1   The following entity may use the Materials Matter trademarks:
   a. A certified organization or other authorized user;
   b. A certification body;
   c. An accreditation body; or
   d. Another entity, when authorized through a one-time use agreement.

4.2.2   An organization shall only use Materials Matter trademark files provided by their certification body or by Textile Exchange when authorized use is granted to an entity.

4.2.3   Materials Matter trademark use shall be accompanied by a trademark symbol (™ or ®), or no symbol.
   a. The trademark symbol (™) shall be used in a country or region where the trademark is not yet registered, or for worldwide use;
   b. The registered trademark symbol (®) shall be used in a country or region where the trademark is registered; and
   c. No symbol shall be used in a country or region where trademark symbols are not available for used.

   NOTE:
   1)   Textile Exchange will provide a list of where the countries and regions where the trademarks are registered.

4.2.4   When using a Materials Matter word mark in a sentence, the word mark should be in the form of an adjective.
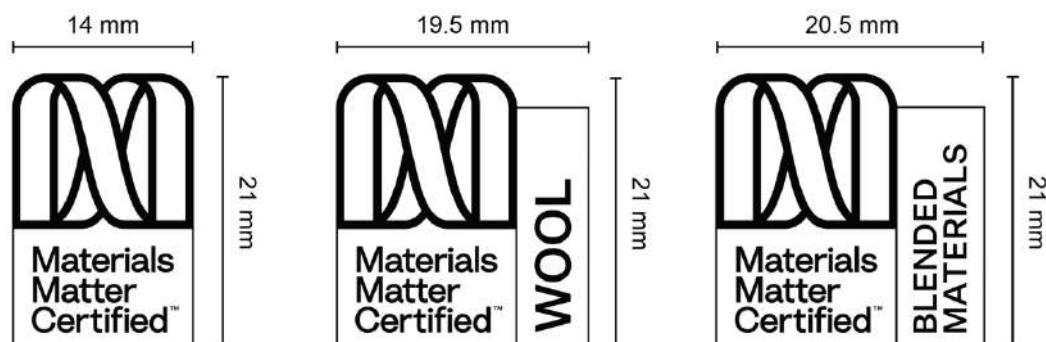
Clear space guidance

The minimum space around the lockup is twice the height of the capital M in Materials Matter.

Minimum size guidance

To ensure legibility, do not scale down beyond the minimum size.

4.3. Restrictions on use of the Materials Matter trademarks

4.3.1 A Materials Matter trademark shall not be used:

 a. When a license or appropriate authorization has not been granted;

 b. In a way that implies affiliation with, sponsorship of, or endorsement or approval by Textile Exchange of your commercial and non-commercial activities outside of the certification scope;

 c. In a way that is likely to confuse, deceive, or mislead consumers or the public regarding your certification;

 d. To make unsubstantiated claims, or to describe quality attributes; or

 e. As part of corporate names, product names, domain names, or close to other logos, slogans, or headlines.

4.3.2 A Materials Matter trademark should always be less prominent than your own trademark in advertising and marketing and should be the same size as other marks in catalogues or product lists.

4.3.3 When using a Materials Matter trademark, you shall not:

 a. Alter, edit, change, add effects, animate, modify, or otherwise recreate the trademark or any of its components. (i.e., do not change, add gradients, shadows or tint colors, skew, or rotate, sheer or compress, split, remove parts of mark, emboss, change fonts, or transform the trademarks in any way. Logo may be resized, but proportions must be maintained.);

 b. Use trademarks to create motifs, design elements, or banners;

 c. Fill trademarks with patterns, photographic layers, or any other imagery; or

 d. Create icons based on Materials Matter trademarks.

Materials Matter

Correct usage

Examples of the right way to use the lockup.

This is the correct usage of the certification mark.

This is the correct usage of the claim scope.

This is the correct usage of a certification label.

Incorrect usage

Do not amend the lockup in the following ways.

Do not display the Materials Matter Certified mark without the type.

Do not remove the black keyline from the certification mark

Do not distort the shape of the certification mark.

Do not place items or text over the top of the certification mark.

Do not change the type orientation on the claim scope.

Adhere to the specified colors and do not use custom colors.

Do not create custom layouts of the labels and only use the variations provided.

Do not use custom type on any label variations.

4.4. Materials Matter labeling system

The Materials Matter labeling system provides claim makers with a structured and consistent approach to making product claims. The system is composed of the Materials Matter certification mark, the claim scope, and the required product claim elements as outlined in Section 2: Product claims.

Claim Scopes

When making a product claim, the correct claim scope shall be used alongside the Materials Matter certification mark to provide clarity on the verified material type(s). The claim scope used will be based on the certified material type(s) in the product or component.

Materials Matter certification mark
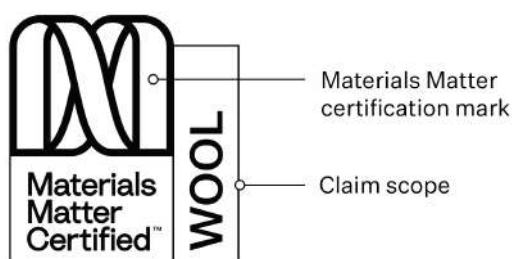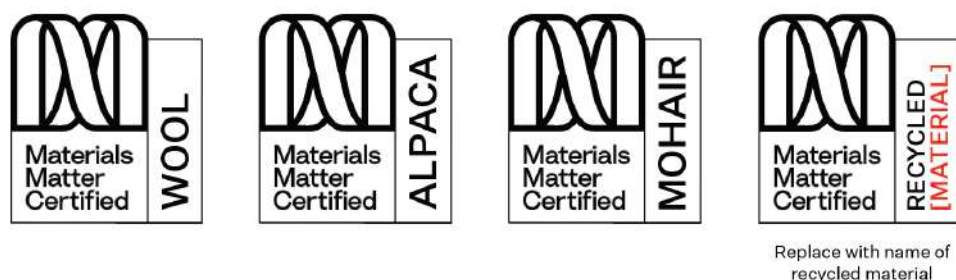
Claim scope

Label

The label for the Materials Matter labeling system is made up of the Materials Matter certification mark, the claim scope, and the required and recommended product claim elements that are locked up together to provide enough supporting information about the certified materials in the product

Materials Matter certification mark

Claim scope

Required and recommended product claim elements

4.4.1   Product claims shall use the appropriate claim scope on the basis of their certification and desired product claim per C1.

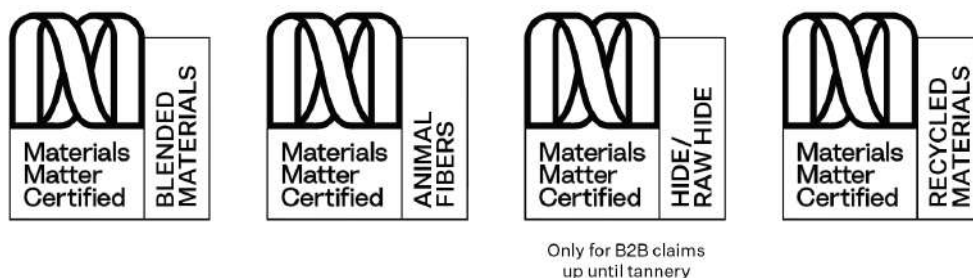
Single material claim scopes

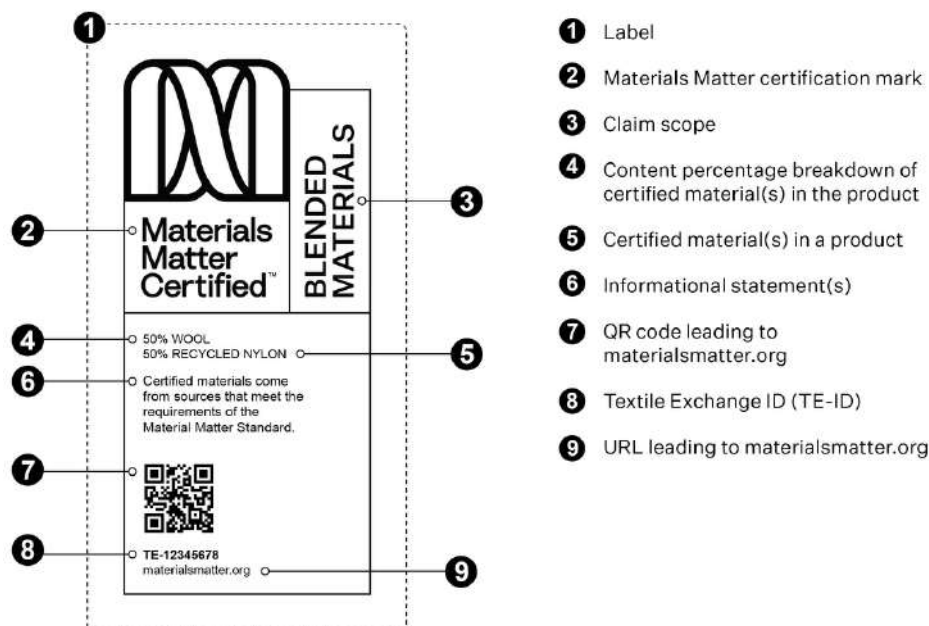Claim scopes to use when claiming a single certified material contained within the product.

Replace with name of recycled material

Blended material claim scopes

Claim scopes to use when claiming more than one certified material within the product.

Only for B2B claims
up until tannery

4.4.2   The label shall consist of the Materials Matter certification mark, the applicable claim scope, and the additional required and recommended claim elements per the requirements outlined in Section 2: Product claims.

_____

Label elements

1) Label
2) Materials Matter certification mark
3) Claim scope
4) Content percentage breakdown of certified material(s) in the product
5) Certified material(s) in a product
6) Informational statement(s)
7) QR code leading to materialsmatter.org
8) Textile Exchange ID (TE-ID)
9) URL leading to materialsmatter.org

_____

NOTE:

1)   Besides the certification mark and claim scope, the other claim elements may appear within the label container or outside the label container. See Appendix B for examples.

4.4.3   The label for an unfinished product claim shall consist of the following required and recommended claim elements, per 2.4.1 and 2.4.2.

_____

Unfinished product claims (B2B)

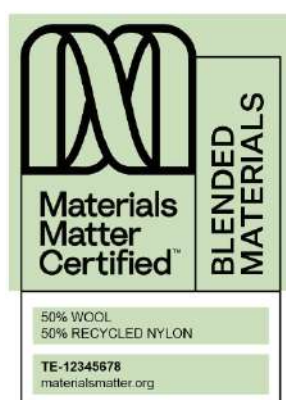The required elements, highlighted in green, must be present.
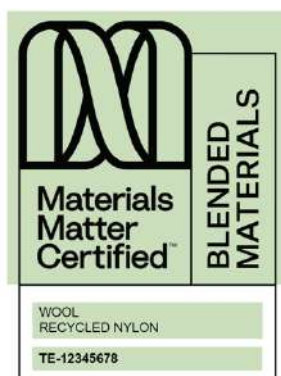
4.4.4   The label for a final product claim shall consist of the following required and recommended claim elements, per 2.7.1. and 2.7.2.

Final product claims (B2C)

The required elements, highlighted in green, must be present.

Section 5: Monitoring

Monitoring

Textile Exchange monitors the use of claims and its trademarks by relevant parties to ensure compliance with the *TE-MM-POL-301 Materials Matter Claims and Labeling Policy*. To support oversight activities implemented by certification bodies, Textile Exchange utilizes a centralized system to maintain records of all approved claims and trademark use. Additionally, Textile Exchange may consider further monitoring methods.

Concerns regarding potential improper or unlicensed use of Textile Exchange claims or trademarks may be reported through the online complaint form.

Misuse

If a claim by a certified organization is found to be non-compliant with the *TE-MM-POL-301 Materials Matter Claims and Labeling Policy*, Textile Exchange may classify it as a "misuse." Upon becoming aware of such misuse, the organization's certification body will contact the organization to address and resolve the issue.

If the misuse is not remedied within the nonconformity timeline identified in *TE-TXL-POL-201 General Criteria for Certification Bodies* or if repeated instances of misuse occur, Textile Exchange reserves the right to take appropriate actions in accordance with any active licensing agreements. Additional actions may include legal proceedings or engaging with the certification body, which could result in the withdrawal of certification.

Trademark infringement

The Materials Matter trademarks are valuable assets of the organization. Textile Exchange strives to register and protect its trademarks worldwide and to effectively enforce any violations. As such, Textile Exchange values its trademarks and related intellectual property rights and will actively pursue any infringement to enforce its rights, to the fullest extent permitted by applicable law.

The unauthorized use, reproduction, imitation, misappropriation, dilution, distribution, or misrepresentation of the trademarks, including use by noncertified companies, or use outside the scope of certification, or unauthorized use of trademarks in the digital environment, as well as any other acts of unfair competition based on the trademarks, may result in legal action.

Textile Exchange may, without limitation, take civil action, seek injunctive relief, claim damages, seek statutory penalties, and, where applicable, seek criminal prosecution or administrative action, and further reserves the right to take other legal or equitable measures necessary to prevent, remedy, or deter infringement.

Appendix A: Informational statements

This appendix provides the informational statement language for Materials Matter claims that provide clarity, accuracy, and consumer understanding of the *Materials Matter Standard*.

Claim makers may choose to use one or multiple of the language options and optional add-ons alongside Materials Matter claims. See B1.2.1 for guidance on how to apply the parenthesis and brackets in the informational statements.

Product claim informational statements

Blended materials

a. Certified materials come from sources that meet the requirements of the Material Matter Standard.

b. Certified materials come from sources that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare* (, and (the environment / (primary) processing)).

c. Certified materials come from sources that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare* (, and (the environment / (primary) processing)—including chemicals, water, waste, energy, and emissions).

- **Example**: *"Certified materials come from sources that meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and primary processing- including chemicals, water, waste, energy, and emissions.*

d. (This/The) [product/component name] contains (a blend of/[x]%) certified materials from sources that meet the requirements of the Materials Matter Standard.

- **Example**: *"This product contains a blend of certified materials from sources that meet the requirements of the Materials Matter Standard."*

e. (This/The) [product/component name] contains (a blend of/[x]%) certified materials from sources that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare* (, and (the environment/ (primary) processing)).

- **Example**: *"The shell contains a blend of certified materials from sources that meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and the environment."*

f. (This/The) [product/component name] contains (a blend of/[x]%) certified materials from sources that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare* (, and (the environment/ (primary) processing)—including chemicals, water, waste, energy, and emissions).

- **Example**: *"This product contains 100% certified materials from sources that meet the Materials Matter Standard requirements for land management, human rights, and animal welfare."*

Optional add-ons

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect people, animals*, and the planet.

b. With independent (third-party) oversight and a system that tracks certified materials from source to final product, the Materials Matter Certified™ label helps you know what's in the products you buy.

c. [For more information/ Learn more] (go to/at) materialsmatter.org.

*If a blended product or component does not include any certified animal fibers OR if it does include certified recycled animal fibers, the term "animal welfare" and/or "animals" shall be removed.

Materials Matter

Animal fibers

a. Certified [animal fibers/wool/mohair/alpaca] come(s) from farms that meet the requirements of the Materials Matter Standard.

b. Certified [animal fibers/wool/mohair/alpaca] come(s) from farms that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and (the environment / (primary) processing)).

- **Example**: *"Certified wool comes from farms that meet the Materials Matter Standard requirements for land management, human rights, and animal welfare."*

c. Certified [animal fibers/wool/mohair/alpaca] come(s) from farms that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and (the environment / (primary) processing)—including chemicals, water, waste, energy, and emissions).

- **Example**: *"Certified animal fibers come from farms that meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and processing—including chemicals, water, waste, energy, and emissions."*

d. (This/The) [product/component name] contains ([x]%) certified [animal fibers/wool/mohair/alpaca] from farms that meet the requirements of the Materials Matter Standard.

- **Example**: *"The lining contains 80% certified mohair from farms that meet the requirements of the Materials Matter Standard."*

e. (This/The) [product/component name] contains ([x]%) certified [animal fibers/wool/mohair/alpaca] from farms that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and the environment/ (primary) processing)).

- **Example**: *"Product contains certified animal fibers from farms that meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and primary processing."*

f. (This/The) [product/component name] contains ([x]%) certified [animal fibers/wool/mohair/alpaca] from farms that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and (the environment / (primary) processing)—including chemicals, water, waste, energy, and emissions).

- **Example**: *"This product contains 100% certified alpaca from farms that meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and the environment —including chemicals, water, waste, energy, and emissions."*

Optional add-ons

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect people, animals, and the planet.

b. With independent (third-party) oversight and a system that tracks certified materials from source to final product, the Materials Matter Certified™ label helps you know what's in the products you buy.

c. [For more information/ Learn more] (go to/at) materialsmatter.org.

Recycled materials

a. Certified recycled [materials/material type] come(s) from sources that meet the requirements of the Materials Matter Standard.

b. Certified recycled [materials/material type] come(s) from sources that meet the Materials Matter Standard requirements for human rights and [the environment/(primary) processing].

c. Certified recycled [materials/material type] come(s) from sources that meet the Materials Matter Standard requirements for human rights, and [the environment/(primary) processing]—including chemicals, water, waste, energy, and emissions.

- **Example**: *"Certified recycled materials come from sources that meet the Materials Matter Standard requirements for human rights, and primary processing—including chemicals, water, waste, energy, and emissions."*

d. (This/The) [product/component name] contains ([x]%) certified (pre-consumer/post-consumer) recycled [materials/material type] from sources that meet the requirements of the Materials Matter Standard.

- **Example**: *"This product contains certified pre-consumer recycled cotton from sources that meet the requirements of the Materials Matter Standard."*

e. (This/The) [product/component name] contains ([x]%) certified (pre-consumer/post-consumer) recycled [materials/material type] from sources that meet the Materials Matter Standard requirements for human rights and [the environment/(primary) processing].

- **Example**: *"The fill contains 80% certified pre-consumer recycled down from sources that meet the Materials Matter Standard requirements for human rights and processing."*

f. (This/The) [product/component name] contains ([x]%) certified (pre-consumer/post-consumer) recycled [materials/material type] from sources that meet the Materials Matter Standard requirements for human rights, and [the environment/(primary) processing]—including chemicals, water, waste, energy, and emissions.

- **Example**: *"Product contains 100% certified recycled materials from sources that meet the Materials Matter Standard requirements for human rights, and the environment- including chemicals, water, waste, energy, and emissions."*

Optional add-ons

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect people and the planet.

b. With independent (third-party) oversight and a system that tracks certified materials from source to final product, the Materials Matter Certified™ label helps you know what's in the products you buy.

c. [For more information/ Learn more] (go to/at) materialsmatter.org.

Certified organization claim informational statements

Tier 0-3 organizations (brands and supply chain actors)

a. [We are/organization name is] Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified materials* from [sources/farms/growers/recyclers] that meet the requirements of the Material Matter Standard.

    - **Example**: *"We are Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified materials from sources that meet the requirements of the Material Matter Standard."*

b. [We are/organization name is] Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified materials* from [sources/farms/ growers/recyclers] that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare** (, and (the environment / (primary) processing)).

    - **Example**: *"We are Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified animal fibers from growers that meet the Materials Matter Standard requirements for land management, human rights, and animal welfare."*

c. [We are/organization name is] Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified materials* from [sources/farms/ growers/recyclers] that meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare** (, and (the environment / (primary) processing)—including chemicals, water, waste, energy, and emissions).

    - **Example**: *"We are Materials Matter Certified. This means we meet requirements for the sourcing, tracking, and sale of certified recycled wool from recyclers that meet the Materials Matter Standard requirements for land management, human rights, and processing—including chemicals, water, waste, energy, and emissions."*

Optional add-ons:

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect people, animals**, and the planet. With independent (third-party) oversight and a system that tracks the certified materials from source to final product, the Materials Matter Certified™ label helps you know what's in the products you buy.

b. [For more information/ Learn more] (go to/at) materialsmatter.org.

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*The term "materials" may be replaced with any of the following: content, animal fibers, wool, mohair, alpaca, recycled materials, or recycled [material type].

**The term "animal welfare" and/or "animals" may be removed if making a recycled-focused claim.

Animal fiber producers

a. [We are/organization or farm name is] Materials Matter Certified, which means we meet the requirements of the Materials Matter Standard.

b. [We are/organization or farm name is] Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and the environment/(primary) processing).

- **Example**: *"We are Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for land management, human rights, and animal welfare."*

c. [We are/organization or farm name is] Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for land management, human rights, (and) animal welfare (, and (the environment/(primary) processing)—including chemicals, water, waste, energy, and emissions).

- **Example**: *"We are Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for land management, human rights, animal welfare, and processing—including chemicals, water, waste, energy, and emissions."*

Optional add-ons

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect animals, people, and the planet.

b. [For more information/Learn more] (go to/at) materialsmatter.org.

Recyclers

a. [We are/organization name is] Materials Matter Certified, which means we meet the requirements of the Materials Matter Standard.

b. [We are/organization name is] Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for human rights and [the environment/(primary) processing].

- **Example**: *"We are Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for human rights and primary processing."*

c. [We are/organization name is] Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for human rights and [the environment/(primary) processing]—including chemicals, water, waste, energy, and emissions.

- **Example**: *"We are Materials Matter Certified, which means that we meet the Materials Matter Standard requirements for human rights and the environment- including chemicals, water, waste, energy, and emissions."*

Optional add-ons

a. The Materials Matter Standard sets requirements for the production of materials (used in fashion, textiles, and apparel), encouraging the adoption of best practices that aim to respect people and the planet.

b. [For more information/ Learn more] (go to/at) materialsmatter.org.

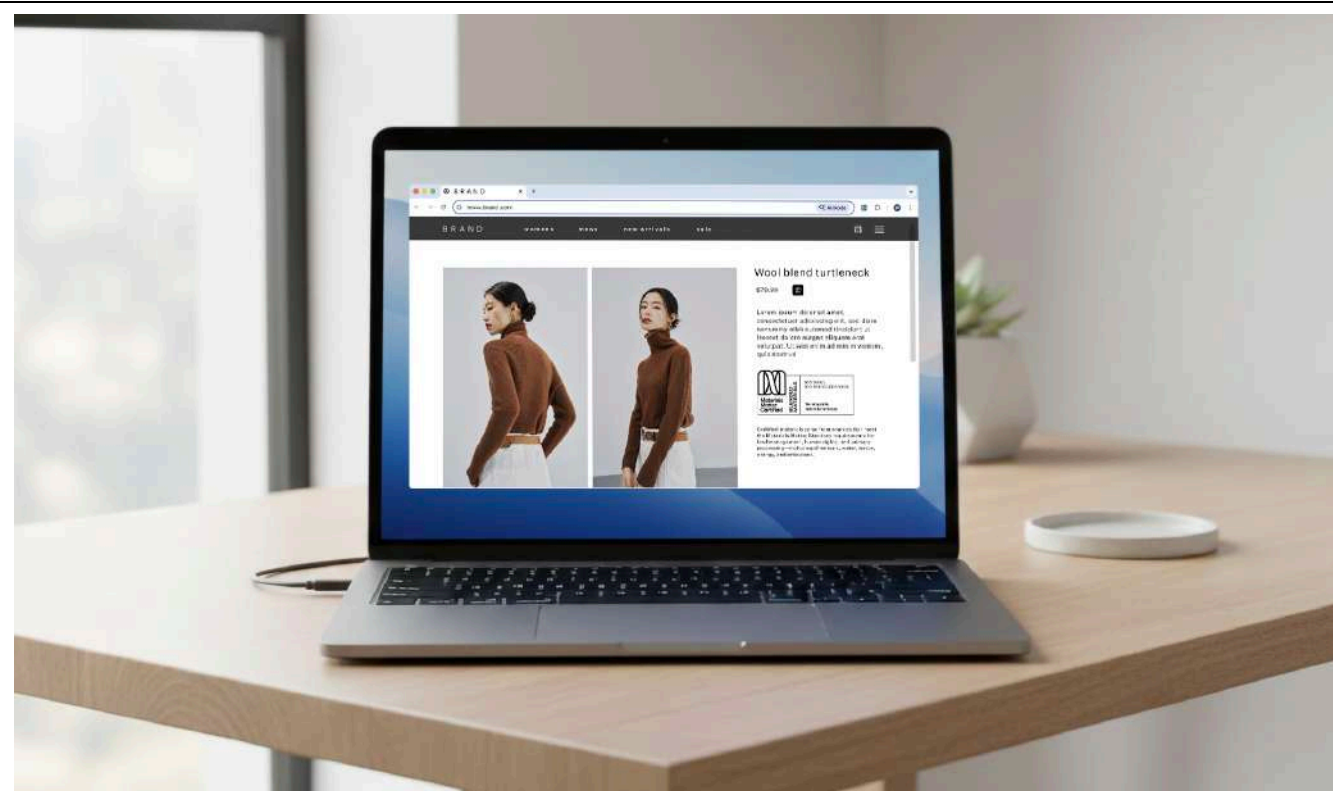# Appendix B: Claim examples

Claim on hangtag

Claim inside product

Claim on mailing bag

Claim on e-commerce platform