

Brand Certification Deadline Guidance

Clarification for the April 1st, 2023, Brand Certification Deadline

Background

Brand Certification to the Content Claim Standard 3.1 is required as of April 1, 2023, in order to make or continue making claims on certified goods. You can learn more about this in our [brand certification extension](#) notice that was published in 2022.

The process of becoming certified involves an audit against the requirements in the [CCS 3.1](#). You will need to reach out to a [3rd party certification body](#) to get quotes and apply for certification.

The definition of a brand is organization that controls the design, development, and purchase of final products for sale under their own name or private label. Retailers who are selling private label goods are considered brand in this case. Retailers that do not fall under the definition of a brand are out of scope and are not required to be certified to make claims but must conform with the [Retailer Guidance of the Claims Policy](#).

What This Means for Brands

By April 1, 2023, brands must be certified with a valid Scope Certificate or pursuing certification to meet the CCS implementation deadline.

A brand who is pursuing certification must:

- Have a signed contract in place with their elected certification body.
- [Register in Textile Exchange's portal by April 1st](#)
 - Upload a copy of their certification body contract to the portal. Sensitive information in the contract may be redacted but the upload must show the brand name, the provisional user license number and the name of the standard.
- Receive a valid scope certificate by July 1, 2023.

Textile Exchange has decided to expand the definition of 'certified' to include those that are pursuing certification since we have heard about several challenges regarding brand level certification. We understand that the scope of implementing a project of this size is a large effort, we know that certification bodies are backed up with audits, and we want to allow more flexibility with dTrackit coming online.

Claims and Labeling

Brands who have a valid scope certificate in place should begin using their own license number on all new claims applications by April 1, 2023. Any pre-approved templates that suppliers have been using must be re-submitted for approval with the certification body using the brand's license number by July 1, 2023.

Brands who are pursuing certification may continue to use their supplier's license number on new claims applications until July 1, 2023. Any pre-approved templates that suppliers have been using must be re-submitted for approval with the certification body using the brands license number by July 1, 2023.

If a brand pursuing certification does not receive their scope certificate by July 1, 2023, they will not be able to apply for new claims approvals.

Whether a brand has a valid scope certificate or is pursuing certification, any on-product claims which have already been approved (e.g., for future seasons) may be applied to products and sold in-store beyond these deadlines. The intent is not to remove already approved hangtags or pull products from stores. As mentioned before, pre-approved templates must be resubmitted for approval by July 1st, otherwise they will expire.