

Guidance for Product-Related Claims by Retailers

To support the update to the [Content Claim Standard \(CCS\) 3.1](#), Textile Exchange would like to issue guidance for product-related claims made by retailers selling certified products from certified brands. Per the CCS, retailers are not required to be certified unless they are selling their own private label products which they control the design and development of, in which case they are considered a “brand” (see definition of a brand and other requirements for brands in [CCS-101 Content Claim Standard](#)).

Certified brands are solely responsible for creating and obtaining approvals for any *on-product* product-related claims (i.e. physically attached or printed claims such as hangtags, labels, etc.); retailers may not create new on-product product related claims for these products.

However, in cases where retailers wish to make off-product claims (e.g. e-commerce product page, in-store signage), this is permitted and the below guidance applies.

New Criteria for TE-301 Standards Claims Policy¹:

1. Off-product product-related claims (e.g. online, store signage) may be made by retailers provided the following criteria has been met:
 - a. The retailer has purchased certified products produced by a certified brand with a valid scope certificate (SC), either directly from the brand or via a wholesaler/trader, and
 - b. The retailer has verified that the products they wish to claim are certified to the applicable standard. (See recommended best practices for verification below.)
2. Off-product product-related claims by retailers shall meet the requirements set out in [TE-301 Standards Claims Policy](#): B3.4-B4.7. All requirements in [TE-302 Standards Logo Use Specifications](#) also apply.

NOTES: No approval is required, however, if the retailer is certified to any Textile Exchange standard, they may request their certification body to review and approve their claims and ensure they meet the criteria in TE-301 and TE-302 (a fee may apply).

Textile Exchange reserves the right at any time to request a desk review or artwork spot check to ensure conformity with our policies. Active monitoring of standards logo use and claims will be conducted regularly.

Recommended Best Practices for Verification of Certified Products by Retailers:

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

¹ New criteria will appear under section B3 of *TE-301 Standards Claims Policy* in the next update to the policy projected for Q2 of 2023.

and what, if any, certified products were included in the sale. All retailers should be provided this information.

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.
7. Regularly check the certification status of your suppliers.