



**Materials
Matter™**

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**MATERIALS MATTER
STANDARD**



**MATERIALS MATTER CLAIMS
AND LABELING POLICY
KEY CHANGES FOR RETAILERS**

Background

Claims made by brands and retailers play a key role in enabling consumers to make informed decisions. Trust in these claims depends on their accuracy, verification, and substantiation by a strong certification system.

The *Materials Matter Standard* is a voluntary sustainability standard for the production and primary processing of raw materials used in the fashion, textile, and apparel industry. 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. A key ambition of the Materials Matter standard system is to give brands and retailers who choose certified materials a way to speak confidently to customers about them.

A new *Claims and Labeling Policy* has been published alongside the *Materials Matter Standard*, which outlines the updated requirements for use of the Materials Matter claims and labels. The effective date of the Claims and Labeling Policy is December 31, 2026 and the mandatory date is June 30, 2029.

The intention of this guide is to inform retailers by:

- Explaining key changes in the new policy
- Providing clarity on current recommendations
- Highlighting next steps in the Materials Matter transition.

What is changing

Retailer claims will require approval

To provide more clarity and credibility to noncertified retailers selling and looking to make claims about certified products, we are introducing new guidance, processes, and systems for Materials Matter. Since retailers sit outside of our chain of custody and therefore are not obliged to meet standard requirements, we have excluded criteria for noncertified retailers from the *Claims and Labeling Policy*. Instead, we will offer a separate guidance document to support retailer claims. Additionally, noncertified retailers will now be required to submit their claims for approval through Textile Exchange.

The application and approval of claims will be processed through a centralized system that is being developed by Textile Exchange. Instructions for the formal claim approval process will be outlined in a guidance document that will be published in Q4 2026.

Sourcing and commitment claims (section A of version 1.3 of the [Standards Claims Policy](#)) are not included in the new policy, as we are considering an updated approach to enabling these claims. We understand these claims are important and widely used, so they will be introduced with defined requirements and processes for third-party verification, which will be defined in a separate document released sometime in 2026. These claims may continue to be made per version 1.3 of this policy up until September 2026 (for more information, please refer to [Standards Policy & Resource Updates](#) from October 2025).

New certification mark, labels, and claims language

Materials Matter introduces a new certification mark and labeling system, as well as language that claims makers may use when making claims about Materials Matter. The labeling assets needed to prepare labeling artwork as well as additional guidance materials for labeling will be available in 2026. It is also important to highlight that retailers will need to sign a license agreement with Textile Exchange before trademarks can be used. More information will be provided on this requirement and process in 2026.

New labeling threshold

The new minimum content threshold for labeling eligibility in the Materials Matter standard system is 30%:

- This threshold applies only to final products or components.
- It applies to consumer-facing claims only, it does not apply to unfinished products in B2B transactions or transaction certificate eligibility.
- The 30% threshold is a combined requirement that can be achieved through a blend of multiple Materials Matter certified materials.

Examples:

- Product containing 50% certified recycled polyester and 50% cotton.
- Component containing 100% certified wool.
- Product containing 5% certified recycled nylon and 25% certified alpaca.

There is an exception for recycled cotton and recycled MMCF, which have technical limitations, and a 20% labeling threshold will apply. This applies when the product contains **only** Materials Matter Certified recycled cotton or recycled MMCFs, if one of these materials is blended with any other Materials Matter Certified material(s), the 30% labeling threshold must be met. The 20% threshold will stay in place for these two materials until the end of a designated transition period, after which the threshold will increase to 30%.

After careful and intentional data and feedback gathering, we have confirmed the 30% labeling threshold is both largely achievable while meeting a higher standard to drive impact and maintain credibility. The majority of certified materials in our system can achieve the 30% minimum as a single material on their own.

Recommended use of informational statements alongside claims

Textile Exchange recommends that retailers use the informational statements in Appendix A alongside all Materials Matter claims, particularly product claims, to ensure consumers have a sufficient understanding of the certification. This is especially important in jurisdictions where relevant legislation may require additional information to clarify the meaning of these claims. These statements are recommendations, offering retailers the flexibility to choose whether to include the statements based on their own internal decision-making and legal guidance.

Current recommended best practices for verification of certified products by retailers

Retailers are not within the scope of the Content Claim Standard and do not need to be certified to pass on the product claims made by certified brands they source from. Textile Exchange has a set of best practice recommendations for retailers when verifying certified products (Appendix D in the [Standards Claims Policy](#)).

In the Materials Matter standard system, retailer claims will require approval through Textile Exchange's centralized system and a signed license agreement will need to be in place prior to the use of any trademarks. To inform this process, additional guidance and education will be provided.

In the meantime, we have summarized the current recommendations for retailers. As a reminder, these recommendations are intended to be built upon, if needed, to meet the needs of each unique retailer's situation.

1) Verify the valid certification status of the brands you are sourcing from.

Textile Exchange has different tools to support this currently, including the [Find a Certified Company](#) webpage and an API (subject to a fee) of all scope certificates in the standard system. Some retailers may ask for certified brands' scope certificates as well.

Remember to cross-check the standard a brand is certified to against the product claims being made.

2) Verify that the products you are sourcing are certified and allowed to be claimed

Brands selling certified products to another business (i.e., not to consumers) are required to provide documentation detailing their certification status and what, if any, certified products were included in the sale. All retailers should be provided with this information.

Cross-check this information with the product claims of the certified products that you are sourcing (license number/TE-ID, standard). Some retailers may check the certified products against the product appendix on the brand's scope certificate to verify the product is in scope. It is also possible to request the approved claims application for the product (this may be a template approval).

Recommendation: Textile Exchange added a "Certified Products" panel to [Find a Certified Company](#). When you search and select a certified brand, there is now a list of all the brand's products that have been included on a transaction certificate since October 2024. Cross-check the certified products in your purchase orders with the product listings on brand scope certificates and on Find a Certified Company.

3) Ensure any off-product or e-commerce claims conform to the relevant policies

Have clear internal protocols on who is responsible within your organization for staying updated and in conformance with the [Standards Claims Policy](#) and [Logo Use Specifications](#).

4) Formally document the above process and maintain records

Create SOPs, flow charts, etc., of the above procedures and maintain internal records of claims.

Materials Matter transition overview

The *Materials Matter Standard* will become effective on December 31, 2026, and mandatory on December 31, 2027. In 2027, eligible Tier 4 organizations (farms and recycling facilities certified to the RAF, GRS, or RCS) can choose to be audited to the new standard. This optional implementation year is designed as a bridge, giving stakeholders the option to begin updating their systems and be evaluated by the standard ahead of mandatory adoption.

From 2028 onward, the *Materials Matter Standard* is required for all eligible Tier 4 organizations (farms and recycling facilities certified to the RAF, GRS, or RCS) to maintain certification. This shift establishes a clear and consistent standard of practice for raw material production and primary processing across the certified community.

Claims transition

The Materials Matter Claims and Labeling Policy will become effective on December 31, 2026. The mandatory date for when all claims and labels must transition to Materials Matter June 30, 2029, including claims made by noncertified retailers.

After this mandatory date, all claims submitted for approval will need to be to Materials Matter. Further specifics of what the mandatory date means for claim makers will be detailed in the *Materials Matter Transition Policy* (to be published in February 2026).

The claims and labeling transition period has been informed by brand feedback and industry consultation, with particular consideration for the longer lead times associated with updates to product labeling. The mandatory date will apply to forward moving claims, and neither brands nor retailers will be required to remove current standard labels that were approved and printed or attached to products prior to this date.

Next steps and support

Recommended next steps for 2026:

- Familiarize yourself with the Materials Matter *Claims and Labeling Policy*
- Begin socializing the new standard certification trademarks and language internally
- Sign up for the Standards Stakeholders Community on the Hub so you can receive the quarterly standards newsletter and be informed of upcoming webinars planned on the Materials Matter Transition for retailers
- Complete trademark agreements and receive labeling assets in Q4 2026
- Review guidance on the claims approval process that will be published in Q4 2026 to understand how to submit claims in the Textile Exchange system

Support from Textile Exchange

Textile Exchange recognizes these updates require effort across the industry. As this work progresses, we are:

- Developing an approach to credible verification for sourcing and commitment claims that will be published prior to the effective date of the *Materials Matter Claims and Labeling Policy*.
- Providing further guidance, FAQs, and educational touchpoints to support a smooth transition.
- Conducting outreach with stakeholders across the supply chain through webinars, in-person events, newsletters, and email.

Planned guidance resources:

- Brand and retailer transition webinars throughout 2026
- Guidance document on the claims approval process, published in Q4 2026
- Materials Matter claims and labeling tools and additional guidance materials in 2026

For questions, please contact: standards@textileexchange.org