

Standards Claims Policy

TE-301-V1.1-2021.05.01



©2021 Textile Exchange. This publication is protected by copyright. All rights are reserved. Written permission by Textile Exchange is required for reproduction in entirety or portion.

TE-301 Standards Claims Policy replaces the following documents and is effective as of November 1, 2020.

- *RDS-301-V2.1-2017.01.17 RDS Logo Use and Claims Guide*
- *OCS-301-V2.0-2016.01.01 OCS Logo Use and Claims Guide*
- *RCS-301-V2.0-2017.12.01 RCS/GRS Logo Use and Claims Guide*
- *GRS-301-V4.0-2017.12.01 GRS/RCS Logo Use and Claims Guide*
- *RAF-301a-V2.0-2020.03.17 RWS Logo Use and Claims Guide*
- *RAF-301b-V1.0-2020.03.17 RMS Logo Use and Claims Guide*

All standards claims made after November 1, 2021 shall be in accordance with this policy. It is permitted to use previously printed materials until they are used up, but new materials may not be printed after November 1, 2021.

Cover photo credit: Pearl Lung

English is the official language of *TE-301 Standards Claims Policy*. In any case of inconsistency between versions, reference shall be made to the English version.

Disclaimer

Although reasonable care was taken in the preparation of this document, Textile Exchange and any other party involved in the creation of the document HEREBY STATE that the document is provided without warranty, either expressed or implied, of accuracy or fitness for purpose, AND HEREBY DISCLAIM any liability, direct or indirect, for damages or loss relating to the use of this document.

This is a voluntary procedures document and is not intended to replace the legal or regulatory requirements of any country.

Copyright

This publication is protected by copyright. Information or material from this publication may be reproduced in unaltered form for personal, non-commercial use. All other rights are reserved. Information or material from this publication may be used for the purposes of private study, research, criticism, or review permitted under the Copyright Act 1976.

Any reproduction permitted in accordance with the Copyright Act 1976 shall acknowledge *TE-301 Standards Claims Policy* as the source of any selected passage, extract, diagram, or other information.

TE-301 Standards Claims Policy will be updated according to a set revision schedule.

Document Revision History

Standards Claims Policy, released October 2020
Standards Claims Policy 1.1, released May 2021

Contents

- Introduction 5**
 - About the Standards Claims Policy 5
 - About Textile Exchange 5
 - Logos 6
 - Logo Use Authorization..... 6
 - Legal Regulations..... 6
 - How to Use This Document 7
- Section A - General Marketing Claims 9**
 - A1. General Guidelines – Corporate Commitment Claims..... 9
 - A2. Allowed Language – Corporate Commitment Claims 9
 - A3. General Guidelines – Progress Claims 10
 - A4. Allowed Language – Progress Claims 10
 - A5. Commitment Registration and Claim Making Process..... 11
- Section B - Assured Claims..... 12**
 - B1. General Guidelines – Claims by Certified Organizations (non-product related) 12
 - B2. Allowed Language – Claims by Certified Organizations 12
 - B3. General Guidelines – Product-Related Claims 13
 - B4. Allowed Language – Product-Related Claims..... 17
 - B5. Assured Claims Approval Process 19
- Section C - Agreement-Based Claims 20**
 - C1. General Guidelines – Agreement-Based Claims 20
 - C2. Allowed Language – Agreement-Based Claims..... 20
- Section D - Informational Statements 22**
 - D1. General Guidelines – Informational Statements 22
 - D2. Allowed Language – Informational Statements..... 22
- Section E - Monitoring and Misuse..... 25**
 - E1. Monitoring and Surveillance 25
 - E2. Misuse..... 25
- Appendix A – Definitions 26**
- Appendix B – Assured Product-Related Claims Eligibility Flow Chart..... 28**

Appendix C – Allowed Language Examples..... 29
Appendix D – Assured Claims Examples 32

Introduction

About the Standards Claims Policy

The purpose of this document is to provide companies with clear guidelines for making claims and communicating about Textile Exchange Standards. The rules governing Textile Exchange Standard certification are defined by the scope, assurance, and chain of custody requirements for each of the Textile Exchange Standards. For technical details on these issues, please refer to the respective Standard.

All claims shall always conform with the language requirements detailed in this policy and shall be true, accurate, and not misleading.

Other statements about or in reference to the Standards, such as policy statements, media, or academic use, fall outside the scope of this policy. Use of the Textile Exchange logo or Textile Exchange membership logo is not included within the scope of this policy.

Any organization planning to use Textile Exchange Standards in any type of marketing or communication should carefully read this document and ensure that all relevant staff are informed of its content. Certification bodies (CBs) are responsible for verifying that all assured claims meet the requirements of this document.

Relevant stakeholders, including licensed claim makers, will be informed of substantive changes to this policy via public notice on our website and by direct written communication when possible.

About Textile Exchange



Textile Exchange is a global nonprofit that creates leaders in the sustainable fiber and materials industry. The organization develops, manages, and promotes a suite of leading industry standards as well as collects and publishes vital industry data and insights that enable brands and retailers to measure, manage, and track their use of preferred fiber and materials.

With a membership that represents leading brands, retailers, and suppliers, Textile Exchange has, for years, been positively impacting climate through accelerating the use of preferred fibers across the global textile industry and is now making it an imperative goal through its 2030 Strategy: Climate+. Under the Climate+ strategic direction, Textile Exchange will be the driving force for urgent climate action with a goal of 45% reduced CO₂ emissions from textile fiber and material production by 2030.

Logos

The Standards logos are proprietary and for any authorized use and/or display; all logo use shall conform with the guidelines described in [TE-302 Standards Logo Use Specifications](#).

The Textile Exchange Standards logos are the intellectual property of Textile Exchange, who reserves all rights in relation thereto. Unauthorized display, copy, and/or use of any Standards logo without prior authorization, is strictly prohibited.

Textile Exchange reserves the right to take legal action against any party that uses, displays, and/or copies any Standards logo without prior authorization. Incidents of unlicensed or improper use of any Standards logo(s) will be handled in accordance with [ASR-110 Complaints and Feedback Policy](#) and the terms outlined in Section E of this document.

Logo Use Authorization

Any organization that uses a Standards logo shall do so in agreement with logo use terms and conditions through Textile Exchange or a licensing agreement with a certification body, as applicable.

Certification bodies with a valid licensing contract with Textile Exchange will sublicense the right to use the applicable Standard logo(s) upon request/approval for all assured claims (Section B), in compliance with the requirements in this policy.

Legal Regulations

The guidance in this policy is intended to ensure conformity with Textile Exchange's integrity controls. This document is not intended as legal guidance, and Textile Exchange does not take any responsibility for the legal implications of its use nor the use of any related claims. All claim makers are responsible to verify that claims satisfy the labeling laws of the country(ies) of sale.

Relevant guidance includes (but is not limited to):

- EU: [Guidance on the application of the Unfair Commercial Practices Directive \(environmental claims\), 2017](#)
- International: [ISO 14020, ISO 14021, ISO 14024, ISO 14025](#)
- UK: [DEFRA Green Claims Guide, 2011](#)
- USA: [Federal Trade Commission's, 16CFR Part 260, "Guides for the Use of Environmental Marketing Claims \(Green Guides\)", 2012](#)
[Federal Trade Commission, 16CFR Part 255, "Guides Concerning the Use of Endorsements and Testimonials in Advertising," 2009 \(In review, 2020\)](#)

How to Use This Document

This document sets forth the overall requirements for conformity with the Standards Claims Policy and includes five key sections (General Marketing Claims, Assured Claims, Agreement-Based Claims, Informational Statements, and Misuse), as well as additional Appendices.

Section A introduces general marketing and the accompanying requirements. Section B outlines how assured claims may be made. Sections C and D explain the usage of informational statements and claims defining other contractual relationships with Textile Exchange, respectively. The end of each section describes the process for getting claims approved or registered, if any, and Section E outlines our policies around monitoring and misuse.

Throughout this document, the following terms are used to indicate requirements, recommendations, permissions, or capabilities:

1. “shall” indicates a requirement
2. “should” indicates a recommendation
3. “may” indicates a permission
4. “can” indicates a possibility or capability

The abbreviation “e.g.” is used to indicate an example, while the abbreviation “i.e.” is used to provide clarification of meaning.

In the allowed language for each type of claim:

- The words shown within brackets “[xxx]” provide a description of the required language rather than the exact language to be used in a claim.
- Brackets with a slash between two or more descriptions “[xxx/xxx]” indicate a choice between multiple options for the required language.

Example: “[Standard Name]” may be replaced by “Responsible Wool Standard” and “[organically grown material/recycled material/wool/down/mohair/alpaca fiber]” may be replaced by “wool.”

- The words shown in parentheses “(xxx)” indicate optional language which may be used.
- Parentheses with a slash between two or more descriptions “(xxx/xxx)” indicate a choice between multiple options for the optional language.

Example: If you see “(This product/This component)”, you may choose to omit the words altogether; or you may choose to use “This product” or “This component” depending on your needs.

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

All references to the Standard(s) may use the full name of the standard, the acronym, or both.

The general eligibility requirements for each type of claim are summarized in the table below. A full description of each claim category and type, detailed eligibility requirements, and a list of allowed language follows. Applicable registration or approval requirements are detailed at the end of each section.

Claim Categories	Claim Type	General Eligibility Requirements	Registration or Approvals
General marketing (non-assured)	Corporate commitment claims	Certified and non-certified organizations with a public commitment to and/or goals for certification to a Textile Exchange Standard(s). (see A1.2)	Register commitments with Textile Exchange through the online form .
	Progress claims	Certified and non-certified organizations that have previously made a public commitment to Textile Exchange Standard(s) in alignment with the corporate commitment claims guidelines. (see A3.1)	
Assured claims	Claims by certified organizations	Holders of valid scope certificates (SC). (see B1.1)	Apply for approval from CB (see B5) .
	Product-related claims	Holders of valid scope certificates (SC) and additional product qualifications. (see B3.1)	
Agreement-based claims		Contractually defined relationship to Textile Exchange. (see C1.1)	Defined in applicable written agreement.
Informational statements		Organizations who have made a claim in any other claim category. (see D1.1)	No approval or registration needed, but a claim in any other category must be made first. CBs may review statements made with assured claims.

Section A - General Marketing Claims

General marketing claims center around commitments to Textile Exchange Standards, as well as progress toward those commitments and associated goals. Raw materials, suppliers, and brands and retailers are all eligible to make commitments.

A corporate commitment is made by an organization that is working towards building a supply chain that is fully certified to Textile Exchange Standard(s). In many cases, committed organizations are not yet selling fully certified products and therefore do not yet qualify to make an assured product-related claim (as outlined in sections B3 and B4). Companies that have already met or made progress toward their targets may make progress claims.

Organizations making commitments to one or more Standard are responsible for outlining clear goals and timelines for achieving them, with accountability to Textile Exchange through annual reporting on progress.

A1. General Guidelines – Corporate Commitment Claims

- A1.1** Corporate commitment claims shall only be made by organizations who have registered a public commitment to a relevant Textile Exchange Standard(s) and have set clear goals and realistic timelines for achieving them.
- A1.2** Corporate commitment claims shall not appear on or in reference to any product ([see B3. General Guidelines – Product-Related Claims](#)).
- A1.3** Corporate commitment claims should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).
- A1.4** Corporate commitment claims may be accompanied by the applicable Standard logo(s) and shall conform with [TE-302 Standards Logo Use Specifications](#).
 - A1.4.1** Logo use shall only be permitted upon registration of a commitment in through Textile Exchange’s [online form](#).
- A1.5** Corporate commitment claims are not permitted to be made with reference to the Content Claim Standard (CCS).

A2. Allowed Language – Corporate Commitment Claims

- A2.1** Corporate commitment claims may use the following language only: [We/Organization Name] commit(s) to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

- A2.1.2** [We/Organization Name] commit(s) to achieve [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].
- A2.1.3** [We are/Organization Name is] committed to sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].
- A2.1.4** [We are/Organization Name is] committed to achieving [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].
- A2.1.5** [We are/Organization Name is] committed to sourcing [x%] of [product category] by [revenue/SKU/unit] from certified sources by [specific timeframe].

NOTE: “revenue/SKU/unit” refers to how the percentage of products will be calculated. See example in [Appendix C](#).

A3. General Guidelines – Progress Claims

- A3.1** Progress claims may be made by organizations who have met all corporate commitment claims requirements ([see A1.1-A1.5](#)).
- A3.2** Certified organizations may make progress claims as long as they are not related to certified products.
 - A3.2.1** Claims about progress towards a committed percentage of certified products are considered assured claims and shall be approved by a certification body.
- A3.3** Progress claims shall be quantifiable and verifiable through information that is easily accessible in connection with the progress claim itself.
- A3.4** Progress claims are not permitted to be made with reference to the Content Claim Standard (CCS).

A4. Allowed Language – Progress Claims

- A4.1** Progress claims may use the following language only:
 - A4.1.1** [We have/Organization Name has] achieved [x%] of our goal to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

A4.1.2 [We are/Organization Name is] [quantifiable and verifiable progress indicator] to our goal of sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

A4.1.3 [x%/All] of our [supplier facility type] are certified to the [Standard Name].

A5. Commitment Registration and Claim Making Process

A5.1 Prior to making general marketing claims, all corporate commitments and progress updates (general marketing claims) shall be registered through Textile Exchange's [online form](#).

A5.1.1 Progress against commitments shall be provided to Textile Exchange on an annual basis, at a minimum.

A5.2 Logos shall be distributed only to those who meet the qualifications outlined in Section A and have registered their commitments and agreed to the terms of use.

A5.3 General marketing claims shall only be made in conformity with the full requirements of this policy. If, at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

Section B - Assured Claims

Assured claims are reserved only for organizations or products that have met the requirements of an assurance process set forth in the Textile Exchange Standard(s).

Examples of assured claims are found in [Appendix D](#).

B1. General Guidelines – Claims by Certified Organizations (non-product related)

- B1.1** Claims by certified organizations shall only be made by organizations that hold a valid scope certificate to the applicable Standard(s). No other organization may make the claims in this category.
- B1.2** Claims by certified organizations are subject to approval by an authorized certification body. This may be conducted during annual audits.
- B1.3** Claims by certified organizations made in near or relative to the point of sale should include the following disclaimer: “[We are/Organization Name is] is [Standard Name] certified. Only the products which are covered by a valid transaction certificate are [Standard Name] certified.”
- B1.4** Claims by certified organizations should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).
- B1.5** Claims by certified organizations shall be accompanied by the applicable Standard logo(s) and shall conform with [TE-302 Standards Logo Use Specifications](#).
- B1.6** Claims by certified organizations are not permitted to be made with reference to the Content Claim Standard (CCS).

B2. Allowed Language – Claims by Certified Organizations

- B2.1** Claims by certified organizations may use the following language only:
 - B2.1.1** [%/All] of our [organically grown material/recycled material/down/wool/mohair/alpaca fiber] is (independently) certified to the [Standard Name].
 - B2.1.2** Our [material] supply chain is certified to the [Standard Name].
 - B2.1.3** [We are/Organization Name is] certified to the [Standard Name], (which [Insert relevant informational statement]).
 - B2.1.4** [We are/Organization Name is] certified to the [Standard Name], which certifies [organically grown material/recycled

material/down/wool/mohair/alpaca fiber] from the source to final product.

- B2.1.5** This year, [we have/Organization Name has] met [verifiable progress indicator] [toward/of] our goal of achieving [Standard Name] certification of [x%] of our [product category] by [Specific timeframe].

B3. General Guidelines – Product-Related Claims

Assured product-related claims are used to indicate that a product or category of products are certified or contain certified content. Because these claims are tied to an assurance process but may not be physically proximate to a certified organization, special care shall be taken to ensure they are true, accurate, and not misleading. Eligibility to make product-related claims depends upon conformity to the relevant Standard. The guidelines for product-related claims listed below apply to consumer-facing products only.

A flow chart to product eligibility can be found in [Appendix B](#).

Eligibility Criteria

- B3.1** Product-related claims shall only be made by organizations that meet the eligibility criteria outlined below.

- B3.1.1** The product or claimed component meets the following minimum content (calculated by weight) and blending/mixing requirements.

Logo	Product contains	Blending/mixing with conventional material of the same type allowed?
OCS Blended	5-95% organic content	Yes
OCS 100	95-100% organic content	No
RCS Blended	5-95% recycled content	Yes
RCS 100	95-100% recycled content	No
GRS	50-100% recycled content	Yes
RDS	5-100% RDS down/feathers	No
RWS	5-100% RWS wool	No
RMS	5-100% RMS wool	No

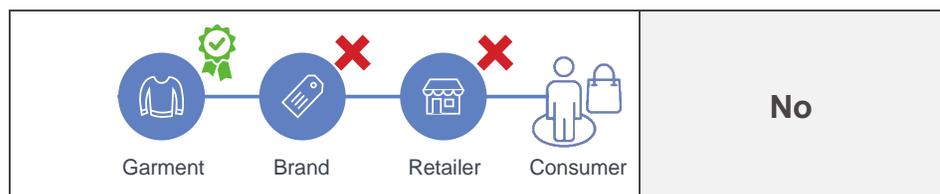
B3.1.2 The product is certified up to the seller in the last business-to-business transaction.

- a. In the case that a brand sells products through multiple distribution models (both direct to consumer and through a retailer), then products sold direct to consumers may be labeled without brand certification. Any products sold through a wholesaler only qualify for labeling if the brand becomes certified.

See examples below (the examples below assumes that all required steps before the garment manufacturer are certified):

= certified company = non-certified company

Product Distribution Model (Transaction Flow)	Is a product-related claim allowed?
<p style="text-align: center;">Garment Brand Consumer</p>	Yes
<p style="text-align: center;">Garment Brand Retailer Consumer</p>	Yes
<p style="text-align: center;">Garment Brand Consumer</p>	Yes
<p style="text-align: center;">Garment Brand Retailer Consumer</p>	Yes



- B3.1.3** The last certified organization – as required per [CCS-101 Content Claim Standard \(CCS\)](#) – holds a valid scope certificate that includes the correct product category.
- B3.1.4** Product-related claims and any accompanying artwork shall be approved through a certification body as described in [B5. Assured Claims Approval Process](#).

Requirements

- B3.2** Product-related claims may be made on- or off-product.
- B3.3** Product-related claims that appear on-product, such as on a label or statement printed, affixed, or otherwise physically attached to the product or its packaging, shall only be attached to products by certified organizations.
- B3.3.1** Brands and retailers whose products are eligible for claims but who are not themselves certified (i.e. hold a scope certificate) shall request that their direct certified supplier attach on-product claims.
- B3.4** All product-related claims shall appear with the relevant Standard logo and shall conform with [TE-302 Standards Logo Use Specifications](#).
- B3.4.1** When the Standard logo is unable to appear adjacent to the product-related claim, such as in the cases of e-commerce product webpages or sewn-in labels, a text-only claim (e.g. 90% certified RWS wool”) may be made as long as the logo appears elsewhere on the product, hangtag, listing, or on another webpage and meets all other requirements described in this section.
- B3.4.2** A sewn-in label or other permanently affixed label may say "Certified to XXX" without including the Standard logo. In this case, the Standard logo shall appear elsewhere on the product (e.g. on a hang tag) alongside all other required information on the label.
- B3.5** For use of Standard logos at the physical point of sale (e.g. a 3-D sculpture of the RDS logo in a retail store), the following conditions apply:

- B3.5.1** The logo shall only be placed directly above or within visible distance to the certified products.
- B3.5.2** The logo shall be accompanied by additional signage (easily visible/legible to consumers) which includes the following:
- a. A statement that indicates only products with the Standard's label and certification information are certified (e.g. "Look for RDS certified products" or "Look for the RDS label")
 - b. Reference to the last certified organization's responsible certification body.
 - c. Reference to the last certified organization (e.g. the certified organization's name (and/or) logo as it appears on the scope certificate (and/or) the certification number provided by the certification body)

B3.6 All product-related claims shall include the percentage of certified material in the claim. The percentage shall be calculated by weight of the full product or applicable certified component.

NOTE 1: In most cases, the weight of trims and accessories (e.g. buttons, lace, string on a tampon, etc.) shall be excluded from calculations, unless they are also certified to the applicable standard.

NOTE 2: A sanitary product such as a pantyliner is a single product which does not have any accessories/trim, so any certification claim needs to cover the entire product. A release sheet or wrapper would both be considered packaging (and thus not part of the product).

- B3.6.1** For RDS, the percent certified content may be omitted provided that the applicable component (i.e. the fill) is 100% RDS down.
- a. The percentage shall be specified for blended fills (e.g. 50% RDS down, 50% synthetic fill).
- B3.6.2** For RAF standards (RWS, RMS, and RAS), the percent certified content may be omitted provided that the applicable product or component is made of 100% of a single certified animal fiber (e.g. 100% RWS wool, or 100% RMS mohair).
- B3.6.3** For RCS, GRS, and OCS, the percent certified content shall always appear in the claim.
- B3.6.4** For RCS, GRS, and OCS, labels may reference a minimum percentage of claimed content (e.g. "at least 10% OCS organically grown cotton") in order to simplify communications and label designs. TCs shall

include the exact percentage composition for the specific batch of product.

B3.6.5 For RCS, GRS, and OCS, where multiple material types are certified, each material shall be separately listed with each percentage (e.g. “Made with 48% organically grown cotton and 32% organically grown wool”).

B3.7 All product-related claims shall include the license number of the last certified organization, as it appears on the valid scope certificate (SC).

NOTE: Only one license number may be included on the hangtag. The certification number for any upstream suppliers may not be included.

B3.7.1 The licensing number that appears with a Standards logo of a finished, certified product may be that of the final processor or any certified trader buying finished products (e.g. brand, wholesaler).

B3.8 All product-related claims shall include the name of the last certified organization’s responsible certification body.

B3.9 Product-specific claims to two standards (including non-Textile Exchange Standards) which address the same material attribute (such as GRS and RCS or OCS and GOTS) may only be made for the same product if the claims relate to separate components of the product.

NOTE: This does not apply to standards which do not address material sourcing (e.g. chemical use standards), or to brand-owned standards.

B3.10 When space allows, a product-related claim should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

B3.10.1 Otherwise, a URL or QR code directing to the current version of the Standard or the Standard’s landing page should appear in conjunction with the claim.

B3.11 Product-related claims are not permitted to be made with reference to the Content Claim Standard (CCS).

B4. Allowed Language – Product-Related Claims

B4.1 Product-related claims for all standards shall refer to the generic material name and shall not contain tradenames, names of other standards, programs and initiatives, or names of breeds, varieties, and species. For more details, see [ASR-213 Material, Processes, and Products Classification](#).

B4.2 Product-related claims for all standards shall be limited to the following language options only:

B4.2.1 (This product/This component) [contains/is] [x%] [Standard Name] certified [organically grown material/recycled material/down/wool/mohair/alpaca fiber], certified by [CB] [License Number].

B4.2.2 [x%] [Standard Name] [organically grown material/recycled material/down/wool/mohair/alpaca fiber], certified by [CB] [License Number].

B4.2.3 For products certified to the RDS, RWS, RMS, or RAS only, where all animal fibers are certified to one of these standards: (This product is/This component is) [RDS/RWS/RMS/RAS] certified by [CB] [License Number].

B4.3 Products that qualify with multiple standards may repeat only the percentage, standard name, and material.

Example: “*Contains 50% RWS wool and 20% RMS mohair, certified by ABC Cert ABC1234567.*”

B4.4 In addition to the allowed language in B4.2, a company may choose to also include the Standard acronym in the product name. This is allowed in the following format only:

B4.4.1 [OCS/RCS/GRS/RDS/RWS/RMS/RAS] [Product Name]

Example: “*RWS Sweater*”

B4.5 As an alternative to B4.4, the following formats are allowed for RDS, RWS, and RMS products only:

B4.5.1 [Product name] in [Responsible Down/Wool/Mohair/Alpaca Fiber]

Example: “*Jacket in Responsible Down*”

B4.5.2 [Product name] in [RDS Down/RWS Wool/RMS Mohair/RAS Alpaca Fiber]

Example: “*Scarf in RMS Mohair*”

B4.6 In the cases described in B4.4 and B4.5, a full product-related claim (as outlined in B4.2) shall be included alongside any public facing use of the name in a visible place. The claim shall be present on the product specific page for ecommerce websites.

B5. Assured Claims Approval Process

B5.1 Prior to use, all product-related assured claims shall be approved by the certified organization's certification body through a formal claim approval, which grants use of the claim. All claim approvals will be reported to Textile Exchange.

NOTE 1: Assured claims that do not reference products may be approved as part of the certification process.

NOTE 2: Multiple assured claims may be submitted through a single claim approval.

NOTE 3: Certification bodies approve claims in accordance with the procedure outlined in [ASR-101 Accreditation and Certification Procedures](#).

B5.2 All unique artwork and allowed text claims shall be included as part of a formal claim approval.

B5.3 Artwork may be submitted in the form of a controlled template as long as only the certification information (certification body and license number), product name, claimed material, or content percentage may be edited.

B5.3.1 The language and graphics should be set with blanks for license number, percentage, and material type, if relevant.

B5.3.2 The template shall be approved by the certification body of the last certified organization.

B5.4 Approval of artwork is valid for up to one year or until the artwork changes.

B5.5 Assured claims shall only be made in locations and on products that meet the full requirements of this policy. If, at any time, an approved claim falls out of conformity with the requirements of this policy, the claim maker shall cease using the claim.

B5.6 Extra care shall be taken with assured claims to ensure they are removed from ineligible locations and/or products.

Section C - Agreement-Based Claims

Textile Exchange may grant permission for additional standards related claims in the context of written agreements. Organizations in this category may include international working group members, accreditation bodies, certification bodies, data intermediaries, or brands who have financially supported an initiative.

C1. General Guidelines – Agreement-Based Claims

- C1.1** Agreement-based claims shall only be made by organizations who have a written agreement with Textile Exchange (non-certificate).
- C1.2** All agreement-based claims should appear with the relevant Standard logo and shall conform with [TE-302 Standards Logo Use Specifications](#).
- C1.3** The URL for the Standard [or TextileExchange.org] shall be adjacent to the claim.
 - C1.3.1** When the logo is used in digital publications, the URL may be embedded in the logo.
- C1.4** Agreement-based claims should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

C2. Allowed Language – Agreement-Based Claims

The following groups already have confirmed agreements with Textile Exchange. Please contact Textile Exchange if you would like to initiate a new agreement and develop claims about your work with us.

International Working Group Members

- C2.1** International working group members may use the following language only:
 - C2.1.1** [We are/Organization Name is] a member of the international working group, responsible for the [development/revision] of the [Standard Name]. Learn more at [URL]. (We are committed to the [relevant goals] of the [Standard Name]).

Accreditation Bodies

- C2.2** Authorized accreditation bodies may use the following language only:
 - C2.2.1** [We are/Organization Name is] an authorized accreditation body for the [Standard Name(s)]. Learn more at [URL].

Certification Bodies

C2.3 Accredited certification bodies may use the following language only:

C2.3.1 [We are/Organization Name is] an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

C2.3.2 [We are/Organization Name is] accredited to assess conformity with the [Standard Name(s)]. Learn more at [URL].

C2.4 Certification bodies who have a licensing agreement and grace period with Textile Exchange but are not yet accredited may use the following language only:

C2.4.1 [We are/Organization Name is] in the process of becoming an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

C2.5 Applicant certification bodies who do not yet have a licensing agreement with Textile Exchange shall not make any claims about Textile Exchange Standards.

Data Intermediaries

C2.6 Data intermediaries shall have a written agreement with or express consent from Textile Exchange prior to replicating any standards related data from Textile Exchange's website. If you would like permission to use Textile Exchange's data, please contact Data@TextileExchange.org.

C2.7 Specific permission for language and relevant logos or images shall be granted in the agreement.

Section D - Informational Statements

Informational statements are ready to use messages that describe a relevant Standard and provide additional context to claims made from other categories.

D1. General Guidelines – Informational Statements

- D1.1** Informational statements may be made by any organization, provided they have satisfied the requirements and obtained approval in at least one other claim category first.
- D1.2** Informational statements should be used in conjunction with claims made in all other claim categories.
- D1.3** Informational statements shall not be used where they may be interpreted as confirmation of certification of an organization or product, unless when accompanying an assured claim.
- D1.4** Informational statements may be accompanied by the applicable Standard logo(s) and shall conform with [TE-302 Standards Logo Use Specifications](#).

D2. Allowed Language – Informational Statements

- D2.1** Informational statements may use the following language only:

Global Recycled Standard (GRS)

- D2.1.1** The [Global Recycled Standard/GRS] verifies recycled content and tracks it from the source to the final product.
- D2.1.2** Products certified to the [Global Recycled Standard/GRS] contain (independently) verified recycled content. In addition, certified organizations have met social, environmental, and chemical requirements (at each stage of the supply chain,) from the recycler to the finished product.
- D2.1.3** The purchase of [Global Recycled Standard/GRS] certified products demonstrates demand for recycled content and best processing practices in the supply chain.

Recycled Claim Standard (RCS)

- D2.1.4** The [Recycled Claim Standard/RCS] verifies recycled content and tracks it from the source to the final product.

- D2.1.5** Products certified to the [Recycled Claim Standard/RCS] contain recycled content that has been (independently) verified at each stage of the supply chain, from the recycler to the finished product.
- D2.1.6** The purchase of [Recycled Claim Standard/RCS] certified products demonstrates demand for recycled content.

Organic Content Standard (OCS)

- D2.1.7** The [Organic Content Standard/OCS] verifies organically grown content and tracks it from the source to the final product.
- D2.1.8** Products certified to the [Organic Content Standard/OCS] contain organically grown content that has been (independently) verified at each stage of the supply chain, from the farm to the finished product.
- D2.1.9** The purchase of [Organic Content Standard/OCS] certified products demonstrates demand for organic agriculture.
- D2.1.10** The below statement may be included as an addition to any of the above statements related to the OCS:
- D2.1.11** Organic cotton is produced and certified to organic agricultural standards, which require practices to sustain ecosystems.

Responsible Down Standard (RDS)

- D2.1.12** The [Responsible Down Standard/RDS] (independently) certifies down against animal welfare requirements and tracks it from the source to the final product.
- D2.1.13** Products certified to the [Responsible Down Standard/RDS] contain down or feathers from farms certified to animal welfare requirements.
- D2.1.14** The [Responsible Down Standard/RDS] describes and (independently) certifies animal welfare practices in down and feather production from the farm to the final product.
- D2.1.15** The [Responsible Down Standard/RDS] requires animal welfare practices to be in place at the duck and goose farms in the down and feather supply chain.
- D2.1.16** The purchase of [Responsible Down Standard/RDS] certified products demonstrates demand for better animal welfare practices in the down and feather supply chain.

Responsible Animal Fibers (RAF): RWS, RMS, RAS

- D2.1.17** The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)/(Responsible Alpaca Standard)/(RAS)] verifies [wool/mohair/alpaca fiber] animal welfare and land management requirements and tracks it from the source to the final product.
- D2.1.18** Products certified to the [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)/(Responsible Alpaca Standard)/(RAS)] contain [wool/mohair/alpaca fiber] from farms (independently) certified to animal welfare and land management requirements.
- D2.1.19** The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)/(Responsible Alpaca Standard)/(RAS)] describes and (independently) certifies animal welfare practices in [wool/mohair/alpaca fiber] production from the farm to the final product.
- D2.1.20** The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)/(Responsible Alpaca Standard)/(RAS)] requires animal welfare practices at the [sheep/goat/alpaca] farm and tracks it to the finished product.
- D2.1.21** The purchase of [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)/(Responsible Alpaca Standard)/(RAS)] certified products demonstrates demand for better animal welfare practices and responsible land management in the [wool/mohair/alpaca fiber] supply chain.

Section E - Monitoring and Misuse

E1. Monitoring and Surveillance

- E1.1** Textile Exchange will determine the appropriate level of surveillance for the various allowed claims described in this policy. In addition to the data management system that hosts records of all licensed claims, as part of its monitoring activities, Textile Exchange may use product tracebacks, routine or risk-based market surveillance, product testing, product tagging, and web-crawlers to surveil the market for improper or unlicensed claims.
- E1.2** Reports on potential improper or unlicensed use of Textile Exchange claims may be submitted through our [Complaints Form](#), or by sending an email to Assurance@TextileExchange.org.

E2. Misuse

- E2.1** In instances where a claim does not conform with this policy, Textile Exchange reserves the right to deem a claim is improperly used and thus considered “misuse.”
- E2.2** If Textile Exchange becomes aware of an improper or unlicensed use of its intellectual property, Textile Exchange will attempt to engage with the claim maker and will offer a 30-day window from the date of first notice to correct or remove the claim.
- E2.3** If the misuse is not remedied within 30 days and/or upon a second instance of misuse, Textile Exchange may take applicable actions as per any in-force licensing agreement and may pursue further applicable action up to and including legal proceedings and/or action with the certification body, which may result in withdrawal of certification.

Appendix A – Definitions

Refer to [*TE-101 Terms and Definitions for Textile Exchange Standards and Related Documents*](#) for definitions of terms used in these procedures. Key definitions are included below. Defined terms are shown in italics in the first usage in this document, and in some other uses for clarity.

Assured claim: Assured claims are those that result from an assurance process against a Textile Exchange Standard and refer to a product, process, business, or service that has been certified to be in conformity with such Standard.

Certified organization: An organization which holds a scope certificate.

Claim: An oral, written, or implied representation, statement, advertisement or other form of communication that is presented to the public or buyer that relates to the presence of a claimed material in the content of a product.

Claim approval: Required authorization for use of a claim as granted by a certification body upon submission of a formal request. Prior to the approval being granted, a review of the text claim and associated artwork is done.

Claim maker: Any party that wishes to make a claim about a Standards system. Normally this is a business in the supply chain but also includes other parties that wish to make a claim about a Standard.

Claimed material: The specific material that is being verified by the Content Claim Standard or another Standard as a content claim in a product which is sold. A reference to a Standard followed by the word “Material” (e.g. RDS Material) refers to material claimed under that Standard.

Component: A uniquely identifiable material that is included or intended to be included as a part of a finished product. Components can be easily identified by consumers on the finished product.

Content: Proportion of a material in a product.

Data intermediary: Any person or organization that replicates data, either publicly or as a service. Textile Exchange does not allow the use of our data by such intermediaries outside of a written agreement.

General marketing claim: Text claims which are not related to a specific product or certified organization.

Organization: A legal entity which is certified to or in the process of becoming certified to a Standard. A scope certificate is held by an organization, and an organization has one or more sites.

Producer: Entity responsible for the production of inputs into the manufacturing process.

Products: The physical goods that result from each stage of production. These may include finished or unfinished goods.

Publicly available information: Obtainable by any person, without unreasonable barriers of access; “Available on request” does not qualify.

Records: The information in written, visual, or electronic form that documents the activities undertaken by a user to demonstrate accordance with requirements.

Scheme participant: Legal entity which is involved with Textile Exchange and its Standards. Includes certified organizations, certification bodies, accreditation bodies, and Textile Exchange.

Scope certificate (SC): A document issued by the certification body which verifies that an organization is competent to produce and sell specified claimed materials in conformity with a Standard.

Site: Any geographically distinct unit within a certificate scope. Locations which are geographically distinct or have different civic addresses are considered to be separate sites (see exception for farms). Subcontractors are not considered to be sites. The word facility is used in some documents and has the same meaning as site. Includes: farms, processors, offices.

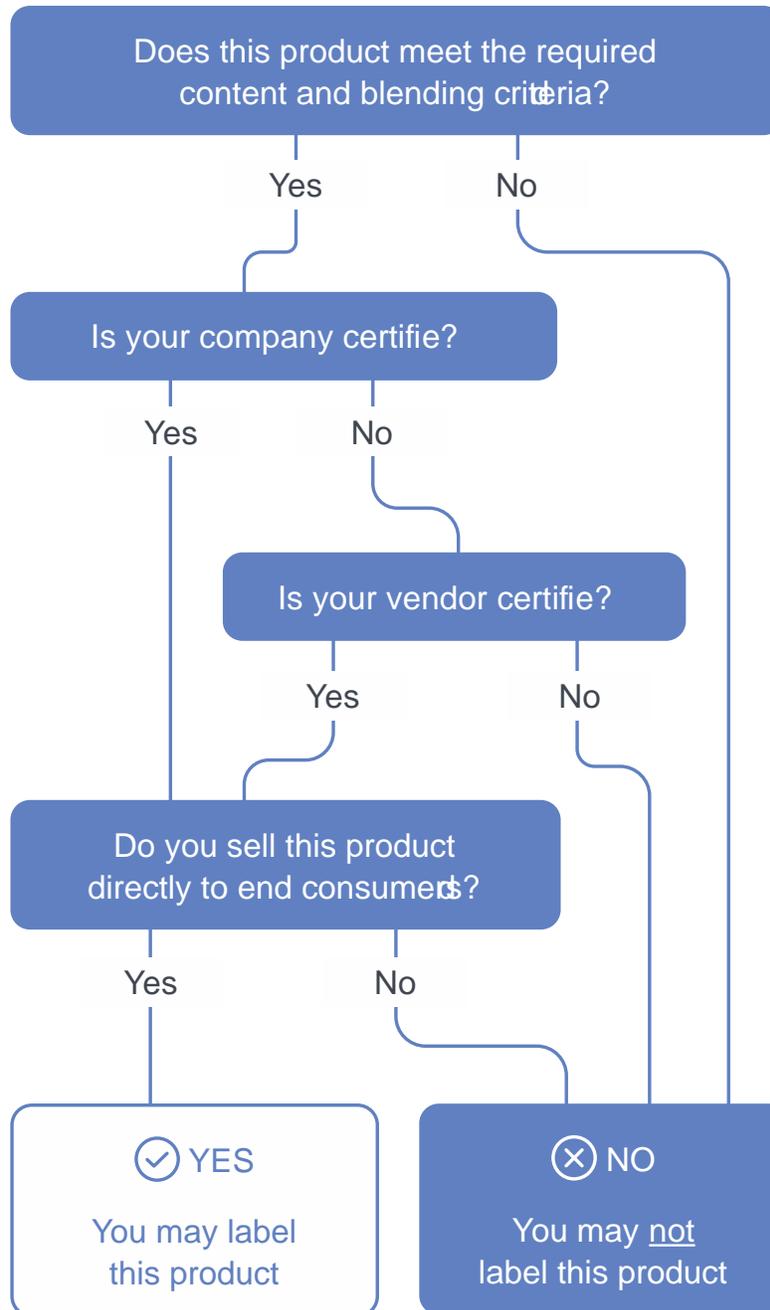
Standard: The relevant Textile Exchange-owned Standard, which may be any of the following: Content Claim Standard (CCS), Organic Content Standard (OCS), Recycled Claim Standard (RCS), Global Recycled Standard (GRS), Responsible Down Standard (RDS), Responsible Wool Standard (RWS), Responsible Mohair Standard (RMS), Responsible Alpaca Standard (RAS) or any other Standard that come under the ownership of Textile Exchange.

Supply chain: The progression of business entities involved in the supply and purchase of materials, goods, or services from raw materials to the final product.

Withdrawal: The revocation of a scope certificate or accreditation due to a specific non-conformity or issue, or at the request of the accredited/certified party. Following a withdrawal of accreditation/certification, a new assessment/audit is required for accreditation/certification to return to an active status.

Appendix B – Assured Product-Related Claims Eligibility Flow Chart

May I label this product?



Appendix C – Allowed Language Examples

Corporate Commitment Claims

Allowed Language

[We/Organization Name] commit(s) to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

[We/Organization Name] commit(s) to achieve [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].

[We are/Organization Name is] committed to sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

[We are/Organization Name is] committed to achieving [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].

[We are/Organization Name is] committed to sourcing [x%] of our products by [revenue/SKU/unit] from certified sources by [specific timeframe].

Example

Brand ABC commits to source 100% of our down from RDS certified sources by 2023.

Brand ABC commits to achieve RWS certification at 100% of our wool suppliers by 2025.

We are committed to sourcing 50% of our polyester from GRS certified sources by 2025.

We are committed to achieving OCS certification at 75% of our garment manufacturers by 2025.

We are committed to sourcing 50% of our products by revenue from certified sources by 2025.

Progress Claims

Allowed Language

[We have/Organization Name has] achieved [x%] of our goal to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].

[We are/Organization Name is] [quantifiable and verifiable progress indicator] to our goal of sourcing [x%] of our [generic material name] from

Example

Brand ABC has achieved 50% of its goal to source 100% of our down from RDS certified sources by 2025.

Brand ABC is halfway to its goal of sourcing 100% of our wool from RWS certified sources by 2025.

[Standard Name] certified sources by [Specific timeframe].

[x%/All] of our [supplier facility type] are certified to the [Standard Name].

100% of our garment manufacturers are certified to the RMS.

Claims by Certified Organizations

Allowed Language

[%/All] of our [organically grown material/recycled material/wool/down/mohair] is (independently) certified to the [Standard Name].

Our [material] supply chain is certified to the [Standard Name].

[We are/Organization Name is] certified to the [Standard Name], (which [Insert relevant informational statement]).

[We are/Organization Name is] certified to the [Standard Name], which certifies [generic material name] from the source to final product.

This year, [we have/Organization Name has] met [verifiable progress indicator] [toward/of] our goal of achieving [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].

Example

All of our wool is independently certified to the RWS.

Our down supply chain is certified to the RDS.

We are certified to the OCS, which verifies organically grown content and tracks it from the source to the final product.

ABC Brand is certified to the GRS, which certified recycled material from the source to final product.

This year, we have met 75% of our goal of achieving RWS certification at 100% of our wool suppliers by 2025.

Product-Related Claims

Allowed Language

(This product/This component) [contains/is] [x%] [Standard Name] certified [organically grown material/recycled material/wool/down/mohair], certified by [CB] [License Number].

Example

The product contains 100% RCS certified recycled polyester, certified by ABC Cert 12345678

[x%] [Standard Name] [organically grown material/recycled material/wool/down/mohair], certified by [CB] [License Number].

50% RMS wool, certified by ABC Cert 12345678.

Agreement-Based Claims

Allowed Language

International Working Group (IWG) Members

[We are/Organization Name is] a member of the international working group, responsible for the [development/revision] of the [Standard Name]. Learn more at [URL]. (We are committed to the [relevant goals] of the [Standard Name]).

Example

ABC Brand is a member of the international working group, responsible for the development of the Responsible Mohair Standard (RMS). We are committed to the animal welfare goals of the RMS. Learn more at ResponsibleMohair.org.

Accreditation Bodies

[We are/Organization Name is] an authorized accreditation body for the [Standard Name(s)]. Learn more at [URL].

We are an authorized accreditation body for the RCS and GRS. Learn more at TextileExchange.org/Standards/Recycled.

Certification Bodies

[We are/Organization Name is] an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

ABC Cert is an accredited certification body for the RDS. Learn more at ResponsibleDown.org.

[We are/Organization Name is] accredited to assess conformity with the [Standard Name(s)]. Learn more at [URL].

We are accredited to assess conformity with the OCS. Learn more at TextileExchange.org/Standard/OCS.

[We are/Organization Name is] in the process of becoming an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

ABC Cert is in the process of becoming an accredited certification body for the RWS and RMS. Learn more at TextileExchange.org/Standards.

Appendix D – Assured Claims Examples



Product-related claim (on-product): GRS



Product-related claim (off-product): RCS



Product-related claim (on-product): RWS



Product-related claim (on-product): OCS



Product-related claim (on-product): RMS



Claim by certified organization: RDS