

Brand Certification Extension Announcement

Content Claim Standard 3.0 Guidance

Following a standard revision involving an International Working Group, [Textile Exchange](#) launched Version 3.0 of the [Content Claim Standard \(CCS\)](#) on June 29, 2021, with an effective date of July 1, 2021, and a mandatory date of July 1, 2022. This notice is to announce an extension for the brand certification mandatory date.

New Mandatory Date for Brand Certification

One of the key updates to the standard is the adjustment of the scope of chain of custody. Under the CCS 2.0, product-related claims were only allowed if the entire supply chain up to the seller in the final business-to-business transaction was certified. In the CCS 3.0, product-related claims may only be made if chain of custody is in place up to the brand, regardless of the brand's distribution model. This means brands were required to be certified by July 1, 2022, to make product-related claims.

Due to delays with the release of our CCS 3.0 Certification Procedures, the document certification bodies (CB) use to audit the standard, Textile Exchange is granting an extension period for brands who are pursuing new scope certificates. **The new mandatory date for brand certification is April 1, 2023.**

This extension has been written into the CCS 3.0 Certification Procedures and there is no action required on the brand side to take advantage of this extension.

Certification bodies will continue to accept new claim approval applications from direct suppliers up until March 31, 2023. After April 1, 2023, only certified brands may apply for claim approvals.

What Does the Extension Mean for Brands and Retailers?

- **Brands who are currently making product-related claims with their direct supplier's license number** may continue to do so until March 31, 2023. They should begin to pursue certification ahead of time if they wish to avoid lapses with their product claims.
- **Brands who are currently certified to CCS2.0** can and shall update their scope certificate to CCS3.0 during their annual renewal process.
- **Brands who want to pursue CCS3.0 certification ahead of the April 1, 2023, mandatory date** may do so. Please reach out to a CB for more information as to when they are ready to audit your site.
- **Brands who are not yet making product-related claims and/or working on full chain of custody** should continue to do so. Brand certification is only applicable to those who have a full chain of custody in place so they can continue making product-related claims. If your organization is not yet eligible for product-related claims (e.g. if your direct supplier is not certified, then those products are not eligible for product-related claims), you should continue to focus on building a full chain of custody. Once you achieve this, you will be ready to explore brand certification.
- **Retailers who own private label brands** are considered brands under the CCS 3.0 and are required to be certified. The above guidance applies.
- **Retailers who are sourcing from certified brands** should align their expectations and internal requirements around the extension for brand certification.

How to Pursue Certification

If you are eligible for brand certification based on having a full chain of custody, we recommend that you get in touch with a CB as soon as possible to start a working relationship. CBs have seen increasing interest in standards and certification and may have delays in their response times.

It is also recommended to get multiple quotes from different CBs since each CB will have their own fee structure. You can also ask the CB about their earliest available date to start audits against CCS 3.0. Each CB will have a different implementation timeline after the Certification Procedures have been published.

The best place to start when pursuing certification is to run a gap analysis of CCS 3.0 using the requirements to compare against current practices. This will help inform how much time will be needed to prepare for your audit.

If you have any questions, please contact Standards@TextileExchange.org for support.