

# Standards Claims Policy

TE-301-V1.0-2020.10.28



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The *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-V1.0 Standards Claims Policy*. In any case of inconsistency between versions, reference shall be made to the English version.

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The Standards Claims Policy will be updated on an annual basis.

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## 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 (CB) are responsible for verifying 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



The Standards Claims Policy is owned and managed by [Textile Exchange](#). Textile Exchange is a global non-profit that works closely with our members to drive industry transformation in preferred fibers, integrity and standards, and responsible supply networks. We identify and share best practices regarding farming, materials, processing, traceability, and product end-of-life in order to reduce the textile industry's impact on the world's water, soil and air, and the human population.

## Logo Distribution

The Textile Exchange logo and its owned Standard logos are the intellectual property of Textile Exchange and may only be used with its permission.

For all assured claims, Textile Exchange only distributes Standard logos to certification bodies that have been licensed to provide certification services for the Standard(s) in question. Organizations shall contact their certification body for copies of the relevant logo.

Organizations that register their general marketing claims or informational statements with Textile Exchange may be given direct access to the logos after submitting a request online.

All logo use shall conform with [TE-302 Standards Logo Use Specifications](#). Incidents of unlicensed or improper use of Textile Exchange Standards logos or improper claims will be handled in accordance with [ASR-110 Complaints and Feedback 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 Approvals and Recordkeeping), 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. Section E describes the process for getting claims approved and how records are kept.

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]” 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. Registration and approval requirements are detailed in [Section E: Approvals and Recordkeeping](#).

Claim Categories	Claim Type	General Eligibility Requirements	Registration and 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). ( <a href="#">see A1.2</a> )	Register claim with Textile Exchange ( <a href="#">see E.1</a> )
	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. ( <a href="#">see A3.1</a> )	
Assured claims	Claims by certified organizations	Holders of valid scope certificates (SC). ( <a href="#">see B1.1</a> )	Apply for approval from CB ( <a href="#">see E.2</a> )
	Product-related claims	Holders of valid scope certificates (SC and additional product qualifications). ( <a href="#">see B3.1</a> )	
Agreement-based claims		Contractually defined relationship to Textile Exchange. ( <a href="#">see C1.1</a> )	Defined in applicable written agreement
Informational statements		All organizations that wish to provide information about a Standard to the general public. ( <a href="#">see D1.1</a> )	Register statement with Textile Exchange ( <a href="#">see E.1</a> )

## Section A - General Marketing Claims

General marketing claims are statements which are not related to a specific product or certified organization. They center around commitments to and goals for certification to Textile Exchange Standards, as well as progress toward those commitments and/or goals.

### A1. General Guidelines – Corporate Commitment Claims

- A1.1** Corporate commitment claims shall not appear on or in reference to any product ([see B3. General Guidelines – Product-Related Claims](#)).
- A1.2** Corporate commitment claims shall only be made by organizations who have made a public commitment to and/or goals for certification to a relevant Textile Exchange Standard(s).
- 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](#).
- A1.5** 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:
  - 1. [We/Organization Name] commit(s) to source [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].
  - 2. [We/Organization Name] commit(s) to achieve [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].
  - 3. [We are/Organization Name is] committed to sourcing [x%] of our [generic material name] from [Standard Name] certified sources by [specific timeframe].
  - 4. [We are/Organization Name is] committed to achieving [Standard Name] certification at [x%] of our [production facility type] by [specific timeframe].
  - 5. [We are/Organization Name is] committed to sourcing [x%] of our products 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. 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:
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].
  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].
  3. [x%/All] of our [supplier facility type] are certified to the [Standard Name].

## 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 should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).
- B1.4** Claims by certified organizations may be accompanied by the applicable Standard logo(s) and shall conform with [TE-302 Standards Logo Use Specifications](#).
- B1.5** 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:
  - 1. [%/All] of our [organically grown material/recycled material/wool/down/mohair] is (independently) certified to the [Standard Name].
  - 2. Our [material] supply chain is certified to the [Standard Name].
  - 3. [We are/Organization Name is] certified to the [Standard Name], (which [Insert relevant informational statement]).
  - 4. [We are/Organization Name is] certified to the [Standard Name], which certifies [generic material name] from the source to final product.

5. 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].

## B3. General Guidelines – Product-Related Claims

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.

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

### Eligibility Criteria

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

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

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>Garment      Brand      Consumer</p>	Yes
 <p>Garment      Brand      Retailer      Consumer</p>	Yes
 <p>Garment      Brand      Consumer</p>	Yes
 <p>Garment      Brand      Retailer      Consumer</p>	Yes
 <p>Garment      Brand      Retailer      Consumer</p>	No

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.
4. Product-related claims and any accompanying artwork shall be approved through a certification body as described in [E2. Assured Claims Approval Requirements](#).

## 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.

Therefore, brands and retailers whose products are eligible for claims but who do not themselves 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](#).

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 may be made as long as the logo appears elsewhere on the product, hangtag, listing, or on another webpage.
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** The percentage shall be included in the claim. The percentage shall be calculated by weight of the full product, unless it is part of a component that is easily identifiable by consumers (e.g. the upper part of a shoe, outer shell of a jacket, etc).

**B3.6** When space allows, a product-related claim should appear in conjunction with a relevant informational statement ([see Section D – Informational Statements](#)).

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.

**B3.7** All product-related claims shall include the license number as it appears on the valid scope certificate (SC).

**B3.8** 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 one of the following language options only:

1. (This product/This component) [contains/is] [x%] [Standard Name] certified [organically grown material/recycled material/wool/down/mohair], certified by [CB] [License Number].
2. [x%] [Standard Name] [organically grown material/recycled material/wool/down/mohair], 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, a company may choose to include the Standard acronym in the product name. This is allowed in the following format only:

1. [OCS/RCS/GRS/RDS/RWS/RMS] [Product Name]

Example: *RWS Sweater*

**B4.5** As an alternative to B4.3, the following formats are allowed for RDS, RWS, and RMS products only:

1. [Product name] in [Responsible Down/Wool/Mohair]

Example: *Jacket in Responsible Down*



2. [Product name] in [RDS Down/RWS Wool/RMS Mohair]

Example: *Scarf in RMS Mohair*

#### **B4.6**

In the cases described in B4.3 and B4.4, a full product-related claim 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.

## 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 include international working group members, accreditation bodies, certification bodies, and data intermediaries.

### 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.
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

#### International Working Group Members

- C2.1** International working group members may use the following language only:
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:
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:

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

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 [Claims@TextileExchange.org](mailto:Claims@TextileExchange.org).

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

## Section D - Informational Statements

### D1. General Guidelines – Informational Statements

- D1.1** Informational statements may be made by any person or organization.
- D1.2** Informational statements should accompany all general marketing claims as dictated in [Section A – General Marketing Claims](#).
- D1.3** Informational statements may be used in conjunction with all other claims.
- D1.4** Informational statements should accompany product-related claims when space allows.
- D1.5** 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.
- D1.6** 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)

1. The [Global Recycled Standard/GRS] verifies recycled content and tracks it from the source to the final product.
2. Products certified to the [Global Recycled Standard/GRS] contain (independently) verified recycled content and have met social, environmental, and chemical requirements (at each stage of the supply chain,) from the recycler to the finished product.
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)

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

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.
6. The purchase of [Recycled Claim Standard/RCS] certified products demonstrates demand for recycled content.

#### Organic Content Standard (OCS)

7. The [Organic Content Standard/OCS] verifies organically grown content and tracks it from the source to the final product.
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.
9. The purchase of [Organic Content Standard/OCS] certified products demonstrates demand for organic agriculture.
10. The below statement may be included as an addition to any of the above statements related to the OCS:
  - a. Organic cotton is produced and certified to organic agricultural standards, which require practices to sustain ecosystems.

#### Responsible Down Standard (RDS)

11. The [Responsible Down Standard/RDS] (independently) certifies down against animal welfare requirements and tracks it from the source to the final product.
12. Products certified to the [Responsible Down Standard/RDS] contain down or feathers from farms certified to animal welfare requirements.
13. The [Responsible Down Standard/RDS] describes and (independently) certifies animal welfare practices in down and feather production from the farm to the final product.
14. 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.
15. The purchase of [Responsible Down Standard/RDS] certified products demonstrates demand for better animal welfare practices in the down and feather supply chain.

## Responsible Wool Standard (RWS) / Responsible Mohair Standard (RMS)

16. The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)] verifies [wool/mohair] animal welfare and land management requirements and tracks it from the source to the final product.
17. Products certified to the [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)] contain [wool/mohair] from farms (independently) certified to animal welfare and land management requirements.
18. The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)] describes and (independently) certifies animal welfare practices in [wool/mohair] production from the farm to the final product.
19. The [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)] requires animal welfare practices at the [sheep/goat] farm and tracks it to the finished product.
20. The purchase of [(Responsible Wool Standard/RWS)/(Responsible Mohair Standard)/(RMS)] certified products demonstrates demand for better animal welfare practices and responsible land management in the [wool/mohair] supply chain.



## Section E - Approvals and Recordkeeping

### E1. General Marketing Claims and Informational Statements Registration Requirements

- E1.1** Prior to use, all general marketing claims and informational statements shall be registered through Textile Exchange's [online registration form](#).
- E1.2** General marketing claims and informational statements 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.

### E2. Assured Claims Approval Requirements

- E2.1** 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:** Assured claims that do not reference products may be approved as part of the certification process.
- NOTE:** Multiple assured claims may be submitted through a single claim approval.
- NOTE:** Certification bodies approve claims in accordance with the procedure outlined in [ASR-101 Accreditation and Certification Procedures](#).
- E2.2** All unique artwork and allowed text claims shall be included as part of a formal claim approval.
- E2.3** 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.
- E2.4** Approval of artwork is valid for up to one year or until the artwork changes.
- E2.5** 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.

- E2.6** Extra care shall be taken with assured claims to ensure they are removed from ineligible locations and/or products.

## E3. Monitoring and Surveillance

- E3.1** 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.
- E3.2** 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](mailto:Assurance@TextileExchange.org).

## E4. Misuse

- E4.1** 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.”
- E4.2** 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.
- E4.3** 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 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.

**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.

**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.

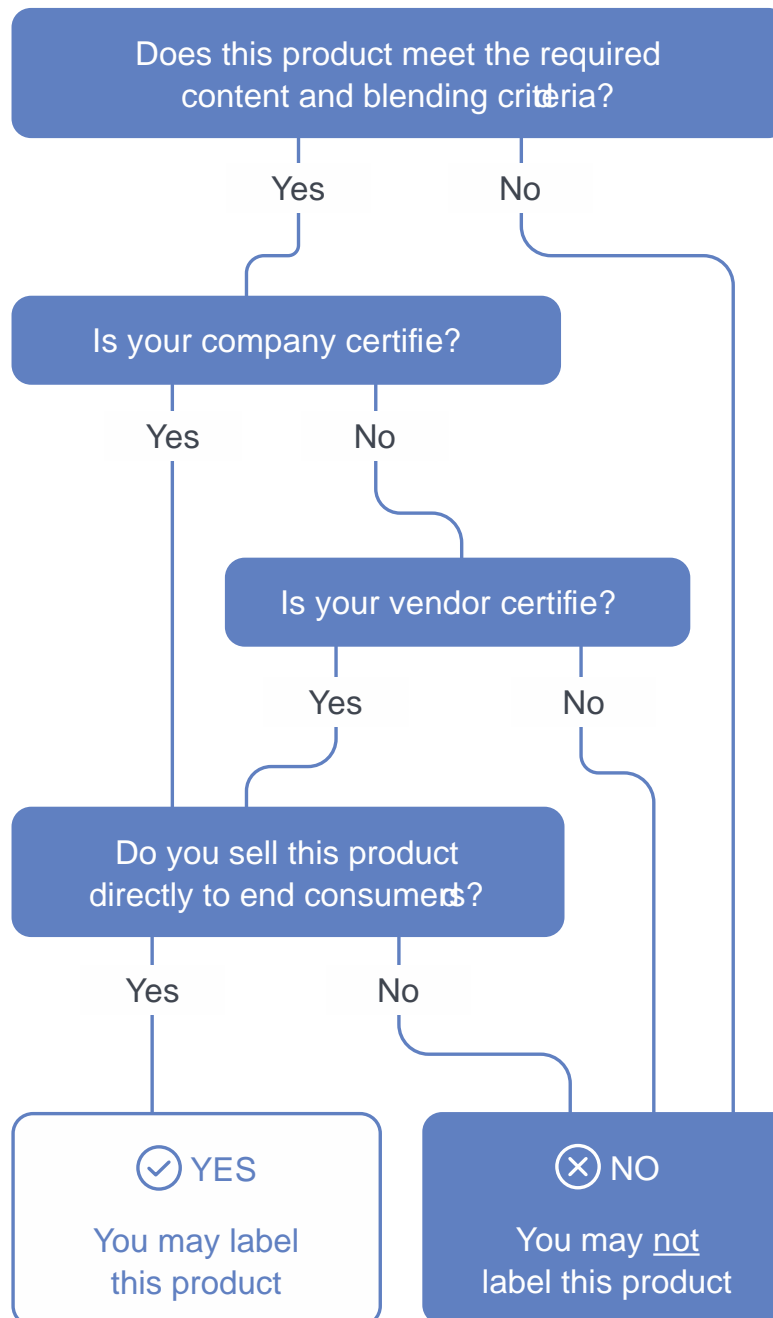
**Standard:** The relevant Textile Exchange-owned Standard, which may be any of the following: the Content Claim Standard (CCS), Organic Content Standard (OCS), Recycled Claim Standard (RCS), Global Recycled Standard (GRS), Responsible Down Standard (RDS), Responsible Wool Standard (RWS), Responsible Mohair Standard, or any other Standards 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

#### Example

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

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

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

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

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

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

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

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

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

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

### Progress Claims

#### Allowed Language

#### Example

[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].

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

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

*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

### Example

#### 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]).

*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.*

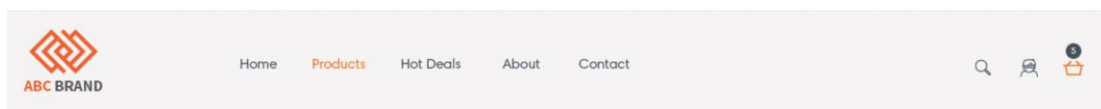
[We are/Organization Name is] in the process of becoming an accredited certification body for the [Standard Name(s)]. Learn more at [URL].

*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



### RUNNING SNEAKER

Choose Size

Choose Quantity + 3 -

Price : 120\$



Order Now



Contains 50% RCS Certified Recycled Polyester  
ABC CERT - AC76583921

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.

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