

# Product Labeling

## Quick Guide



## Why product labeling matters

Product claims, such as those on hangtags, labels, or descriptions claiming an item contains certified material, play an important role in helping consumers make informed and responsible choices. But for these claims to be trusted, they must be accurate, verified, and clearly connected to a robust certification system.

That's where Textile Exchange's standards and policies come in. This guide offers a simple overview of how product-related claims work, what is required for labeling certified products, and how to stay compliant with the Content Claim Standard (CCS).

For full details, please always refer to the [TE-301 Standards Claims Policy](#) and [TE-302 Logo Use Specifications](#).

## How certification connects to labeling

Textile Exchange's Content Claim Standard (CCS) is a chain of custody standard. It helps track certified materials through each stage of the supply chain, from the raw material source to the finished product. The CCS ensures that the claims on a product label accurately reflect what's in the product, based on verified inputs.

Every time a certified product is transferred from one facility to another, it's accompanied by a **transaction certificate (TC)** issued by an independent certification body. These certificates verify volumes, content claims, and certification status, providing the assurance that makes labeling credible.

## Who needs to be certified?

As of 2021, Textile Exchange requires that brands must be certified to make product-related claims or use a Textile Exchange logo on a product.

This means that the company owning the brand name on the product must be included in the scope of certification. Retailers that sell private-label products under their own brand must also be certified if they want to label those products accordingly. However, retailers that only resell certified products from other brands do not need to be certified themselves if they don't alter the claims or labeling.

If your brand isn't certified yet but plans to make claims, now is the time to build your supply chain certification and prepare for the process. Visit our [Brand & Retailer Certification page](#) for guidance.

### Key terms to know

#### *Brand*

Owns the product and controls its development, design, and purchasing.

#### *Retailer*

Sells products directly to consumers (in-store or online); may also be a brand if they have private label products.

#### *Assured claim*

A verified claim based on certification to a Textile Exchange standard.

#### *Claim approval*

Formal permission granted by a certification body to use a claim or logo.



Photo: Madeleine Brunnmeier

## What is considered an assured claim?

Any time a product features a statement or label connecting it to a Textile Exchange standard, it's considered an assured claim. This includes:

- Hangtags
- Clothing or care labels
- Online product descriptions
- Catalog entries
- In-store signage or packaging tied to a specific product

To use these claims, brands must meet all requirements in Section B3 of the Standards Claims Policy. Claim language must also follow the guidance in Section B4.

## What must be included in an assured claim?

All claims must include the following:

1. Standard logo
2. Percentage of certified content (except for 100% RDS, RWS, RMS, or RAS)
3. Brand's license number or TE-ID
4. The name of the applicable certification body

## Examples



95% GRS certified recycled polyester  
ABC Cert – 987654321



The outer shell of  
this raincoat contains  
85% RCS certified  
recycled polyester.

Certified by  
ABC Cert 12345678



100% RWS Wool  
Certified by  
ABC Cert 12345678

## How claim approval works

Before making a claim, the brand must submit a claim approval request to the certification body. This request includes the exact text, visuals, and placement of the claim or logo. Approval must be granted before the claim appears publicly.

Artwork may also be submitted using a controlled template, where only limited fields, such as certification body name, license number, product name, claimed material, or content percentage, can be edited. In this case, fields like license number, material type, or percentage are left blank as placeholders, if applicable. Using a controlled template can help avoid the need to submit individual approval requests for each claim.

In CCS 3.0, the responsibility to create claims language and seek certification body approval lies with the certified brand, not the supplier. However, certified suppliers may still submit requests on the brand's behalf, if authorized to do so.

## Who can attach labels and hangtags?

Only certified organizations can physically attach a Textile Exchange logo or claim to a product.

If the brand is certified, they can apply labels or hangtags themselves.

If the supplier is certified and authorized, they may also attach the labels using the brand's license number.

## Why claim approval is important

Certified product claims build trust with customers and stakeholders. They show that sustainability messages are more than marketing, they're verified by a third-party system that traces materials from start to finish. By following the requirements in the CCS and Standards Claims Policy, brands help ensure the integrity and credibility of their sustainability claims.

## What about suppliers and retailers?

### Understanding who can say what

Not every company in the supply chain plays the same role when it comes to labeling and making claims. Here's how suppliers and retailers can communicate about certified products.

### Supplier claims

Suppliers certified to a Textile Exchange standard can make off-product claims—such as those in catalogs, line sheets, B2B marketing, and other business communications—about the certified products they sell. These claims must follow the Standards Claims Policy and be approved by their certification body.

If a supplier wants to mention that their product contains certified material, they need to:

- Hold a valid scope certificate (SC)
- Be selling a product that is backed by a transaction certificate (TC)
- Follow the requirements in Section B3.2 of the Claims Policy

Suppliers cannot make product-related claims (like attaching logos or content percentages) on behalf of a brand unless they are explicitly authorized, and the brand is certified.

### Retailer claims

Retailers who are selling products from externally certified brands do not need to be certified to share accurate claims about those products. For example, they can:

- Use brand-approved language on e-commerce product listings
- Include claims in marketing materials tied to specific products

However, these claims must reflect what was approved by the certified brand and must not be altered or expanded. Retailers cannot make new or unverified claims about a product's certification status, and they are not authorized to attach claims to products.

If a retailer is selling private-label products under their own name, they are considered a brand and must be certified to make product-related claims.

### Transitioning to the Materials Matter system

As the industry transitions to the Materials Matter Standard, Textile Exchange will continue to strengthen guidance around product labeling, claims, and certification. New logos and updated claim requirements will roll out as part of this transition. Brands will be given time and support to adapt to the new system, and all changes will be clearly communicated.

More information will be available on our website [here](#) as it becomes available.

### Document Links

- [CCS-101 Content Claim Standard \(CCS\)](#)
- [CCS-201 CCS User Manual](#)
- [CCS-104 CCS 3.0 Transition Policy](#)
- [CCS-603 3.0 Summary of Key Changes](#)
- [TE-301 Standards Claims Policy](#)
- [TE-302 Standards Logo Use Specifications](#)



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