



**Materials
Matter™**

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**MATERIALS MATTER
STANDARD**



MATERIALS MATTER CLAIMS AND LABELING POLICY

KEY CHANGES FOR RETAILERS

Background

Claims made by brands and retailers play a key role in enabling consumers to make informed purchasing decisions. Consumer trust hinges on claims being accurate, verified, and substantiated by a strong certification system.

The *Materials Matter Standard* is a voluntary sustainability standard for the production and primary processing of raw materials used in the fashion, textile, and apparel industry. It sets out to incentivize a world in which the materials in our clothing and textiles are produced in a way that respects climate, nature, people, and animals.

A key ambition of the Materials Matter system is to give brands and retailers who choose certified materials a way to speak confidently to customers about them.

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

The intention of this guide is to inform brands by:

- Explaining key changes in the new policy
- Providing further context on the claims and labeling transition
- Recommending next steps for 2026

What is changing

New certification mark, label, and claims language

The policy introduces a new certification mark and labeling system, as well as allowed language that organizations may use when making claims about Materials Matter. While the policy contains the requirements for using the new mark and labeling system, the labeling assets needed to prepare labeling artwork as well as additional guidance materials for labeling will be available in 2026.

It is also important to highlight that brands must sign a trademark license agreement with Textile Exchange before trademarks can be used. Please refer to section 4 of the *Materials Matter Claims and Labeling Policy* for more information on how to use the trademarks. More information will be provided on this requirement and process in 2026.

New labeling threshold

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

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

Examples:

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

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

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

Recommended use of informational statements alongside claims

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

Types of claims in the policy

The *Materials Matter Claims and Labeling Policy* does not contain claims for non-certified organizations. The new policy is directed at claim makers who want to communicate about their certified products (product claims) and the certification status of their organization (certified organization claims). All claims must be submitted to and approved by the certified organization's certification body following the formal claim approval process. The application and approval of claims will be processed through a centralized system that is being developed by Textile Exchange. A guidance document outlining how to submit claims in the Textile Exchange system will be published in Q4 2026.

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

Materials Matter transition overview

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

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

Materials Matter scope

All materials in our Responsible Animal Fiber umbrella (wool, alpaca, mohair) as well as recycled materials are included in the first version of Materials Matter. Textile Exchange intends to expand the system through partnerships with credible programs that align with their shared vision for climate and nature impact. This includes exploring pathways for fibers such as cotton produced through preferred production systems and man-made cellulosic fibers. By collaborating with established partners and bringing efforts together under one framework, Textile Exchange aim to reduce duplication, ease the burden on suppliers, and enable brands to more easily source materials that deliver measurable benefits on the ground. This partnership-driven approach is designed to broaden opportunity and impact across the industry while accelerating progress for climate, nature, people, and animals

Down will not be included in the first version of the Materials Matter Standard. In our pilot tests of the criteria aligned with the full scope of Materials Matter, the findings indicated that producers would likely need more support and engagement to expand the scope of certification. We are committed to engaging producers in a meaningful way to support this shift. Brands and producers can continue using the Responsible Down Standard and making claims according to the [Standards Claims Policy](#).

Brand claims transition

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

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

The claims and labeling transition timeline has been shaped by brand feedback and industry consultation, with particular attention to the longer lead times associated with updates to product labeling. The mandatory date applies to forward-moving claims: brands will not be required to remove current standard labels that were approved and already printed or attached to products prior to this date.

Next steps and support

Recommended next steps for 2026:

- Familiarize yourself with the *Materials Matter Claims and Labeling Policy*.
- Begin socializing the new standard certification trademarks and language internally
- Engage with your certified supply chain to facilitate their transition to Materials Matter.
- Begin conversations with your certification body about transitioning your claims.
- Sign trademark license agreement and receive labeling assets in Q4 2026.
- Review guidance on the claims approval process that will be published in Q4 2026 to understand how to submit claims in the Textile Exchange system.
- Sign up for the Standards Stakeholders Community on the Hub so you can receive the quarterly standards newsletter and be informed of upcoming webinars planned on the Materials Matter Transition for brands.

Support from Textile Exchange

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

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

Planned guidance resources:

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

For questions, please contact: standards@textileexchange.org