



**Materials  
Matter**<sup>TM</sup>

PUBLISHED FEBRUARY 2, 2026  
TE-MM-GUI-304-V1.0

MATERIALS MATTER  
STANDARD



# **MATERIALS MATTER CLAIMS AND LABELING POLICY**

## **GUIDANCE FOR ORGANIZATIONS IN TIERS 1–3**

# Materials Matter Claims and Labeling Policy: Guidance for Organizations in Tiers 1–3

## Background

*TE-MM-STN-101 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 defines best practices across diverse contexts, driving beneficial outcomes for climate action, human rights, animal welfare, and improved soil, water, and biodiversity.

*TE-MM-POL-301-V1.0 Materials Matter Claims and Labeling Policy* contains the requirements for using the new certification mark and labeling system for the Materials Matter Standard.

This guidance provides organizations in Tiers 1–3 with an overview of key topics covered in the policy. This guidance is designed specifically for organizations in Tiers 1–3 and therefore omits details concerning customer-facing claims. Organizations that also function as a farm, brand, or retailer must consult the policy for further information. All organizations are expected to read the policy in full to ensure understanding.

The scope of this guide is to:

- Explain the key changes in the new policy.
- Provide further context on the claims and labeling transition.
- Recommend next steps for 2026.

## Overview of the policy

### Key dates and scope

The *Materials Matter Claims and Labeling Policy* will be effective from **December 31, 2026**, and mandatory from **June 30, 2029**. This means that by June 30, 2029, all new claims must be in compliance with the Materials Matter Standard. This policy replaces *TE-301-V1.4 Standards Claims Policy* and *TE-302-V1.30 Standards Logo Use Specifications*.

The policy applies to claims about materials that are in the scope of the Materials Matter Standard, including:

- Recycled materials
- Wool
- Mohair
- Alpaca

All claims must be submitted and approved by a certified organization's certification body following the formal claim approval process. This process will be outlined in a guidance document to be published in **Q4 2026**.

**NOTE:** The *CCS-101 Content Claim Standard* (CCS) is a framework for verifying the presence, tracking, and documenting of eligible materials through the supply chain. A Materials Matter claim shall not be made with reference to the CCS.

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## 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. The labeling assets needed to prepare labeling artwork will be available in 2026.

The policy provides guidelines on Materials Matter claims and labeling, including **final product claims**, **unfinished product claims**, and **certified organization claims**. See the “Types of claims in the policy” section of this guide for more information.

- **Final product claim:**

A claim made about a product that will be sold to a consumer in its current state and without further processing.

- **Unfinished product claim:**

A claim made in business-to-business (B2B) contexts about a product or material that has not yet reached the final stage in the manufacturing process to become a final product, and will not be sold to a consumer.

- **Certified organization claim:**

A claim made about the certification status of an organization.

### Trademark and label use

Certified organizations will be required to sign a trademark license agreement before labeling assets are issued and can be used. The policy outlines specific requirements for the use of Materials Matter trademarks and labels, including their color, spacing, size, and format. Please refer to section 4 of the policy for more information on how to use the trademark.

### New labeling threshold for final product claims

The new minimum content threshold for final product claims in the Materials Matter Standard system is 30%. There is an exception for recycled cotton and recycled manmade cellulosic fibers (MMCFs), which have technical limitations, and a 20% labeling threshold will apply for final product claims when either of those materials are claimed as a single certified material. This applies to consumer-facing claims only, not to unfinished products in B2B transactions or transaction certificate eligibility. The B2B minimum certification threshold will be defined in *TE-MM-POL-101 Materials Matter Scope and Eligibility Policy*, which will be released in **Q1 2026**.

## Types of claims in the policy

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). There are two types of product claims that tiers 1–3 organizations may make. Unfinished product claims are claims made in business-to-business contexts about a product or materials that have not yet reached the final stage in the manufacturing process to become a final product and will not be sold to a consumer.

Claims made about a product that is being sold to a consumer, including when a final garment manufacturer or supplier applies labels on behalf of a certified brand, are considered a final product claim and shall follow the criteria in that section of the claims policy.

## Unfinished product claim criteria

An **unfinished product claim** may be made on-product and/or off-product.

- **On-product** claims can include those on hangtags and affixed labels. Unfinished product claims need to be removed during the manufacturing of the final product and must not appear on a final product sold to consumers.
- **Off-product** claims can include those in digital or printed catalogues, sales presentations, product samples, social media posts, and signage at trade shows.

An **unfinished product claim** can only be made for products that meet the minimum certification threshold for certification as defined in the *Materials Matter Scope and Eligibility Policy*, which will be released in **Q1 2026**. Unfinished product claims must include the following elements:

- The Materials Matter certification mark
- The claim scope, which will differ depending on whether the product contains:
  - A single certified material: Recycled [material type], Wool, Mohair, Alpaca
  - Multiple certified materials within the same category: Animal Fibers, Recycled Materials
  - Multiple certified materials within different categories: Materials
- The claim maker's TE-ID
- The certified material type(s), for example, recycled polyester, recycled cotton.

## Certified organization claim criteria

A **certified organization claim** may be made on its own or in combination with product claims. These claims may be made on online product pages, email signatures, social media posts, and informational webpages. Allowed language for certified organization claims can be found in Appendix A of the policy.

A **certified organization claim** made in business-to-business contexts shall include the following required claim elements:

- The Materials Matter certification mark
- The claim maker's TE-ID

## Sourcing and commitment claims

**Sourcing and commitment claims** (section A of version 1.3 of [TE-301 Standards Claims Policy](#)) are not included in this policy as we are considering an updated approach to enabling these claims.

We understand these claims are [important](#) and widely used, so we will release a separate document in 2026, introducing sourcing and commitment claims and outlining defined requirements and processes for third-party verification. 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](#) on The Hub.

## Materials Matter transition overview

The Materials Matter Standard will become effective on December 31, 2026 and mandatory on December 31, 2027. In 2027, Tier 4 organizations (farms and recycling facilities) will be able to choose to be audited to the new standard. This optional implementation year has been 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, the Materials Matter Standard will be required for all Tier 4 audits 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 Framework (wool, alpaca, mohair), as well as recycled materials, are included in the first iteration of Materials Matter. Textile Exchange intends to expand the system through partnerships with credible programs that align with our shared vision for climate and nature impact. This includes exploring pathways for fibers such as cotton produced through preferred production systems and manmade cellulosic fibers (MMCFs). By collaborating with established partners and bringing efforts together under one framework, Textile Exchange aims 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. The findings of our pilot tests of the criteria 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 *RDS-101 Responsible Down Standard* (RDS) and making claims according to the [\*Standards Claims Policy\*](#).

### Transition for claims made by organizations in Tiers 1–3

All organizations will have until the mandatory date of **June 30, 2029**, to transition their claims and labeling to Materials Matter. After this mandatory date, all claims submitted for approval will need to be to Materials Matter. Further details of the claims and labeling transition will be outlined in the *Materials Matter Transition Policy*, which will be published in February 2026.

## Next steps and support

### Recommended next steps for 2026

- Familiarize yourself with the Materials Matter Claims and Labeling Policy.
- Begin socializing the new Materials Matter label and claims 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 trademarks 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.

## Support from Textile Exchange

Textile Exchange recognizes that aligning with these updates requires great 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.

For questions, please contact: [standards@textileexchange.org](mailto:standards@textileexchange.org)