



# SUSTAINABLE FIBRE ALLIANCE

*Claims Guidelines For Brands & Retailers*



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## CASHMERE STANDARD

### *Claims Guidelines For Brands & Retailers*

#### INTRODUCTION

The purpose of this document	4
Definition of an SFA certified claim	5
Adherence to claims	5
Misuse of claims	5

#### GENERAL CLAIMS

What is a general claim for companies sourcing SFA Certified fibre?	6
Who can make these general marketing claims?	6
Examples of supplied general claims for companies sourcing SFA Certified fibre	7

#### PRODUCT CLAIMS

What is a product claim	8
Checklist for a product claim	8
Who can make a product claim?	9
Product claim statements	12
Qualifying statements	12
How to make a product claim	15

Applicable for 2021 Chain of Custody  
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# INTRODUCTION

The SFA's global standard promotes best practice in animal welfare, land management, fibre processing and supply chain transparency. The standard assures businesses and consumers that the cashmere fibre contained in the product has been responsibly produced according to high-welfare practices. The work of the SFA also supports the protection of biodiversity as well as herder livelihoods.

Our chain of custody system ensures that SFA certified cashmere can be traced back to producers and first-stage processors that have been accredited against the SFA's Codes of Practice.

Our standard is based on extensive research and consultation with herder cooperatives, national government, industry experts and conservationists. Following ISEAL best practice guidelines, the standard consists of several codes of practice which are refined and improved through a process of ongoing development, monitoring and evaluation.

## *The purpose of this document*

The purpose of the SFA Certified Claims Guidance for Brands and Retailers is to provide companies with clear guidelines for making claims regarding certified fibre in their marketing and communications.

For companies, participating in our chain of custody system, different claims are permitted depending on the stage/s of the supply chain that they cover.

The SFA Certified logo use and claims guidance is a required element of the SFA's Standard System.

This document will be updated on an annual basis and will be accessible in the Resources Section of the SFA website ([sustainablefibre.org](https://sustainablefibre.org)).

## *Definition of an SFA Certified claim*

An SFA Certified claim is any statement that mentions or references the standard. These claims may include any combination of logo use and text claims, whether a general marketing claim or a product claim.

## *Adherence to claims*

Adherence to these guidelines protects the value and integrity of SFA Certified cashmere, thereby enabling us to meet our goals of high animal welfare, the protection of biodiversity and the creation of an equitable cashmere supply chain.

All brands and retailers making product claims regarding SFA Certified cashmere must be existing members of the SFA and must abide by the correct logo use and claims outlined in this document.

Unauthorised use of the SFA Certified logo is strictly prohibited. With the exception of media professionals, no one, under any circumstances, may copy, reproduce or otherwise use the SFA Certified logo without prior written approval from the SFA.

## *Misuse of claims*

The SFA will pursue all legal means to stop and remedy any unauthorised or misleading use of SFA Certified claims or logo. The SFA will make public any misuse of the SFA Certified claims or logo in order to maintain trust in the standard.

# GENERAL CLAIMS

## What is a general claim for companies sourcing SFA Certified fibre?

A general marketing standard claim (general claim) refers to any claim about our standard that does not reference a specific product, such as catalogues, websites or point-of-sale marketing. These claims may infer that an organisation or company is a member of the SFA, purchases SFA Certified fibre or is itself accredited against the SFA's Cashmere Standard.

### EXAMPLES OF USE

- Corporate commitments
- Sustainability strategies
- Info on website\*
- Banners at a trade show
- Use in advertisement
- Catalogue marketing\*\*

\*When it represents sustainability efforts and the work of the SFA. When displayed on websites, the logo must be tied to the product that it represents and/or the work of the SFA.

\*\* Only when NOT specific to a certified product

## Who can make these general claims?

Accredited Company or Organisation*	Companies Sourcing SFA Certified Fibre**
Through sharing that they meet the requirement.	Their commitment to purchasing certified products.

\*This refers to a company or organization which has been accredited against the SFA Cashmere Standard (currently limited to Producer Organisations and Primary Processors).

\*\*A company within the supply chain can make a general claim about selling SFA Certified cashmere if they have proof of SFA Certified inputs.

## EXAMPLES OF SUPPLIED GENERAL CLAIMS FOR COMPANIES SOURCING SFA CERTIFIED FIBRE

### EXAMPLE 1

By sourcing cashmere that is SFA Certified, [company/brand] helps to ensure animal welfare, and supports the SFA's work in improving environmental practices and secure the livelihoods of herders.

### EXAMPLE 2

We source SFA Certified cashmere that is traced through the supply chain from certified herders to product.

### EXAMPLE 3

Our cashmere garments include fibre that is SFA Certified.\*

\*This can only be used if all cashmere garments sold by the company are SFA Certified.

### EXAMPLE 4

[Company/brand] buys SFA Certified cashmere which ensures the welfare of animals and supports the SFA's work in safeguarding biodiversity and securing herder livelihoods.

### EXAMPLE 5

[Company/brand] buys SFA Certified cashmere as part of our commitment to responsible sourcing.

### EXAMPLE 6

Our product range includes cashmere products that have been made with SFA Certified cashmere.

# PRODUCT CLAIMS

## *What is a product claim?*

Product claims refer to any claim that references a specific product e.g. catalogues, hangtags and in-store. These claims suggest that a product meets the requirements of the SFA Cashmere Standard and can be marketed as SFA Certified.

### *EXAMPLES OF USE*

- Hangtags
- Clothing labels
- Online product description
- Point of sale marketing

## *Checklist for a product claim*

All product claims must be approved by the SFA via the Claims Approval Form.

<i>ELEMENT</i>	<i>OBLIGATORY</i>
Company name and/or company logo	Y
SFA Certified logo	N
Product Claim, incl. percentage of certified material in final product	Y
Qualifying Statement	N

Obligatory = must be included

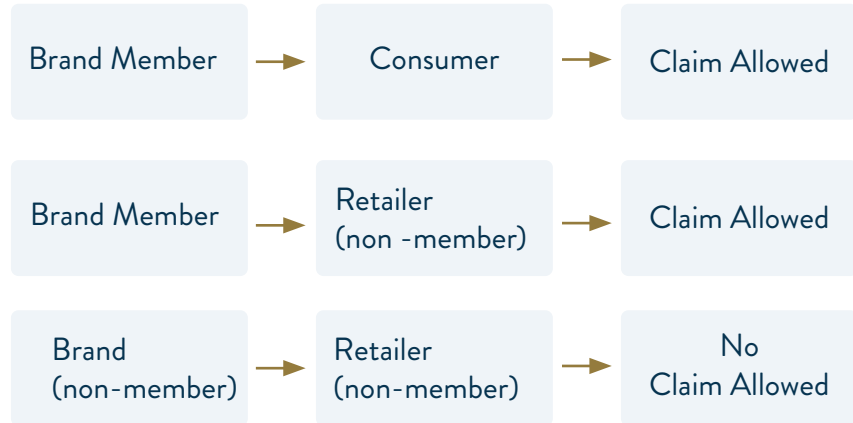
Non-obligatory = recommended

# PRODUCT CLAIMS cont.

## *Who can make a product claim?*

To be able to make product claims referring to SFA Certified fibre, the brand or retailer must be in possession of a valid transactional certificate (TC).

Brands, including those that retail their own products, must be a member of the SFA. However, SFA membership is not required from retailers that are selling SFA Certified products on behalf of an SFA brand member.



Transaction Certificates (TCs) will provide us with accurate, verified records of inputs and outputs of SFA Certified cashmere. This means that each company within the supply chain can make a valid claim to sell SFA Certified cashmere if they have proof of SFA Certified inputs.



# PRODUCT CLAIMS cont.

## *Using a product claim*

1. Any product claims and associated label / hang-tag artwork must be approved by the SFA.
2. If the logo is being used on the website, it is to be tied to the product that it represents.
3. Product claims that appear on product, such as on a label or hang-tag, must be attached by an SFA member in possession of a valid Transaction Certificate.
4. Unless otherwise agreed, the SFA Certified logo shall appear on the product hang-tag alongside the claim.
5. A sewn-in label may say 'SFA Certified' without including the logo.
6. When the SFA Certified logo is unable to appear adjacent to the product claim, such as in an online catalogue image, a text only claim may be made as long as the logo appears elsewhere on the product, hangtag, product listing, or another webpage.
7. Other product or content claims made about the product that do not refer to our standard must be kept at a reasonable distance.
8. The SFA Certified logo must not be accompanied by broad environmental and social claims such as 'ethically produced', 'environmentally friendly', '100% sustainable'.
9. SFA product claims must include the name of brand/retailer member, a statement of the correct (or minimum) percentage of certified fibre within the product, and a reference to the SFA
10. Claims made about SFA Certified cashmere-containing products, and the volumes of products referred to, must match the procured volume of certified product input.



# PRODUCT CLAIMS cont.

## PRODUCT CLAIM STATEMENTS

This product contains [at least] X% of SFA Certified cashmere.\*

%/All our cashmere is SFA Certified

%/All the cashmere in this garment/ product has been produced following high animal welfare practices, as certified by the Sustainable Fibre Alliance.

*\*33% is the minimum content of certified cashmere in a 100% cashmere product.*

*For yarn/ fabric/ product containing a cashmere and non-cashmere blend, 33% of the cashmere must be certified, with a minimum certified cashmere content of 5%.*

## Qualifying statements

Where possible, all products bearing the SFA Certified logo should include qualifying statements about the SFA to improve consumer understanding and increase awareness of our work.

You can use one of the examples given or suggest an alternative statement wording. All qualifying statements must be approved via the 'Claims Approval Form'.

The product claim must contain the exact content of SFA Certified fibre, or a statement of 'at least %'. The percentage shall be calculated by weight of the full product unless it is an easily identifiable component by consumers. e.g. sleeves , corset.

## EXAMPLES OF QUALIFYING STATEMENTS

### EXAMPLE 1

The certified cashmere in this garment has been produced in a way that ensures the well-being of animals.

### EXAMPLE 2

SFA Certified cashmere has been produced in line with high animal welfare standards, tracing it from herders to final product, and supporting socially responsible practices.

### EXAMPLE 3

Purchasing SFA certified cashmere supports the SFA's work in creating an equitable cashmere supply chain.

### EXAMPLE 4

The SFA's work helps ensure the welfare of cashmere goats, the protection of rangelands and security of herder livelihoods.

### EXAMPLE 5

The SFA works with herders to ensure animal welfare and traces cashmere through to the finished product.

### EXAMPLE 6

Through buying this product, you are supporting the responsible sourcing of cashmere.

### EXAMPLE 7

*The SFA's vision is that cashmere is produced in a way that minimises environmental impact, safeguards herder livelihoods and meets high welfare standards.*





# PRODUCT CLAIMS cont.

## HOW TO MAKE A PRODUCT CLAIM

### STEP 1

To make a product claim, ensure there is a valid Transaction Certificate (TC) alongside the garments.

### STEP 2

Obtain the SFA Certified logo from the SFA.

### STEP 3

Design artwork following the guidelines given in this document and 'The SFA Cashmere Standard Logo Guidelines'.

### STEP 4

Download and complete a 'Claims Approval Form' on the SFA website.

### STEP 5

Submit the release form along with a digital copy of your artwork to the SFA ([claims@sustainablefibre.org](mailto:claims@sustainablefibre.org)). A response will be given within 10 working days. For claims in languages other than English, please provide a translation.

### STEP 6

Await feedback or approval.

### STEP 7

Attach the label or publish artwork.





## SUSTAINABLE FIBRE ALLIANCE

*Creating a sustainable cashmere supply chain*

sustainablefibre.org  
info@sustainablefibre.org