



**SUSTAINABLE FIBRE ALLIANCE**  
*Claims Guidelines for Manufacturers*



# SFA CASHMERE STANDARD

## *Claims Guidelines for Manufacturers*

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Applicable for 2021 Chain of Custody  
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# INTRODUCTION

The Sustainable Fibre Alliance promotes best practice in animal welfare, land management, fibre processing and supply chain transparency in cashmere production. The SFA Cashmere Standard assures businesses and consumers that that cashmere contained in their products has been produced responsibly and in accordance with 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 that have been accredited against the SFA's Codes of Practice.

Our Standard is based on extensive research and consultation with livestock herders, national government, industry experts, conservationists and supply chain actors. Following ISEAL best practice guidelines, the Standard is refined and improved through a process of ongoing development, monitoring and evaluation.



## *The purpose of this document*

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

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 SFA Cashmere Standard. These claims may include any combination of logo use and text claims, whether a general marketing claim or a product-specific claim.

## *Adherence to claims*

Adherence to these guidelines protects the value and integrity of the SFA Cashmere Standard, thereby enabling us to meet our goals of improving animal welfare, protecting biodiversity and ensuring an equitable supply chain.

All manufacturers making product-specific claims regarding SFA Certified cashmere must abide by the correct logo use and claims outlined in this document.

## *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.

*Manufacturers using Supplied General Claims and/or Supplied Product Claims do not need to request approval from the SFA.*

# GENERAL CLAIMS

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

A general marketing standard claim (general claim) refers to any business-to-business 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 purchases SFA Certified fibre or is itself accredited against the SFA 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\**

Through sharing that they meet the minimum requirements of our codes of practice.

*Companies Sourcing SFA Certified Fibre*

Through sharing their commitment to purchasing products that have been certified by the SFA.

*\* Refers to a company or organization which has been accredited against the SFA's standard (currently limited to Producer Organisations and Primary Processors).*

# GENERAL CLAIMS Cont.

## *SUPPLIED GENERAL CLAIMS FOR MANUFACTURERS SOURCING SFA CERTIFIED FIBRE*

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

“Our product range includes cashmere products which have been made with cashmere that has been SFA Certified.”

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

*The SFA Certified logo should not accompany general claims. It may only be used in connection to a claim relating to a product containing SFA Certified fibre (see page 8).*



# PRODUCT CLAIMS

## *What is a product claim?*

Product claims refer to any claim that references a product, for example catalogues, hang-tags and showrooms. These claims imply that a product meets the requirements to be labelled as SFA Certified.

### *EXAMPLES OF USE*

- Hang-tags
- Clothing labels
- Online product descriptions
- Point of sale marketing

## *Who can make a product claim?*

To be able to make product claims referring to SFA Certified fibre, a company must be in possession of a valid Transaction Certificate for the product the claim refers to.



We encourage manufacturers making product claims to use the SFA Certified logo.

# PRODUCT CLAIMS Cont.

## *What product claims can be made?*

A claim made about the product must refer to the content of the certified fibre and must be verifiable through our system of Transaction Certificates.

Transaction Certificates 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.

## *SUPPLIED PRODUCT CLAIM*

“This yarn/ fabric/product contains at least/ X% SFA Certified cashmere”\*

*\*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%.*

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.

*Manufacturers using supplied General Claims and/or supplied Product Claims do not need to request approval from the SFA.*

*For further information on claims visit our Resources page at [sustainablefibre.org](http://sustainablefibre.org) or contact [claims@sustainablefibre.org](mailto:claims@sustainablefibre.org)*







## SUSTAINABLE FIBRE ALLIANCE

*Creating a sustainable cashmere supply chain*

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[info@sustainablefibre.org](mailto:info@sustainablefibre.org)