



Furmark® The Future of Fur Fashion



FURMARK
SUSTAINABLE NATURAL FUR

Guaranteed animal welfare and environmental standards

Furmark® is the new global certification and traceability system for sustainable natural fur that ensures the highest animal welfare and environmental standards.

Applying across the supply chain and with Furmark®-certified products available to consumers from 2021, Furmark® means confidence; Furmark® means commitment; and Furmark® reaffirms the value of sustainable natural fur.

Developed in consultation with conscientious consumers and contemporary fashion groups and brands - the Furmark® symbol is a mark of guaranteed quality and confidence.

To ensure consumers, retailers, and brands have complete assurance and confidence when buying fur, Furmark® draws together independently-verified certification programmes under one system: obtaining certification means that an international, national, or regional programme has satisfied Furmark® global standards.



SUSTAINABLE NATURAL FUR

Furmark® is based on three key principles

Science: certification programmes and their individual protocols are science-based and approved by independent experts.

Independent inspection: certification programmes are verified by third parties and publicly available.

Transparency: certification programmes are sustainable, relevant, accessible, and traceable.

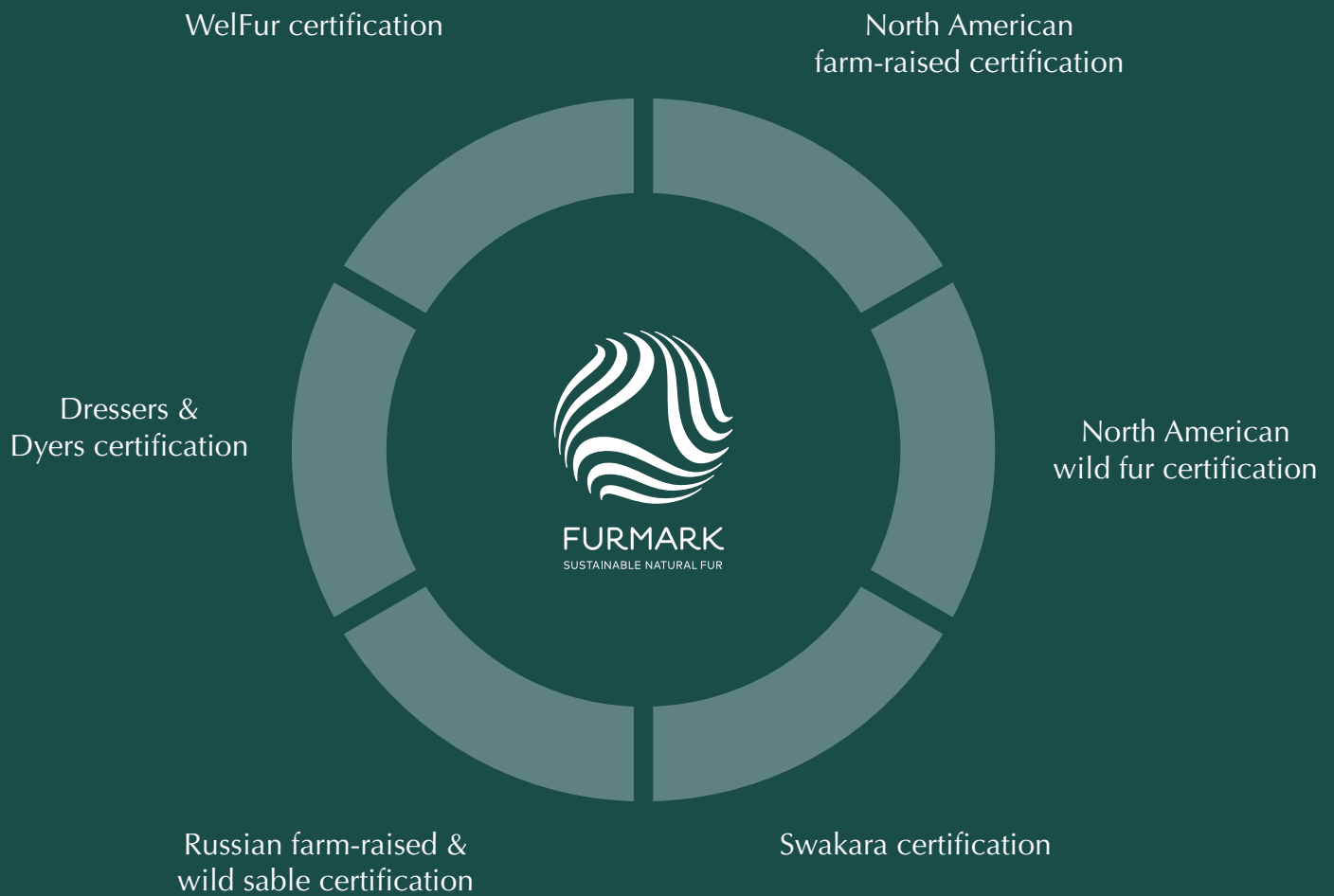
What does Furmark® mean in practice? As an evidence-led system, Furmark® applies across the supply chain, rather than simply the earliest stages: for a product to be Furmark®-certified, it must have gone through every step of the Furmark® supply chain.

In line with contemporary societal values, and to rightly provide the level of transparency consumers expect, traceability sits at the heart of Furmark®. Those buying Furmark®-certified products will have full access to detailed information about their purchase via an integrated QR code and a tracking number on the garment label and tags.

Furmark® – ensuring the highest animal welfare and environmental standards.

Furmark[®] certification programmes

At launch, Furmark[®] will include:



What conscientious consumers want

Responding to consumer desires for a simple, recognisable, and global mark, Furmark® brings together the leading independently - verified animal welfare certification programmes.

Additionally, Furmark® requires that fur be dressed and dyed according to a dedicated chemical standard for the fur industry, created with the International Fur Dressers and Dyers Association¹ (IFDDA) and the independent testing and research institute FILK². The certification process involves declarations,

samples, and on-site visits. Similarly, manufacturers - in order to create Furmark®-certified products - must have undergone a dedicated Furmark® due diligence assessment. Conducted by FACT³ due diligence covers business, reputation, disclosure, associations, and company registration.



1) <http://www.ifdda.info/home.html>
2) <https://www.filkfreiberg.de/>
3) <https://www.fact-uk.org.uk/>

Providing the transparency consumers deserve

What does Furmark® certification mean to the everyday consumer? Only a final product that has followed all of the Furmark® processes -from start to finish -can be described as Furmark®-certified. This is one of the unique achievements of Furmark® and means that consumers can buy Furmark®-certified products with the highest level of confidence.

Furmark®, from start to finish, means that the fur used must come from the constituent animal welfare and environmental programmes (such as WelFur⁴) before being sold at auction.

From the auction, the certified fur must only be dressed and dyed according to the dedicated Furmark® standard by an approved IFDDA organisation.

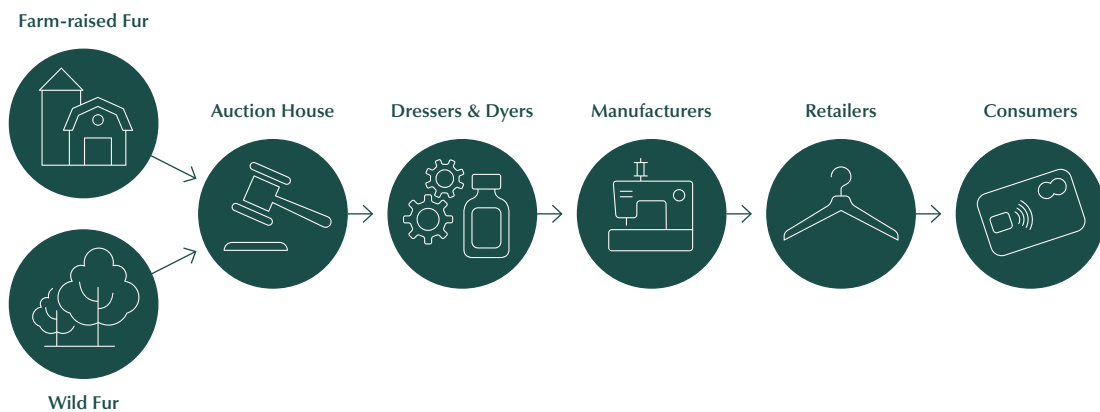
Following the supply chain, the manufacturers must record the movement of certified fur

(with the labels carrying a unique QR code linked to the dedicated ChainPoint system⁵) and must themselves undergo a dedicated due diligence exercise.

The ChainPoint traceability system captures fur movements through each stage of the supply chain, linked to the label system, and consumers will be able to access these details -providing the transparency consumers rightly demand of natural textiles -via an integrated QR code and a serial number on the garment label.

Retailers are an essential source of fur information for the consumers and retailers will be on hand to proactively and reactively inform, advise, and assist consumers considering sustainable natural fur with literature, guidance, and support on Furmark®.

The Furmark® supply chain



1) Natural fur from specific farm and wild fur programmes that are certified under Furmark® sold at auction.

2) From the auction the certified fur must go through a certified dressing and dyeing process.

3) Manufacturers record receipt of certified skins. Labels carry a unique “trace now” code linked to ChainPoint system.

4) The ChainPoint traceability system captures movements through each stage of the supply chain, linked to the label system.

5) Independent experts are tasked to ensure compliance and assurance through the value chain.

4) <https://www.sustainablefur.com/animal-welfare/>

5) <https://www.chainpoint.com/>

Putting traceability in the hands of consumers

Complementing the range of animal welfare and environmental sustainability programmes, the traceability system for consumers is central to Furmark®.

The traceability solution consumers will be able to access is integral to Furmark® and is provided by ChainPoint: crucially for consumer confidence, it not only guarantees the origin of the certified product but ensures it has gone through all appropriate certification programmes and has thus met rigorous Furmark® standards.

By scanning the QR code and entering the tracking number found on the inside labels, tags, and/or collateral, consumers will be able to access details unique to their purchase, including the relevant animal welfare and sustainability information, via a dedicated portal on the Furmark® website. Furmark® quite literally puts traceability and transparency in the hands of the consumer and ensures total confidence across the supply chain.

For consumers, the Furmark® traceability feature provides the necessary guarantees of animal welfare and environmental standards as well as the transparency they should demand from the contemporary fashion and garment sector.

To find out about Furmark®, its certification programmes, the supply chain, traceability, governance, and animal welfare and environmental standards, visit furmark.com or email furmark@iff.com

Furmark® brings together expertise across the 21st century supply chain:



The organisation overseeing the entire Furmark® system



FILK, the third-party testing institute for the dressing and dyeing chemical standard



Leading on due diligence and anti-counterfeit measures



Developing the labelling solution



Providing the traceability solution



Independent animal welfare certification experts

The International Fur Federation (IFF) was established in 1949 and is the only organisation to represent the international fur industry and regulate its practices and trade. The IFF promotes the business of fur, establishing certification and traceability programmes on welfare and the environment. It is also committed to supporting young designers and retailers who intend to go into fur and fashion. Notable, the IFF represents 56 members associations in over 40 countries around the world, and membership encompasses all parts of the fur trade and supply chain.