

Furmark[®] means guaranteed
animal welfare and environmental standards



FURMARK
SUSTAINABLE NATURAL FUR

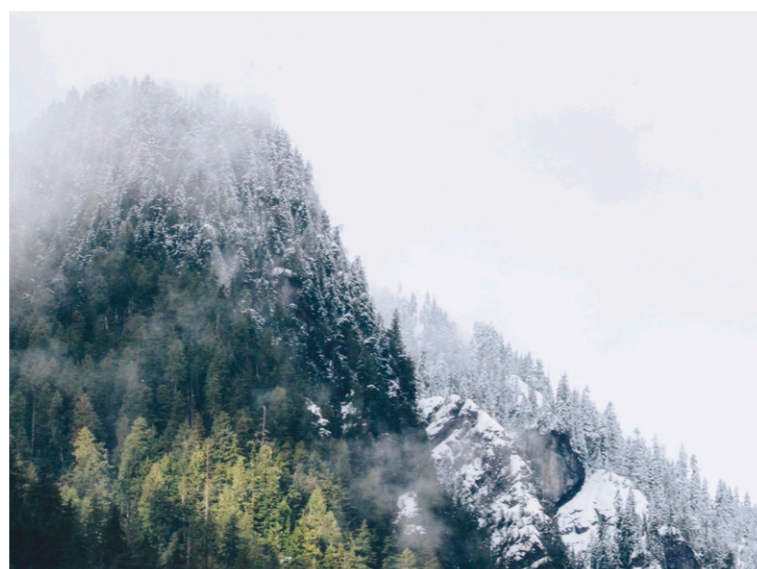
Guaranteed animal welfare and environmental standards

Furmark® is a comprehensive global certification and traceability system for natural fur that guarantees animal welfare and environmental standards.

Applying across the supply chain and with certified, traceable products available to consumers from Autumn 2021, Furmark® is a simple, recognisable mark of quality, assurance, and confidence.

Developed in consultation with conscientious consumers and contemporary fashion groups and brands, the certification system ensures that every step of production meets strict, globally-recognised standards. Natural fur is highly regulated at international, national, regional, and local levels.

To ensure consumers, retailers, and brands have complete assurance and confidence when buying fur, Furmark® draws together independently-verified certification programmes under one system.



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® ensures standards across the supply chain, rather than simply the earliest stages.

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® products are traceable, verified, and guaranteed to have met the highest standards.

Furmark® – guaranteed animal welfare and environmental standards.

Furmark® summarised

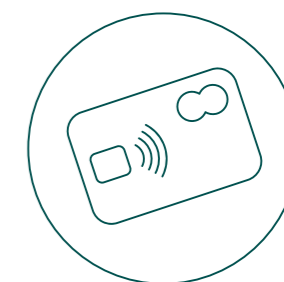
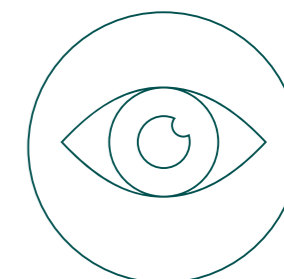
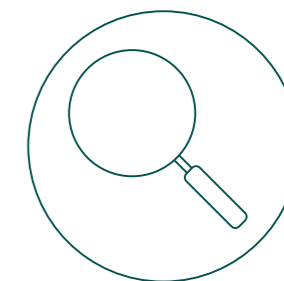
1. Furmark® is the global certification and traceability system for natural fur that guarantees animal welfare and environmental standards

2. Furmark® is a simple, recognisable mark of quality, assurance, and confidence

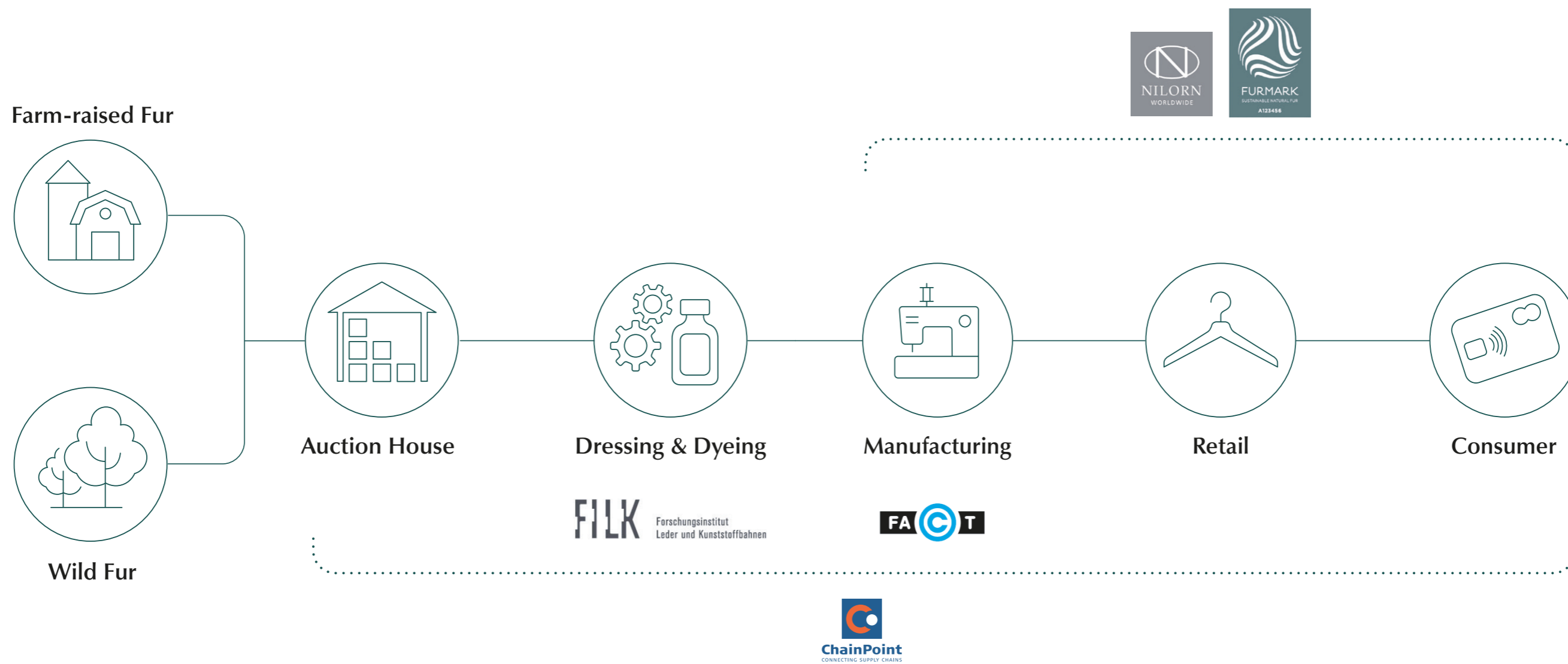
3. Furmark® animal welfare and environmental programmes are science-based, third-party certified, and transparent

4. Furmark® products are traceable, verified, and guaranteed to have met the highest standards

5. Furmark® launches in Autumn 2021



Furmark® supply chain



Natural fur from specific farm-raised and wild fur certification programmes that are sold at auction.

The **Chain Point** traceability system captures movements through each stage of the supply chain.

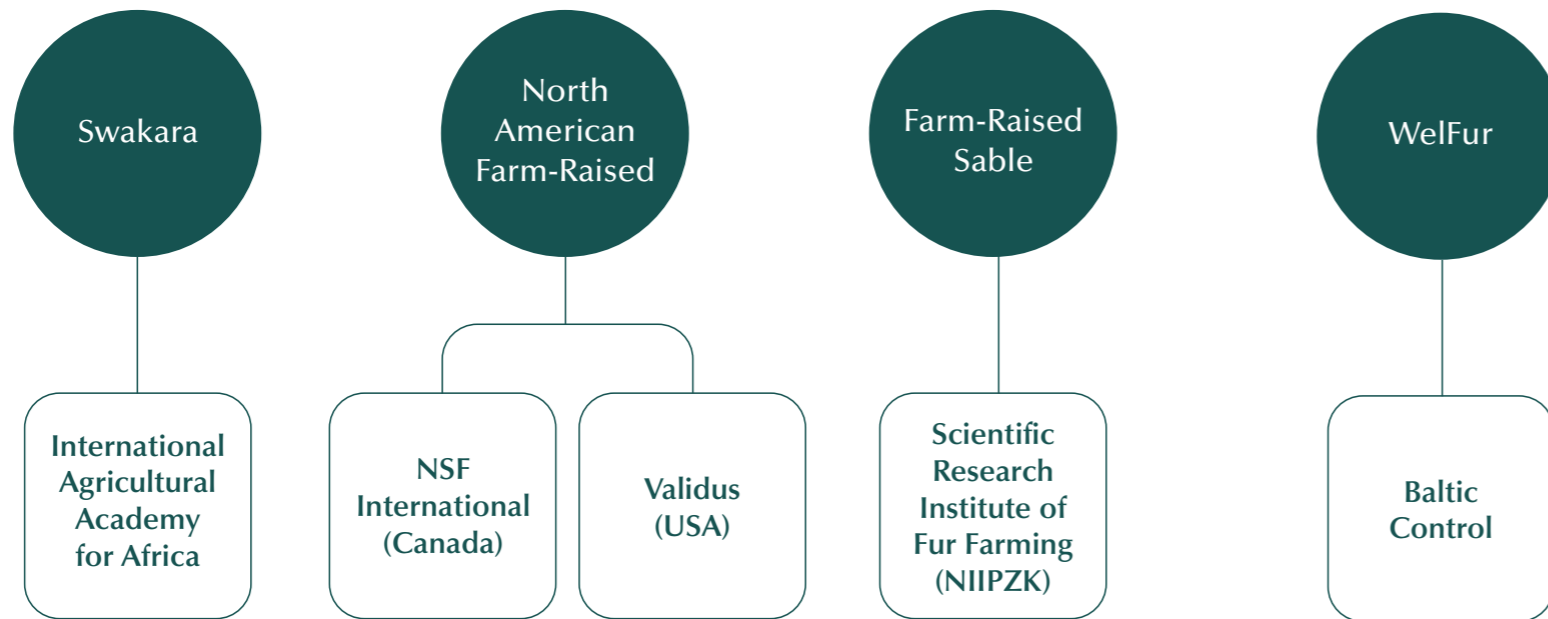
Manufacturers record receipt of certified pelts. Manufacturers are able to order labels inside the Chain Point system: each label carries a **unique traceability code**.

Independent experts **FILK** and **FACT** are tasked to ensure compliance and assurance through the value chain.

Furmark® certification programmes



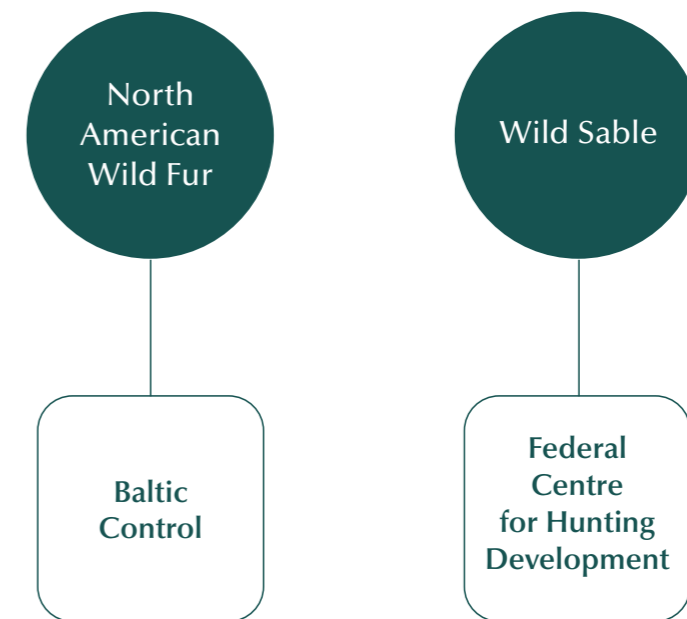
Furmark® Farm-Raised Certification Programmes



Furmark® Farm-Raised Certification Bodies



Furmark® Wild Fur Certification Programmes



Furmark® Wild Fur Certification Bodies

Evidence-based, independently inspected, and sustainable

Furmark® responds to consumer desires for a simple, recognisable mark of quality, assurance, and confidence and brings together the leading species-specific, science-based, and independently-assessed 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 Association (IFDDA)¹ and the independent testing and research institute FILK². The certification process involves declarations, samples, and on-site visits.

Adding another level of certification, manufacturers - in order to create Furmark®-certified products - must have undergone a dedicated Furmark® due diligence exercise. Conducted by FACT³, this due diligence covers business, reputation, disclosure, associations, and company registration.



Farm-raised fur case study: WelFur

WelFur⁴ is a science-based animal welfare assessment programme designed to certify Mink, Fox, and Finnraccoon fur farms across Europe and around the world. Inspections - performed by third-party assessors - cover inspection protocols centred on the four principles of animal welfare: good housing, good feeding, good health, and appropriate behaviour. In order to obtain WelFur certification, each fur farm must undergo three initial visits to evaluate the whole production cycle. Crucially, certification assessments grade fur farms on the four principles and on specie-specific criteria.

Testament to the success of WelFur, it is the first-ever animal welfare programme to be promoted by the European Commission through its database of 'soft law' initiatives. WelFur is recognised by the Commission as a Self-Regulation and Co-Regulation Initiative.

Wild fur case study: North American Wild Fur

Already subject to a wide range of laws, regulations, checks, and controls, ensuring population and environmental sustainability is key to how wild fur is harvested in North America.

Shaped by brands such as LVMH Group, the major North American fur auction, Fur Harvesters Inc, and working with the leading global inspection, testing, and certification organisation, Baltic Control, the principles of wild fur certification were codified in 2019.

They include the audit of management and control systems of the trading body (auction) for wild furs derived from the US and Canada. In 2020, third-party animal welfare experts Baltic Academy developed the detailed protocol with the support of an independent technical advisory committee, comprised of experts from USA and Canada. The final protocol was used as a basis for the subsequent audit of the trading body which was completed by Baltic Control in March 2021.

Wild fur sold through Fur Harvesters Inc is now certified under Furmark®.

1) <http://www.ifdda.info/home.html>

2) <https://www.filkfreiberg.de/>

3) <https://www.fact-uk.org.uk/>

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

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 WelFur®) 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.

The ChainPoint traceability system captures fur movements through each stage of the supply chain from auction to retail.

Manufacturers must undergo a dedicated due diligence check, conducted by FACT, before accessing the ChainPoint traceability system.

Once inside, manufacturers can also link the supply chain management system with product labels (ordered from Nilorn) that carry a unique serial number. Based on this framework the manufacturer can output products - garments, accessories or trims that carry the Furmark® label as a sign of certification and traceability.

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®.



Communicating certification: Furmark® label options

Furmark® incorporates a range of leading animal welfare certification programmes for farm-raised and wild fur. While Furmark® offers “end-to-end” certification, the sector recognises that important certification claims can be made for the animal welfare certification programmes that come under the Furmark® certification system.

Label option 1: end-to-end certification

All end-to-end certified Furmark® products carry labels complete with a unique alpha-numeric code. Supplied by independent labelling specialists Nilorn, these labels and codes connect to the bespoke traceability feature hosted on the Furmark® website.

When the consumer inspects the label and enters the code, consumers have access information regarding the fur type; fur origin; certification programme of that fur; manufacturer; and place of manufacturing.

There is flexibility in what can be displayed via the data transfer. Ultimately, this alpha-numeric code not only gives access to traceability information, it also confirms that product has gone through end-to-end certification and is a verified Furmark® product.

Label option 2: certified auction collections

The IFF is working with auctions in order to ensure that a form of Furmark® claim can be made solely on the certified auction collections.

This will include a specific label offer. Our aim is to provide those who use pelts from the leading animal welfare programmes that come under Furmark® but whose product does not follow the end-to-end certification process. This ensures that the leading animal welfare and environment sustainability benefits of the relevant certification programmes are communicated to and recognised by the consumer.

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.

Exacting animal welfare standards

Scientific, evidence-based standards that begin with the animals themselves.

Furmark® provides a clear, understandable indication of animal welfare standards. Behind that mark is an industry at the forefront of modern animal welfare — something that, rightly, starts with the animals themselves.

Natural fur is subject to a wide-ranging system of international, national, regional, and local requirements, regulation, and legislation. These interconnected and overlapping checks and controls are rightly in place: they set a high bar, but the fur sector believes in even higher standards, based on scientific knowledge.

Furmark® means going above and beyond the standards set out by international, national, and local laws and regulations that govern the fur sector.

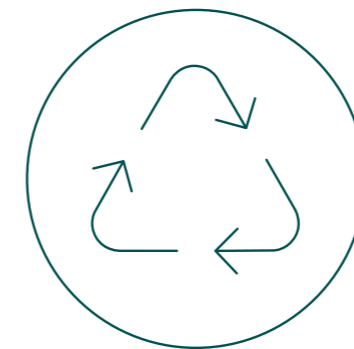
WelFur certification, North American Farm-Raised certification, North American Wild Fur certification, Swakara certification, Farm-Raised Sable certification, and Sable certification are all included in the Furmark® system because of focus on exacting animal welfare standards.

Given the responsibility that society rightly expects businesses to demonstrate, and the rights of consumers to confidently buy natural sustainable fashion, the fur sector's focus is on science-based animal welfare: something that can be objectively assessed and continually improved.



Integrated environmental standards

Environmental stewardship is one of the foundations of the contemporary fur trade and fur is part of the solution to the 'fast fashion' problem.



At the centre of Furmark® is a natural material which represents 'slow fashion', quality, and individuality. As a biodegradable, renewable alternative to synthetic textiles (such as fossil fuel-derived fibres), natural fur accords with the environmental concern. It can last decades and, when necessary, be repaired, reworked, reused, and remodelled, extending the lifetime of the product.

Fashion designers are increasingly turning to natural materials for inspiration: crucially, environmental standards are integrated into the Furmark® certification system.

Sustainability is not confined to the materials or the processes involved: it is found in the communities that make up the sector. People in the fur sector's supply chain are located in every corner of the world, reflecting the nature of this long-established trade. As a deep-rooted, sustainable sector, fur allows many indigenous communities to carry out their traditional way of life while providing for their families in some of the harshest climates on Earth. The sector is committed to defending and promoting the communities that depend on natural fur.

At the heart of Furmark® is a natural, sustainable, biodegradable, and long-last material recognised for its unique qualities.

