Product Sustainability Specs

Guidance for Brand Partners

Updated November 2026

Our *Product Information Specification Sheets* include several sustainability columns that enable you to highlight your products' relevant sustainability attributes.

Step 1: Use the following guide to determine whether you should select sustainability specs for your products.

START HERE

Is your brand certified to the applicable standard and in good standing with the third-party organization that administers the standard?

NO — **STOP!** Contact the appropriate organization to ensure you meet all applicable requirements before selecting the sustainability spec. (Third-party certification contacts are listed at the end of this document.)

YES

Does the sustainability spec apply to either the full product or a primary material within the product? (Note: **Packaging is out of scope.**)

NO — **STOP!** Do not select a sustainability spec unless it applies to the full product or a primary material or component.

YES

Are you able to provide documentation and/or proof of certification upon request to verify the accuracy of the sustainability spec?

NO — **STOP!** Do not select a sustainability spec unless your brand is able to provide documentation to verify its accuracy.

YES

GREAT! Select the relevant sustainability spec(s) per the guidance in this document.

Step 2: Before selecting any sustainability specs, please review the following.

Requirements

1. Your brand must ensure your environmental marketing claims abide by the guidance outlined in the Federal Trade Commission's (FTC) Green Guides. **This includes avoiding broad, unqualified claims of environmental benefit.**
2. In order to select any specs related to a third-party certification (e.g., bluepass, Fair Trade USA, RDS, RMS, RWS, ZQ, etc.), your brand must be certified to the applicable third-party organization's standard.

   This means that...

   a. for bluesign, your brand *must* be a bluesign System Partner.

   b. for Fair Trade USA, your brand *must* be a licensed partner of Fair Trade USA.

   c. for FSC, your brand *must* be an FSC promotional license holder.

   d. for RDS, RMS, RWS and ZQ, your brand *must* be RDS, RMS, RWS or ZQ certified, respectively.
3. Your brand must be able to provide, upon request, proof of any sustainability claims or third-party certifications. This includes completing the necessary certification process and may also include maintaining scope certificates and/or transaction certificates and meeting any other applicable criteria set forth by the certification program. Please review each certification program's specific requirements for more information.

Recommendations

1. Publicly highlight on your brand's website your commitment to applicable third-party sustainability certifications or programs.
2. Check with the appropriate third-party organization to ensure your brand is featured in any public database administered by the organizations behind any third-party certification(s) your brand uses.
3. Include appropriate on-product labeling (e.g., on packaging, hangtag, etc.) if required or allowed under the third-party certification program.

Step 3: If all requirements outlined in Step 2 are met, use the following grid to guide your selections. When selecting a sustainability spec, **be sure to also indicate in the relevant spec field which material(s) the spec applies to**, if applicable.

Category	Available Product Sustainability Specs	Select if...
bluepass	bluepass certified product	Entire product meets meets the bluepass Consumer Product certification thresholds. *Brand must be a bluesign System Partner to select this value.*
	Contains bluepass certified material	One or more primary materials is a bluepass Article or bluepass Chemical Product. *Brand must be a bluesign System Partner to select this value. Specify which materials are bluepass certified in any relevant fabric or materials specs.*
Fair trade	Fair Trade Certified™ Fair Trade Certified™ Factory Fair Trade Certified™ Ingredients Fair Trade Certified™ Cocoa Fair Trade Certified™ Coffee	Product, factory, material or ingredient is certified to the Fair Trade USA standard. *Brand must be a Fair Trade USA Licensed Partner. For ingredients or materials, specify in the ingredients or materials list which are Fair Trade certified.*
	Certified to the Fairtrade International standard Made with ingredients or materials certified to the Fairtrade International standard	Product, material or ingredient is certified to the Fairtrade International standard. *Brand must be a Fairtrade Certified brand. For ingredients or materials, specify in the ingredients or materials list which are Fairtrade certified.*
	Certified to the Fair for Life standard Made with ingredients or materials certified to the Fair for Life standard	Product or ingredients are certified to the Fair for Life standard. *Brand must be a Fair for Life Certified Brand Holder. For ingredients or materials, specify in the ingredients or materials list which are Fair Trade certified.*

Grid continues on next two pages; examples are shown in final pages of this document.

Category	Available Product Sustainability Specs	Select if...
Organically grown fibers	Contains organically grown fibers	At least 25% of material in product is organically grown. *Specify what percentage of materials are organically grown in any relevant fabric or materials specs.*
Forest Stewardship Council (FSC) certified	Contains Forest Stewardship Council (FSC) certified material(s)	One or more primary materials/components contain 25% or more (by weight) FSC-certified content. *Brand must be an FSC promotional license holder to select this value. Specify the applicable labeling (100% FSC; FSC MIXED SOURCES; or FSC RECYCLED) in the materials spec field.*
Leather Working Group (LWG) certified	Contains leather from a tannery rated by the Leather Working Group (LWG)	One or more materials/components in the product is sourced from an LWG-rated tannery. *Brand must be an LWG member to select this value.*
Organic (edible and topical)	Certified organic	Product is certified USDA Organic. *Specify in the ingredients list which are certified organic.*
Certified recycled materials	Contains recycled materials	One or more primary materials/components is made of at least 25% certified recycled content. *Specify what percentage of materials are recycled in any relevant fabric or materials specs.*

Grid continues on next page; examples are shown in final pages of this document.

Category	Available Product Sustainability Specs	Select if...
Responsibly sourced mohair	Mohair certified to the Responsible Mohair Standard (RMS)	100% of the mohair in the product is certified to the Responsible Mohair Standard (RMS). *Brand must be RMS certified to select this value.*
Responsibly sourced wool	Wool certified to the Responsible Wool Standard (RWS)	100% of the wool in the product is certified to the Responsible Wool Standard (RWS). *Brand must be RWS certified to select this value.*
	Contains ZQ merino wool	100% of the wool in the product is ZQ merino wool. *Brand must be a ZQ brand partner to select this value.*
Responsibly sourced down	Down certified to the Responsible Down Standard (RDS)	100% of the down in the product is certified to the Responsible Down Standard (RDS). *Brand must be RDS certified to select this value.*

Don't meet all the requirements outlined above? Contact the applicable third-party organization to learn how to meet their requirements.

Not sure if your brand is certified? Your brand should appear in the organization's public-facing database if certified to the applicable standard. REI uses these databases to vet which brand partners are certified to each standard.

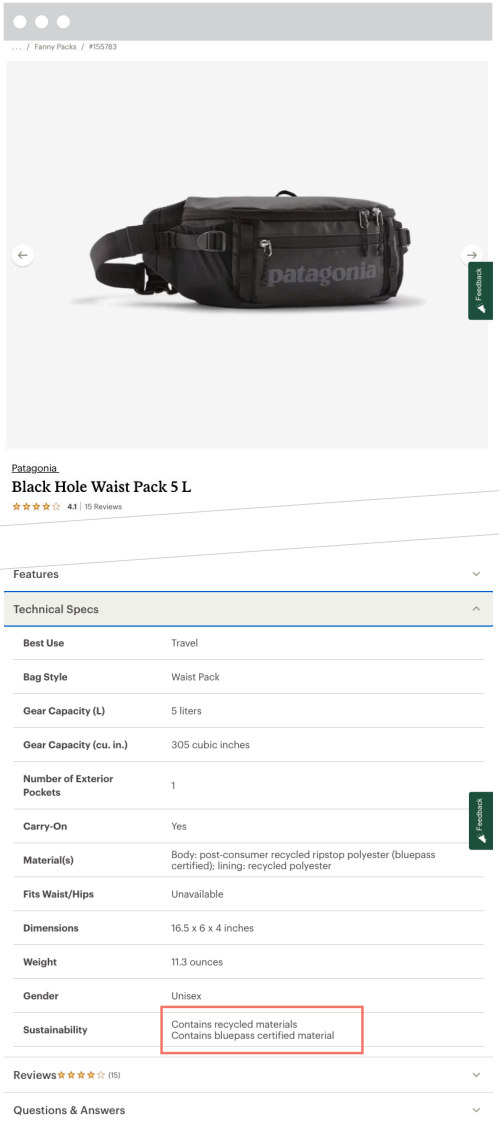
Category/Organization	Contact	Website
bluesign	info@bluesign.com	bluesign.com
Fair for Life	info@fairforlife.org	fairforlife.org
Fair Trade USA	info@fairtradeusa.org	fairtradecertified.org
Fairtrade America	questions@fairtradeamerica.org	fairtrade.net
Forest Stewardship Council (FSC)	info@us.fsc.org	fsc.org
Leather Working Group (LWG)	info@leatherworkinggroup.com	leatherworkinggroup.com
Organic (edible and topical products)		ams.usda.gov
Organically grown fibers & Certified Recycled Materials	standards@textileexchange.org	textileexchange.org
Responsible Down Standard (RDS)	standards@textileexchange.org	textileexchange.org/responsible-down-standard
Responsible Mohair Standard (RMS)	standards@textileexchange.org	textileexchange.org/responsible-mohair-standard
Responsible Wool Standard (RWS)	standards@textileexchange.org	textileexchange.org/responsible-wool-standard
ZQ Merino Wool	info@zenterawool.com	zenterawool.com/zq-certified-wool

Questions? Contact productsustainability@rei.com.

When selecting values that apply to a specific material...

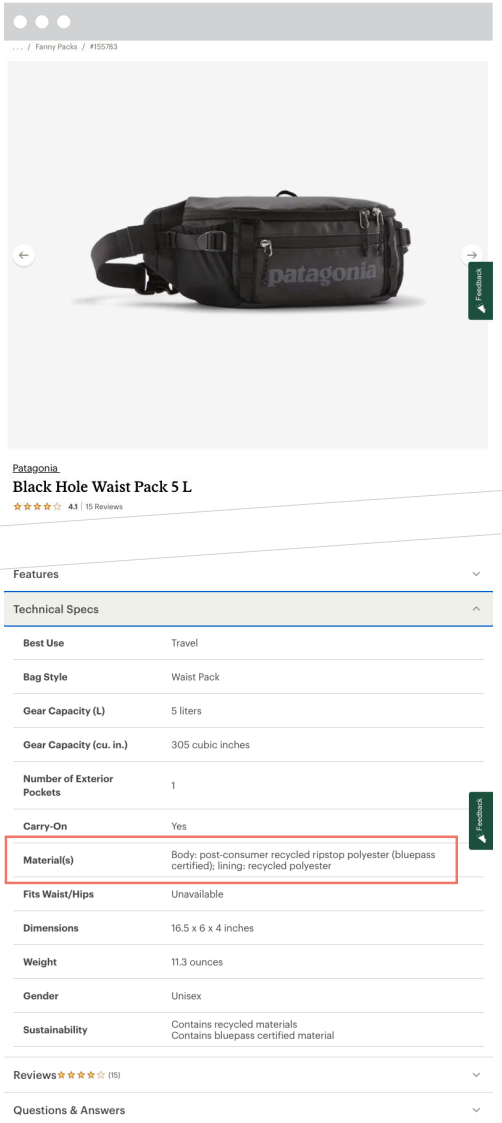
Step 1

Select sustainability spec to be displayed.



Step 2

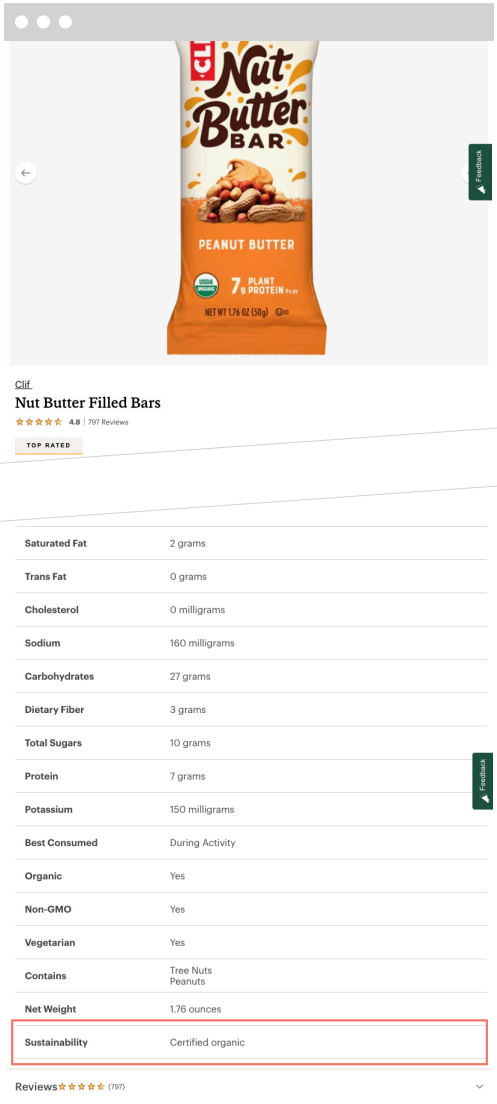
Indicate in applicable spec field(s) which material(s) the sustainability spec applies to.



When selecting values that apply to the whole product...

Step 1

Select sustainability spec to be displayed.



Step 2

Consider adding additional information in the “Features” section about sustainability and call out relevant info in the Ingredients list you provide.

