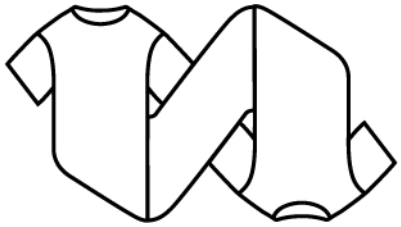
PRESS RELEASE | For immediate release

Europe now has a legally recognised certification mark for recyclable clothing

***Munich** — The Circular Textiles Foundation (CTF) today announced the recognition of its 'Infinitee' certification mark by the European Union Intellectual Property Office (EUIPO), having already been granted by the UK Intellectual Property Office (UKIPO) in 2024.*

Being granted EUIPO certification status guarantees that the goods bearing the 'Infinitee' certification mark meet a defined standard that the garment bearing the mark is designed to be recycled.

With mandatory textiles EPR coming for all EU member states, the CTF is now a legally recognised body to certify garments designed for fibre to fibre recycling across the EU, as well as the UK.



More than a badge — verified proof that a garment can be recycled

Circularity isn't optional anymore — it's becoming law. Brands now need more than good intentions; they need proof. The 'Infinitee' mark provides it: a verified signal that a garment is designed for fibre to fibre recycling, backed by rigorous product analysis and the parameters of Europe's leading textile to textile recyclers — Circulose, Recover™ and Oncemore, and Project Re:claim in the UK.

The certification is designed to align with the full sweep of incoming EU and UK textile regulation. It provides product-level evidence of recyclability to support EPR compliance and eco-modulated fees; embeds design for circularity principles aligned with forthcoming ESPR ecodesign requirements; delivers verified material composition data through the completion of a Circular Bill of Materials to support Digital Product Passport requirements; and strengthens green claims compliance in line with the CMA's Green Claims Code, ensuring sustainability assertions are specific, measurable and independently substantiated.

"The 'Infinitee' mark represents a fundamental shift in how circularity is verified in fashion. As EPR legislation moves from aspiration to obligation, brands need independent, legally backed certification with recognised standing across the markets they operate in. That is precisely what the CTF now delivers." — Tim Cross, Founder and CEO, Circular Textiles Foundation

Creating value at every point in the chain

The 'Infinitee' mark embeds verifiable value into the garment that stays with it throughout its lifecycle. At point of purchase, it gives consumers confidence. At the sorting stage, it is easily identifiable. At the recycling stage, it eliminates disassembly, and at the end of its life has value for

the fibre to fibre recycler. Better quality, more predictable feedstock means higher quality recycled fibre output, and lower processing costs. That combination is what makes the price of recycled materials more competitive. The greatest cost for recyclers is sorting and disassembly. When a product carries the ‘Infinitee’ mark, it guarantees the entire garment can be recycled without intervention, eliminating that cost and supporting fibre to fibre recycling to become commercially viable.

A certification mark — not a trade mark

Distinct from traditional trade marks, which denote the commercial source of goods or services, a certification mark confirms the quality and compliance of products with specific standards. The ‘Infinitee’ mark can only be used when those standards are achieved — providing genuine clarity for consumers, sorters and recyclers alike.

Already in the market — and growing

The certification is already delivering results. In 2022, UK activewear brand BAM Clothing received the ‘Infinitee’ mark for two outerwear styles. By SS26, that has grown to 39 certified styles. To date, BAM has certified 172 styles and 124,755 garments. DHL (128 skus), David Luke (250,000 blazers per year) and Regatta Professional are already certifying, with Seasalt among brands currently in the pipeline.

How certification work

- Step 1: Workshops & Training — CTF applies its ‘Theory of Thirds’ to unlock recyclability within a brand’s product ranges.
- Step 2: Circular Bill of Materials — a clear, detailed BOM for every garment, providing the foundation for certification and future regulatory reporting.
- Step 3: Labelling — garments are labelled with the ‘Infinitee’ mark and a style-specific QR code, designed in line with CMA guidelines.
- Step 4: Certification complete — CTF supports brands in launching certified products to market.

About the Circular Textiles Foundation

The Circular Textiles Foundation (CTF) is an independent certification body and training provider dedicated to accelerating the transition to a circular textile economy by advocating for Design for Recyclability. Through rigorous product certification and industry training and collaboration, CTF provides brands, retailers and recyclers with the tools and standards needed to make fibre to fibre recycling a commercial reality.

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Note to Editors: The ‘Infinitee mark’ is a certification trade mark granted by the UKIPO (2024) and EUIPO (2026), carrying legal recognition across all 27 EU member states and the UK. As a certification mark, it provides a legal guarantee that goods bearing the mark meet a defined standard — in this case, that the garment is designed to be recycled.