circular textiles foundation

Environmental Claims: How the Infinitee™ Mark is designed to align with Directive (EU) 2024/825 (ECGT)

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The Infinitee™ mark is a registered certification mark that tells you a textile product has been designed and produced to be technically recyclable through named fibre-to-fibre recyclers operating at commercial scale. It is awarded to specific products, not to brands as a whole.

The scheme is designed to align with the rules that govern environmental claims and sustainability labels in the EU: Directive (EU) 2024/825 (Empowering Consumers for the Green Transition), which applies from 27 September 2026, and the Unfair Commercial Practices Directive (2005/29/EC) it amends. The table below summarises how the scheme is designed to meet the key requirements those rules place on a credible certification scheme.

How the scheme is designed to meet the rules for EU-bound garments and textiles

Requirement	How the Infinitee™ certification scheme meets it
Based on a certification scheme, not self-declared	Infinitee™ is a registered certification mark. The scheme owner, CTF, is a not-for-profit and does not sell the products it certifies.
Independent third-party verification	Compliance is independently verified and monitored by Testex AG, a separate organisation independent of both CTF and the brand, which tests in laboratories accredited to ISO/IEC 17025. Depending on the certification route, Testex verifies every style, sample-tests submissions and/or carries out periodic audits; it may test any certified product at any time. CTF, as the certifying body, cannot overturn a verification outcome.
A specific, substantiated claim	The mark certifies design for fibre-to-fibre recyclability against criteria set by the named commercial recyclers themselves, the businesses that are technically capable of processing the garment; it is not a vague or general environmental benefit, and is not a bar set by CTF or the brand.
No generic or exaggerated claims	Phrases such as “100% recyclable”, “eco-friendly” or “sustainable” are prohibited alongside the mark. Claims must be product-specific and precise.
Clear about what it does not cover	The mark does not claim that the product will be recycled, nor recycled content, carbon performance, chemical safety,

Requirement	How the Infinitee™ certification scheme meets it
	labour conditions, or that a collection or take-back route exists in any particular market.
Publicly available and open	The full criteria, verification procedure, sanctions, appeals and fees are published, and the scheme is open to any brand on fair, non-discriminatory terms.

What the mark means on a product

On a certified product you will find the Infinitee™ mark and a style-specific QR code confirming it is certified and linking to end-of-life instructions. The mark shows customers, sorters and recyclers that the product has been designed to be recycled and that it is technically suitable for recycling by named fibre-to-fibre recyclers.

Each brand remains responsible for its own environmental claims, including using the mark only on certified styles and only with the wording CTF prescribes, and for its other obligations under consumer protection law.

Full documentation

The scheme's rules and governance, including the certification process, independent verification, sanctions, complaints and appeals, are set out in the Infinitee™ EU Certification Mark Scheme: Rules & Governance, published at https://circulartextilesfoundation.co.uk/compliance/ .The Recycler Parameters are published at https://circulartextilesfoundation.co.uk/our-recycling-partners/ and fees at https://circulartextilesfoundation.co.uk/fees/. The Infinitee™ mark is a certification mark; it is not a government or public-authority endorsement.

Contact

Questions about the mark or the scheme: info@thectf.co.uk

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