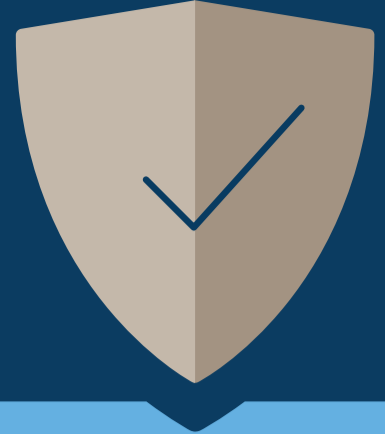




# How to build trust in your textile brand



## The what and why of textile performance verification

Synthetic textiles and fabrics are continually evolving – with enhanced performance characteristics and applications. But vague, conflicting or unsubstantiated marketing claims often result in consumer frustration and loss of trust. How can manufacturers build trust through third-party verification, and why is it even important?

### 1 Types of regulatory testing

While requirements vary depending on the jurisdiction, regulators most often require the testing of textile-based materials in the following circumstances:



**Chemical testing** – verifies compliance with restrictions or bans against certain potentially harmful chemicals in product materials



**Flammability testing** – assesses a fabric’s susceptibility to igniting and catching on fire



**Biocompatibility testing** – provides evidence of biocompatibility assessments for materials used in products designated as medical devices



**Fiber composition testing** – verifies fiber composition and content for textile and fabric labels

### 2 Types of performance testing

The material characteristics of performance textiles and fabrics are often evaluated in accordance with voluntary standards developed by ASTM International,<sup>1</sup> industry trade associations and others.



**Dimensional stability** – can the fabric maintain its size under normal use over time?



**Colorfastness** – does the fabric resist loss of color or color deterioration?



**Other physical properties** – does the material or fabric resist tearing, pilling and abrasion?



**Moisture management** – can the fabric wick moisture away from the skin and evaporate?



**Environmental factors** – does that material or fabric reflect an environmental life cycle perspective in its production as well as end-of-life considerations?



*Manufacturers who knowingly market advanced performance textiles and fabrics that pose potential health or safety concerns may face legal action, including criminal sanctions and civil law suits.<sup>2</sup>*



### 3 Why independent verification is important

Independent verification not only minimizes the risks associated with unsubstantiated claims; it also offers manufacturers a number of market advantages, including:



• Objective material performance claims are more credible



• Buyers prefer independently verified materials over those with self-declared claims



• Consumers have more confidence and trust in independently verified material performance claims



• Manufacturers can showcase their commitment to producing high quality products



• 66% of U.S. retailers express a preference for the UL Mark over other TIC marks<sup>3</sup>

Find more insights on performance textile verification in our white paper:

[Performance Textiles and Fabrics: Assessing and Verifying Product Performance Claims](#)

Complexity grows with every innovation. UL helps you navigate it. Our data-driven insights, science-backed testing methodologies and verification services support manufacturers with independently verified material performance and marketing claims for performance textiles and fabrics. For more information, visit <https://CRS.UL.com/en/services/validation-and-verification/>



<sup>1</sup> See "Textile Standards," an extensive list of ASTM industry standards applicable to most aspects of textile properties, ASTM International. Web. 15 October 2017. <https://www.astm.org/Standards/textile-standards.html>.

<sup>2</sup> UL. (2019) Performance Textiles and Fabrics: Assessing and Verifying Performance Claims [White paper].

<sup>3</sup> Value Chain Research Insights Interactive Presentation (2017). Confidential.

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