



Communication and Messaging Guide

How to communicate bluesign, the System Partnership, and bluepass in your own channels

For bluesign System Partner companies

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How to use this guide

This guide helps you talk about bluesign correctly and confidently in your own communications. Use it when you write about your bluesign partnership, your certified products, or what bluesign does, whether on your website, your sustainability page, social media, a press release, a sales deck, or a trade show booth.

It gives you approved descriptions, ready-to-use wording, and clear examples of what to say and what to avoid. The goal is to make it easy for you to communicate accurately without needing to send every piece of copy to bluesign for review.

What this guide covers

- What bluesign is, and how to describe it
- What it means to be a bluesign System Partner, and how to talk about your partnership
- What bluepass is, and how it relates to the previous bluesign certification marks
- How to communicate across your channels: website, sustainability pages, social media, press, sales, and events
- How to talk about bluepass certified articles in finished products (ingredient communication)
- Ready-to-use boilerplate and example copy
- Words and phrases to use, and ones to avoid

What this guide does NOT cover

Two things sit in separate documents, because they follow stricter, legally reviewed rules:

- **On-product claims and labels (the bluepass mark, the approved claim text, label artwork):** see the bluepass Labels & Claims Guide and the bluepass Transition Guideline.
- **Logo files and visual identity rules (sizing, spacing, color, lockups):** see the bluesign Logo Usage Guide for System Partners and Collaborators.

You can find all of these, plus production files and the bluesign System Partner logo, at bluesign.com/partner-resources.

The one distinction that matters most

There is an important difference between two kinds of communication, and getting it right will save you a lot of time:

- **On a product or product page (a consumer-facing claim):** this is governed by stricter rules. Use the approved bluepass claim language. See the bluepass Labels & Claims Guide.
- **Everywhere else (your About page, sustainability page, social media, press):** you have much more flexibility. This guide is for that.

If you are a current bluesign System Partner, you do not need to rewrite everything you have ever published about bluesign. The move to bluepass mainly affects consumer-facing product claims. How you describe your partnership and what bluesign does can stay largely as it is, refreshed using the guidance here.

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1. About bluesign

1.1 What bluesign is

bluesign partners with the textile and apparel industry to reduce its impact on people and the planet. Rather than looking only at the finished product, bluesign works at the source: the chemicals, materials, and production processes used to make textiles.

Founded in Switzerland in 2000 and an SGS company since 2008, bluesign works globally with brands, manufacturers, and chemical suppliers through a single, connected system.

The short version (use this when you need one or two sentences)

bluesign is an independent system that helps the textile industry reduce its impact on people and the planet by addressing chemicals, resources, and processes at the source of production.

1.2 What bluesign does

bluesign is not a single test or a one-time check. It is an assessment of the processes companies use to produce the parts that go into textile products, and it supports companies as they work to improve those processes over time. The system spans the supply chain, connecting chemical suppliers, manufacturers, and brands.

In plain terms, bluesign:

- Assesses chemical, environmental, and resource risk at the source
- Assesses brands, supply chains, facilities, and chemical producers against the bluesign Criteria
- Works from verified production data provided by manufacturers, including on-site visits
- Supports companies working to improve, rather than giving a simple pass or fail
- Allows for product certification and labeling only where the criteria are met

Important: bluesign assesses processes. A product, article, or chemical product whose production processes meet the bluesign Criteria can be described as bluepass certified. What matters is that a claim never stretches wider than what was actually assessed: if only one component is certified, name it, and if only some styles are certified, say which (see

Section 5). It is also accurate to say that a facility holds a bluesign certificate, since the certificate attests to the processes bluesign assessed at that facility.

1.3 What the bluesign Criteria are

The bluesign Criteria are the defined requirements a company's processes are assessed against. They cover areas such as chemical input management, resource productivity, environmental protection, occupational health and safety, and social responsibility. The chemical criteria are science-based; together the criteria function as a management-system framework for consumer, environmental, and occupational health and safety performance. The criteria are reviewed and updated over time as regulation and industry practice evolve.

You do not need to explain the criteria in detail. It is enough to say that products were "produced through processes that meet bluesign Criteria," and to link to bluesign for anyone who wants to understand more.

1.4 How bluesign relates to SGS

bluesign is an SGS company. SGS is the world's leading testing, inspection, and certification company. You can reference this for credibility, but it is not required in every mention.

2. Explaining bluesign to different audiences

You talk to different people, and the same facts about bluesign need to sound different depending on who is listening. A sourcing manager wants the system detail. A shopper wants to know what it means for the product in their hands and the world it comes from. This section gives you the core bluesign message in three registers, so you can pick the one that fits your audience without overclaiming.

The three registers

Audience	What they want to know	A compliant way to say it
End consumer	“What does this mean for the product I’m buying?”	Made with attention to the chemicals and resources used from the start of production, assessed by bluesign, an independent system, rather than looked at only at the end.
Society and planet	“Why does this matter beyond one product?”	Textile production affects workers, communities, and the environment. bluesign works to reduce that impact where it begins: the chemicals and processes used to make textiles.
Industry and B2B	“How does this actually work in the supply chain?”	A connected system spanning chemical suppliers, manufacturers, and brands that assesses processes against the bluesign Criteria and supports companies working to improve.

Ready-to-use examples by audience

For an end consumer (product page intro, hangtag story, social caption):

Use: *This piece was made with attention to the chemicals and resources used from the very start of production, assessed by bluesign, an independent system. It’s part of how we work to reduce the impact of what we make.*

For society and planet (sustainability page, brand story, mission copy):

Use: *Textile manufacturing has real impact on the people who make our products and the environment around them. We work with bluesign to address that impact at its source, the chemicals and processes behind production, rather than only at the finished product.*

For industry and B2B (sales decks, supplier conversations, trade press):

Use: *bluesign is an independent system spanning the textile supply chain. It assesses production processes against the bluesign Criteria and supports companies working to improve, from chemical inputs through to finished articles.*

The one rule that applies to all three

Making the message warmer does not mean making the claim bigger. The consumer version should be plainer, not stronger. Keep to the language in Section 7 (Words to use and words to avoid), steer clear of absolute or vague green claims, and name the specific component when you refer to a certified material. Easier to understand and overclaimed are not the same thing.

3. About the System Partnership

3.1 What it means to be a bluesign System Partner

Being a bluesign System Partner means your company works with bluesign to reduce adverse impact by following the bluesign Criteria. System Partner status applies once a company has met the requirements of the bluesign System Partner agreement and assessment process. It signals that your company is taking a structured, system-based approach to more responsible production.

For how to communicate during the period after signing but before that first assessment is complete, see Section 3.3.

Approved ways to describe a System Partner

Any of these are accurate and substantiated:

- A company committed to applying the bluesign System
- A company committing to reduce adverse impact by following the bluesign Criteria and using bluesign expert know-how
- A company helping to reduce adverse impact on people and the planet
- A responsibly acting party of the supply chain
- A company that has met the requirements of the bluesign System Partner agreement and assessment process

Phrases to avoid

These sound appealing but cannot be substantiated, and may be considered misleading under greenwashing regulations (including those covering corporate communication, not only on-product claims):

- **“bluesign guarantees our products are sustainable / safe / toxin-free”** (bluesign does not guarantee outcomes; it assesses processes)

3.2 Why companies become System Partners

You are welcome to explain your own reasons. Common, accurate themes include:

- Addressing chemical and environmental risk at the source, not just at the finished-product stage

- Preparing for tightening regulation and rising transparency expectations
- Access to a shared system used across the supply chain, from chemical suppliers to brands
- Expert support as the company works to improve over time

3.3 Communicating before you can claim full System Partner status

Becoming a System Partner is a process. After signing the agreement, a company works through the bluesign assessment process before it can communicate full System Partner status. If your company is in that period, you can still acknowledge the relationship honestly, without claiming completed status.

If you have started but not yet completed the process

Use: “[Company] is working with bluesign to reduce the impact of our production processes.” or “[Company] has begun its journey toward becoming a bluesign System Partner.”

Avoid: “[Company] is a bluesign System Partner.” (until the process is complete)

Once your company has completed the process and bluesign confirms your status, you can describe yourself as a bluesign System Partner and use the System Partner logo according to the Logo Usage Guide.

If you are unsure whether you can yet claim System Partner status, check with your bluesign contact before publishing. *Whether and when a company may claim System Partner status is determined by the bluesign Criteria and assessment process, not by this guide*

3.4 System Partnership vs. product certification (the most common confusion)

These are two different things. Mixing them up is the single most common error we see.

	System Partnership	bluepass (product certification)
What it describes	Your company's relationship with bluesign	A specific product, article, or chemical product that meets bluesign Criteria
Where it appears	Your About page, sustainability page, company materials, trade show booth	On or alongside a certified product, and on product pages

	System Partnership	bluepass (product certification)
Which mark	bluesign System Partner logo (not on products or in product communication)	bluepass certification mark (not on company-level materials as a product claim)
Rules	More flexible (this guide)	Stricter (bluepass Labels & Claims Guide)

Key point: A company can be a bluesign System Partner without having any bluepass-certified products. And a product carries the bluepass mark only when that specific product, article, or chemical product meets bluesign Criteria. Do not use the System Partner logo or System Partner identity as if it were a product claim, and do not use it on packaging, hangtags, or product communication. Equally, do not use the bluepass mark to describe your company as a whole.

4. About bluepass and certification

4.1 What bluepass is

bluepass is bluesign's certification mark. It identifies products, articles, and chemical products whose production processes meet the bluesign Criteria. bluepass replaced the previous bluesign® PRODUCT and bluesign® APPROVED designations.

The certification scheme, the assessment process, and the criteria behind bluepass are the same as before. Only the mark and the claim language have changed.

4.2 The three bluepass marks

Mark	Applies to	Where it is listed
bluepass consumer product	Finished consumer goods: apparel, denim, home textiles, equipment, footwear	bluesign.com/verify , the consumer verification page
bluepass article	Fabrics, accessories, and trims. Also used to flag a specific certified component within a finished product	bluesign Guide, the database of bluepass certified articles (bluesignguide.com)
bluepass chemical product	Chemical products. Also used to flag a specific certified component	bluesign Finder, the database of bluepass certified chemical products (bluesignfinder.com)

4.3 The previous marks (bluesign® PRODUCT, bluesign® APPROVED)

The previous marks remain valid during the transition. You do not need to remove existing labels or relabel stock immediately. The recommended transition timing is set out in the bluepass Transition Guideline. In short:

- Consumer-facing products sold in the EU: address the claim by 27 September 2026 (this is an EU regulatory deadline, not a bluesign deadline)
- Business-to-business labels and communication: transition by the end of 2026

- Full transition to bluepass: by the end of 2027

For anything to do with labels, deadlines, or existing stock, follow the **bluepass Transition Guideline** and the **bluepass Labels & Claims Guide** (bluesign.com/partner-resources).

This guide focuses on how you talk about bluepass off-product.

4.4 Talking about bluepass off-product

When you mention bluepass on your sustainability page, in a press release, or on social media (not as an on-product claim), keep it simple and accurate. The right wording depends on who you are in the supply chain. Brands and retailers should also see Section 5 for how to talk about bluepass certified articles inside a finished product.

For brands and retailers

Refer to the finished product or to a specific certified component.

Use: *"Selected styles in our collection are bluepass certified, which means they were produced through processes that meet bluesign Criteria."*

Avoid: *"Our products are bluepass approved." (there is no such thing as "bluepass approved")*

Use: *"This jacket is a bluepass consumer product." or "This jacket is bluepass certified."*

Avoid: *"This jacket is made with bluepass materials." (too vague; name the specific component instead, see Section 5)*

For manufacturers and converters

Refer to your certified articles (fabrics, accessories, trims), not to a finished consumer product.

Use: *"Our [fabric/trim] is a bluepass article, produced through processes that meet bluesign Criteria."*

Avoid: *"Our materials are bluepass approved." (there is no such thing as "bluepass approved")*

Use: *"This fabric is bluepass certified."*

Avoid: *"Our products are bluepass." (name what is certified: the article, not the company or a finished good)*

For chemical suppliers

Refer to your certified chemical products.

Use: *"This [dye/auxiliary] is a bluepass chemical product, produced through processes that meet bluesign Criteria."*

Avoid: *"Our chemicals are bluepass approved." (there is no such thing as "bluepass approved")*

Use: *"This product is bluepass certified."*

Avoid: *"We are bluepass." (the certification applies to the chemical product, not the company; company-level partnership is described as System Partnership, see Section 3)*

5. Talking about bluepass certified articles in finished products

Many finished products contain a bluepass certified article, for example a certified shell fabric, membrane, insulation, lining, or trim, even when the whole product is not certified. This is a real opportunity: if you use a bluepass certified component, you can say so, as long as you are specific about what is certified.

This section is about how to talk about certified components in your own channels (your website, a product description, social media). For the rules on physical labels and on-product claims, follow the bluepass Labels & Claims Guide.

5.1 The core rule: name the specific component

A bluepass certified article inside a product certifies that component, not the whole product. Your wording has to make that clear. Name the component, and do not let the claim spread to the entire item.

Use: *"Shell fabric: produced through processes that meet bluesign Criteria."*

Use: *"Main shell: 100% nylon, bluepass certified."*

Use: *"This jacket features a bluepass certified membrane."*

Avoid: *"This jacket is bluepass certified." (not true if only the membrane is certified)*

Avoid: *"Made with bluepass materials." (does not name the specific component, and reads as a whole-product claim)*

5.2 If you are a brand using a supplier's certified article

If you build a product using another company's bluepass certified article (for example a certified fabric from a mill, or a certified membrane), you can communicate that the specific component is certified. Name the component and, where helpful, the material.

Use: *"The outer fabric of this jacket is bluepass certified, produced through processes that meet bluesign Criteria."*

If you want to reference the supplier or a branded component, follow your normal agreements with that supplier. For the on-product label itself (an ingredient label), follow the bluepass Labels & Claims Guide.

5.3 If you are a manufacturer whose article is used in someone else's product

If your bluesign certified article is used inside another company's finished product, you can describe your article as certified. Be clear that it is your article that is certified, not the finished product that the brand sells.

Use: *"Our bluesign certified fabric is used in [brand]'s latest collection."*

Avoid: *"[Brand]'s jackets are bluesign certified." (the certification is your article, not their finished product)*

6. How to talk about bluesign: language essentials

A few simple rules keep your communication accurate and consistent. These are the details partners most often get wrong.

6.1 Spelling and capitalization

- **“bluesign” is always lowercase**, even at the start of a sentence. Not “Bluesign” or “BlueSign” or “BLUESIGN.”
- **“bluepass” is always lowercase**. The ® symbol is not required with bluepass.
- **The ® symbol** is used with the previous marks, bluesign® PRODUCT and bluesign® APPROVED. It is not required after “bluesign” on its own, after “bluepass,” or after “bluesign System,” and should not be repeated on every mention.
- **“System Partner”** uses initial capitals. For more than one, write “System Partner companies.”
- **“bluesign Criteria”** uses a capital C.

6.2 Process-based language

bluesign assesses processes. Phrase your claims accordingly.

Use: *“produced through processes that meet bluesign Criteria,” “bluepass certified,” “has met bluesign Criteria,” or “a facility holding a bluesign certificate”*

Avoid: *“certified” stretched wider than what was assessed (the whole product when only a component is certified, or a whole range when only some styles are), or “bluesign-approved facility”*

6.3 Do not use “bluepass approved”

The mark is bluepass. The previous mark was bluesign® APPROVED. Do not combine them. Say “bluepass” or “bluepass certified.”

6.4 Database names (do not mix these up)

- **bluesign Finder** (bluesignfinder.com): the database of bluepass certified chemical products.

- **bluesign Guide** (bluesignguide.com): the database of bluepass certified articles (fabrics, accessories, trims).

Finder is for chemistry; Guide is for articles. They are not interchangeable.

6.5 Tone: hopeful and helpful, not alarmist

bluesign communication is calm, factual, and constructive. When you write about impact, focus on the positive role your company is playing, not on fear.

Use: *"We work with bluesign to reduce the impact of our production at the source."*

Avoid: *"Most clothing is full of dangerous toxins that poison you and the planet."*

7. Words to use and words to avoid

7.1 Safe, accurate language

- “Independent system”
- “Assessed by bluesign experts”
- “Working to reduce impact through better inputs and processes”
- “Addressed at the source” / “at the beginning of production”
- “The system behind the product”
- “Working to improve over time”
- “Produced through processes that meet bluesign Criteria”

7.2 Language to avoid

These create regulatory and credibility risk. Avoid them when describing bluesign or your bluesign partnership:

- **Absolute claims:** “guarantees,” “ensures,” “protects,” “zero,” “100% safe,” “100% sustainable,” “toxin-free,” “safe,” “free of harmful chemicals”
- **Vague green claims:** “eco-friendly,” “green,” “climate friendly,” “biodegradable,” “clean,” “non-toxic” (unless separately substantiated and approved)
- **Superlatives:** “the most sustainable,” “the best,” “the only”
- **Outcome guarantees:** “bluesign makes our products sustainable / safe”
- **“made with bluepass materials”** or “made with bluesign materials” (name the specific component instead)

7.3 A note on “improvement”

It is fine to say your company is working to improve, or that the system supports improvement over time. Avoid implying bluesign guarantees or delivers improvement on its own, or that System Partnership or bluepass certification by itself proves a company’s impact has gone down. Improvement is something companies work toward; it is not automatic.

7.4 Why this matters

Regulators in the EU and elsewhere are increasingly scrutinizing environmental claims. The EU Empowering Consumers Directive (ECGD) sets rules for substantiated claims on consumer-facing products, and broader greenwashing rules also apply to corporate and marketing communication, not only to on-product claims. Precise, evidence-based language protects both your company and the credibility of the bluesign partnership. Responsibility for a compliant claim sits with the company making it; bluesign provides guidance, not legal advice.

8. Communicating in each channel

8.1 Your website: About and company pages

Describe your partnership factually. One or two sentences is usually enough.

"[Company] is a bluesign System Partner. Through this partnership, we work to reduce the impact of our production by following the bluesign Criteria for chemicals, resources, and processes."

8.2 Your sustainability or impact page

This is where you can go into more depth. You can explain what bluesign is, why you partner with it, and what it means for your products. You have flexibility here, and you can keep existing "for a better planet" style language, as long as you avoid absolute claims and name specific components when referring to certified materials.

"We partner with bluesign, an independent system that helps reduce the impact of textile production at the source by addressing chemicals, resources, and processes. Selected products in our range are bluepass certified, meaning they were produced through processes that meet bluesign Criteria."

8.3 Social media

Keep it clear and human. Lead with why it matters, then state the fact plainly. Avoid alarmist hooks and absolute claims.

Use: *"We're proud to be a bluesign System Partner, working to reduce the impact of how our products are made, starting with the chemicals and processes behind them. #bluesign #responsibleproduction"*

Avoid: *"Our products are now 100% safe and toxin-free thanks to bluesign!"*

When announcing that your company has become a System Partner, confirm your status is active first (see Section 3.3), then post.

8.4 Product pages (consumer-facing)

This is the stricter zone. When you make a claim on a product page about a specific product being certified, follow the bluepass Labels & Claims Guide and use the approved

claim language. If you are referring to a certified component rather than the whole product, see Section 5. If space is limited, you can link the bluepass mark to bluesign.com/verify, where the explanation of bluepass lives.

8.5 Press releases and announcements

- Lead with the news, not with bluesign.
- Reference your partnership factually; include the bluesign boilerplate (Section 9) if helpful.
- Do not attribute quotes to bluesign without bluesign's approval.
- For any claim about regulation or compliance, keep to facts and avoid interpretation.

8.6 Sales decks, sell sheets, and trade shows

You can use the bluesign System Partner logo on company materials (following the Logo Usage Guide) and describe your partnership using the language in Sections 1 to 3. Do not present the bluepass product mark as if it certifies your whole company or every product.

8.7 A note on translation

If you translate bluesign-related copy into another language, keep the meaning, intent, and claim strength the same. Do not strengthen a claim in translation. For local-language versions of on-product claims, contact bluesign.

9. Ready-to-use boilerplate and examples

You may use the following text directly. Adapt the bracketed parts to your company.

9.1 About bluesign boilerplate

Short (one sentence)

bluesign is an independent system that helps the textile industry reduce its impact on people and the planet by addressing chemicals, resources, and processes at the source of production.

Medium (around 50 words)

bluesign partners with the textile industry to reduce its impact on people and the planet. Working at the source of production, bluesign addresses chemicals, resources, and processes across the supply chain, from chemical suppliers to brands. Founded in Switzerland in 2000, bluesign is an SGS company.

Longer (around 90 words)

bluesign partners with the textile and apparel industry to reduce its impact on people and the planet. Rather than looking only at the finished product, bluesign works at the source: the chemicals, materials, and processes used in production. Through a single, connected system, bluesign assesses processes against the bluesign Criteria and supports companies working to improve across the supply chain. Products produced through processes that meet bluesign Criteria can carry the bluepass certification mark. Founded in Switzerland in 2000, bluesign is an SGS company.

9.2 System Partnership boilerplate

[Company] is a bluesign System Partner. By following the bluesign Criteria, we work to reduce the impact of our production processes, from the chemicals we use to the resources we consume, as part of a more responsible approach to making our products.

9.3 Example: sustainability page paragraph

At [Company], reducing our impact starts before a product is made. As a bluesign System Partner, we follow the bluesign Criteria to address the chemicals, resources, and processes behind our products. Selected styles are bluepass certified, which means they were produced

through processes that meet bluesign Criteria. You can learn more about the system at bluesign.com.

9.4 Example: social post announcing partnership

We're proud to be a bluesign System Partner. That means we're working to reduce the impact of how our products are made, starting with the chemicals and processes behind them, not just the finished product. It's one more step in making our products more responsibly. Learn more about bluesign at bluesign.com. #bluesign #responsibleproduction

9.5 Example: using a bluepass certified component

The outer fabric of this jacket is bluepass certified, produced through processes that meet bluesign Criteria. It's part of how we work to reduce the impact of what we make, starting with the materials and processes behind the product.

9.6 Example: press release boilerplate line

[Company] is a bluesign System Partner, working to reduce the impact of its production by following the bluesign Criteria for chemicals, resources, and processes. bluesign is an independent system, an SGS company, that helps the textile industry reduce its impact at the source of production.

10. When to talk to bluesign

Most of the time, this guide is all you need. Reach out to bluesign in these cases:

- You want to make an on-product claim and the situation is not covered by the bluepass Labels & Claims Guide
- You want to translate an on-product claim into another language
- You are unsure whether your company can yet claim full System Partner status
- You want to quote bluesign or attribute a statement to bluesign
- You are making a claim about regulation or compliance and need it checked
- You have a situation this guide does not address

Where to find things

If you need...	Go to...
On-product claims, label text, label artwork, production files	bluepass Labels & Claims Guide (bluesign.com/partner-resources)
Transition timing, what to do with existing label stock	bluepass Transition Guideline (bluesign.com/partner-resources)
Common questions by audience (brands, manufacturers, chemical suppliers)	bluepass FAQ (bluesign.com/partner-resources)
System Partner logo files and identity assets	bluesign System Partner Logo Files, in the System Partner Identity section (bluesign.com/partner-resources)
Logo files, sizing, spacing, color, lockups	bluesign Logo Usage Guide for System Partners and Collaborators (bluesign.com/partner-resources)
All resources and files in one place	bluesign.com/partner-resources
Anything else	Your bluesign contact, or marketing@bluesign.com

Appendix A: Quick reference

bluesign vs. bluepass at a glance

	bluesign	bluepass
What it is	The company and the system	The certification mark on products, articles, and chemical products
Capitalization	lowercase: bluesign	lowercase: bluepass
® symbol	On previous marks: bluesign® PRODUCT, bluesign® APPROVED	Not required
Used on products?	System Partner logo is for company materials, not products	Yes, on certified products, products that contain bluepass articles, and product pages

The five most common mistakes

1. Writing “Bluesign” or “BlueSign” instead of “bluesign” (always lowercase).
2. Saying “bluepass approved” (there is no such thing; say “bluepass” or “bluepass certified”).
3. Saying “made with bluepass materials” (name the specific component instead).
4. Using absolute claims like “100% safe,” “toxin-free,” or “guaranteed sustainable.”
5. Treating the System Partner logo as a product claim, or the bluepass mark as a company claim.

Appendix B: Terminology glossary

Term	What it means
bluesign	The company and the system. Always lowercase.
bluesign System	The connected system spanning chemical suppliers, manufacturers, and brands.
bluesign Criteria	The defined requirements processes are assessed against. Capital C.
bluesign System Partner	A company that has met the requirements of the bluesign System Partner agreement and assessment process. For plural, "System Partner companies."
bluepass	bluesign's certification mark for products, articles, and chemical products. Lowercase, ® not required.
bluepass consumer product	The mark for finished consumer goods.
bluepass article	The mark for fabrics, accessories, and trims.
bluepass chemical product	The mark for chemical products.
bluesign® PRODUCT / bluesign® APPROVED	The previous certification marks, being phased out. Still valid during transition. The marks that use ®.
bluesign Finder	The database of bluepass certified chemical products (bluesignfinder.com).
bluesign Guide	The database of bluepass certified articles: fabrics, accessories, trims (bluesignguide.com).
ECGT	Empowering Consumers for the Green Transition (ECGT). Sets rules for substantiated consumer-facing claims.

Questions about this guide: marketing@bluesign.com