



Furmark® means certification and traceability

- Furmark® is the global certification and traceability system for natural fur that guarantees animal welfare and environmental standards.
- A mark of quality, assurance, and confidence.
- Furmark® products are traceable, verified, and have met globally-recognised standards.
- The system has been developed in close collaboration with major fashion groups and brands.

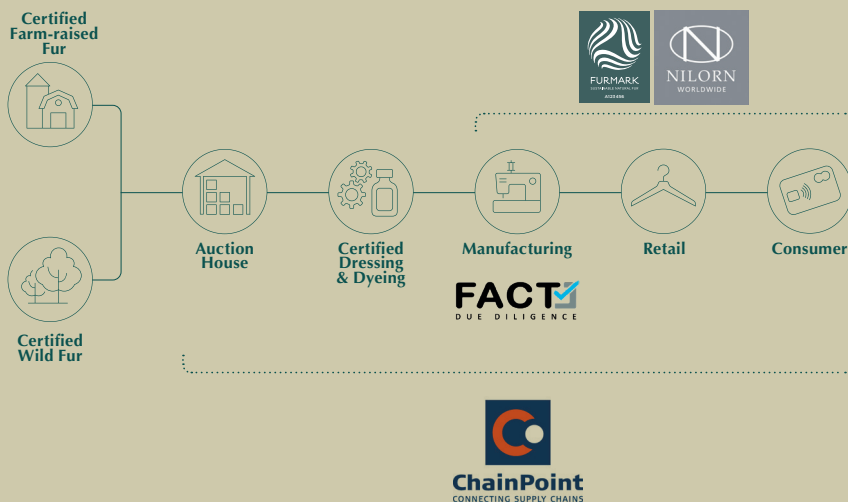
Natural fur is sustainable

- At the heart of Furmark® is a natural, sustainable, and biodegradable material.
- With outstanding durability, fur products can last a lifetime.
- Fur has a timeless quality and a unique look and feel.
- The material is highly regulated at international, national, and local levels.



How does Furmark® certification work?

Furmark® means consistent standards across the supply chain. Natural fur from leading animal welfare programmes is processed by certified dressers and dyers who are subject to third-party checks. Manufacturers record certified furs inside the ChainPoint traceability system, ensuring transparency across the supply chain.



Furmark® certified garments are traceable

Each Furmark® garment carries a unique label code which when entered onto the 'Trace Now' platform on furmark.com — provides full traceability details. This ensures you can buy certified furs with confidence.

Use the 'Trace Now' platform and unique label code to access:

- Fur type
- Fur origin
- Animal welfare certification programme
- Place of manufacture



furmark.com