

SAFEGUARDS

SGS CONSUMER TESTING SERVICES

SOFTLINES

NO. 008/10 JANUARY 2010

NEW JERSEY ENACTS A STATE FUR LABELING LAW

In addition to Delaware, Massachusetts, Wisconsin and New York, New Jersey becomes the fifth State to enact a Fur Labeling Law. The legislation was signed into law and will become effective March 1, 2010. The law requires that all clothing made of animal fur or fur trim must be properly labeled.

A growing number of animal welfare societies have revealed that some apparel retailers have sold unlabeled or mislabeled fur-trimmed garments and that consumers need to be aware of the possibility of garments made with real fur from animals may be marketed as "faux fur". In order to protect consumers from deception, the new law will require that all garments sold in New Jersey that contain animal fur must be properly labeled with the name of the animal and the country of origin of the fur.

This new fur labeling law amended an existing one that prohibits sale or offer to sell any new coat, jacket, garment, or other clothing apparel made wholly or in part of fur, **regardless of the price** of the clothing apparel **or the value of the fur** contained in the apparel. It also requires permanent or temporary tags or labels to have name or names of the animal(s) that produced the fur and the county of origin as set forth in specified federal law.

Manufacturers, importers, distributors, and retail sellers are responsible for complying with the fur labeling requirements and may be subject to civil or criminal penalties for selling mislabeled products. The civil penalty for non-compliance is up to \$500 for first offense and up to \$1,000 for each subsequent offense. This law becomes effective on March 1, 2010

EXEMPTION

Retailers are exempt from liability if a manufacturer or supplier certifies to the retailer in an invoice or other written document describing the apparel, that any tag or label attached by the manufacturer or supplier conforms to the requirements of this law. Retailers will be held liable if they knew or reasonably should have known that the certification is false.



This law exempts clothing not offered for sale in the first instance. Second-hand, consignment, goodwill or similar resellers of clothing are exempt from the law.

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FUR PRODUCT LABELING

The New Jersey law uses the Federal Fur Labeling Act requirements as the basis for the required labeling. Fiber and fur content labels are very important in international trade, especially with regard to the fur species and country of origin. The following information must be genuine and clearly stated on the Fur product

- The animal species and name (according to the Fur Products Name Guide § 301.0)
- The country of origin
- The name or Registered Identification Number (RN) of the manufacturer, importer or other seller, marketer or distributor of the fur.
- If the fur is pointed, dyed, bleached or artificially colored.
- The inclusion of paws, tails, or reused fur, dyeing, coloring, or bleaching of fur
- If the fur is used or damaged



With the experience, qualifications and reputation of our experts, we offer a highly competent fiber and fur analysis service to assure that products meet the labeling regulation. Please do not hesitate to contact us for further information.

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