

SAFEGUARDS

SGS CONSUMER TESTING SERVICES

SOFTLINES

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HOW TO LABEL FOOTWEAR IN THE EUROPEAN MARKET

Footwear labelling in Europe is not new, but our non-european readers are not always aware of it. As we keep receiving questions, we are pleased to provide you with a clarification. In order to avoid misunderstanding between consumer and the footwear industry, a footwear label is required in Europe, that must comply with Directive 94/11/EC. This general labeling system provides the consumer information about the product. The labeling must convey information relating to three parts of the footwear: (i) the upper (ii) the lining and sock and (iii) the outersole.








The Directive covers a wide range of categories. The categories include, but are not limited to flats, high-heeled shoes, ankle boots, knee-boots, sandals, sport shoes (tennis shoes, running, boxing, cycling shoes), skating boots, ski footwear, dancing slippers.

The footwear label must provide information about the material which constitutes at least 80% of the surface area of upper and the lining, and insole sock, and at least 80% of the volume of the outersole. If no single material accounts for at least 80%, information must be given on the two main materials used in the composition of the footwear.



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CORRESPONDING PICTOGRAMS

THE PARTS OF THE FOOTWEAR		THE FOOTWEAR MATERIALS/ COMPONENTS	
<p>Upper</p> 	<p>This is the outer face of the structural element which is attached to the outsole</p>	<p>Leather</p> 	<p>A general term for hide or skin with its original fibrous structure more or less intact, tanned to be rot –proof. Leather is also made from hide or skin which has been split into layers.</p>
<p>Lining and sock</p> 	<p>These are the lining of the upper and the insole, constituting the inside of the footwear article.</p>	<p>Coated Leather</p> 	<p>Leather where the surface coating applied to leather does not exceed one third of the total thickness of the product but is in excess of 0.15mm</p>
<p>Outer sole</p> 	<p>This is the bottom part of the footwear article, which is subjected to abrasive wear and attached to the upper</p>	<p>Natural textile materials and Synthetic or non woven textile materials</p> 	<p>Any material woven, knitted, felted, or otherwise produced from, or in combination with, any natural or manufactured fiber, yarn, or substitute therefore</p>
		<p>Other materials</p> 	<p>All other materials including plastic, wood, paper etc.</p>

The label must be legible, firmly affixed and accessible. Each part of the footwear listed above must have information concerning the material(s) listed beside it. The footwear manufacturer established in the Community may choose either pictograms or written indications in at least the language(s) which may be determined by the Member State of consumption. The pictograms must be large enough to make it easy to understand the information on the label.



SGS is able to advise on footwear labeling and meeting the regulatory requirements. For more information, please feel free to contact us.

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