



**LEATHER
WORKING
GROUP®**

**LWG MEMBERSHIP
CLAIMS GUIDANCE**



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LWG MEMBERSHIP CLAIMS GUIDANCE

As members of the Leather Working Group (LWG), brands can share their commitment to considered leather sourcing, and dedication to continuous improvement in their leather supply chains.

This document, *Leather Working Group Membership Claims Guidance*, provides guidance on how to talk about LWG membership in a way that reflects support for the Group's mission. It outlines how to use the LWG Member logo and communicate participation in LWG in a clear and responsible manner, helping consumers understand how this membership supports better environmental practices and greater transparency across the leather industry.

A separate document, *LWG Member Logo Guidance* details brand colours, logo placement, size, format etc. It is supplied to members on joining or additionally available to members on request from membership@leatherworkinggroup.com

Anyone can verify a brand's membership claim through our publicly available [membership register](#), ensuring that all references to the Leather Working Group are accurate and supported by official membership.

The LWG logo is a registered trademark of the Leather Working Group. Members are permitted to use the Member Logo in accordance with these guidelines. Any other use requires prior authorisation.

It is the responsibility of any organisation making any claim to ensure it complies with all relevant legislation or standards as applied on product, packaging, website, or any associated collateral.

This document aims to assist our members in making their membership claims; however, it is not formal legal advice and cannot be relied upon as such. It is the responsibility of member brands to seek legal advice in their own industry and/or jurisdiction in respect of consumer trading, protection, and advertising laws in all countries of sales/operation.



Describing Leather Working Group Aims & Objectives

When setting out LWG's aims and objectives, Members must use one, or a combination of the following definitions of LWG and its work:

- Leather Working Group certification is the largest and most recognised certification for leather manufacturers, trusted around the world by leading brands and supply chain partners.
- Leather Working Group is a not-for-profit multi-stakeholder organisation committed to reducing the environmental impact of leather manufacturing.
- Leather Working Group sets the LWG Standards of environmental criteria against which leather manufacturers are independently audited and certified.
- Leather Working Group is committed to continuous improvement in leather manufacturing and supply chain transparency through the ongoing evolution of its Standards.

Members may wish to declare leather sourcing levels and targets for improved transparency with consumers, for example:

- We (or company name) purchase 100% of our leather from leather manufacturers certified against the LWG Standard.
- We (or company name) currently purchase 50% of our leather from leather manufacturers certified against the LWG Standard and aim to increase this to 75% by 2028
- We (or company name) purchase 90% of our leather from leather manufacturers certified against the LWG Standard, of which 70% are Gold-Rated

Members are reminded that: it is the responsibility of each brand making a claim about the sourcing of a leather from a facility or facilities certified against the LWG Standard to ensure that it is supported by supply chain documentation that is up to date and can be verified if challenged. This document offers guidance only in respect of membership claims and does not control or apply to any sourcing claims or any claims as to the chain of custody of a product, which are the member's responsibility.

In accordance with LWG Membership Terms & Conditions, (2025) all members are required to commit to submit a sourcing declaration with their membership application and/or renewal.



Leather Working Group Membership Claims

Membership Claims are formed of two parts:

- **LWG Membership logo**
- **Text Claims**

The LWG Membership logo supported by text claims may be made on company websites, social media, reports, (for example annual reports, investor or sustainability reporting) publications, or newsletters.

Where the LWG membership claims are made, they must be supported by context, either through an explanation of LWG's work (as prescribed above), or a link to the LWG website. The URL can be hyperlinked from text or expressed in full text form www.leatherworkinggroup.com or linked from a dedicated QR code.

Text claims may also be used on product information, packaging, hang tags, or other physical materials associated with product. However, in these instances the claim must be presented in text only, without the use of the LWG Membership logo. A link to the LWG website can be used to provide more information to the reader in the form of hyperlinked text, or the stylised QR code.

This is because including the LWG Membership logo on a product may imply that the specific product has been approved or certified by LWG, which is not the case. This avoids confusion with certification marks and ensures clarity for consumers.

To fully align with the aims and objectives of LWG, any membership statement or description of its work used on product-related materials must only be used for products where the brand holds current, verifiable supply chain documentation confirming that the leather has been sourced from LWG-certified suppliers.

For products made from mixed materials, it must be clearly identifiable—either visually or through composition labeling—which parts are real leather, and which are not. For example, a combination of leather and textile is acceptable if the difference is obvious. However, combinations of leather and faux leather, unless supported by clear composition labelling are not permitted, as they can be misleading.

This approach clearly distinguishes between the membership claim, which is supported by LWG, and the product's provenance, which must be supported by the brand. This requirement helps ensure transparent, accurate communication.



Membership Claims - Approved Text

The following membership claims are approved for use:

- We [or company name] are/is a member of Leather Working Group.
- Through membership of Leather Working Group, we [or company name] are committed to supporting its work of setting globally recognised environmental standards for leather manufacturing.
- At [Brand Name], our membership of Leather Working Group highlights our commitment to transparency and continuous improvement in leather manufacturing.

DO

- Emphasise a commitment to ongoing improvement and progress
- Clearly communicate the scope of LWG certification, ensuring it's understood that it applies to leather manufacturing operations and does not extend to farming or other upstream supply chain activities.
- Encourage your audience to learn more by visiting the Leather Working Group website.

DON'T

- Quote open-ended sourcing targets, for example, 'in the future' with no deadline.
- Make statements about sourcing leather that cannot be verified.
- Use vague phrases such as 'cleaner', 'greener', or 'eco-friendly'
- Use your membership logo in a way that implies product certification



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Example Claims

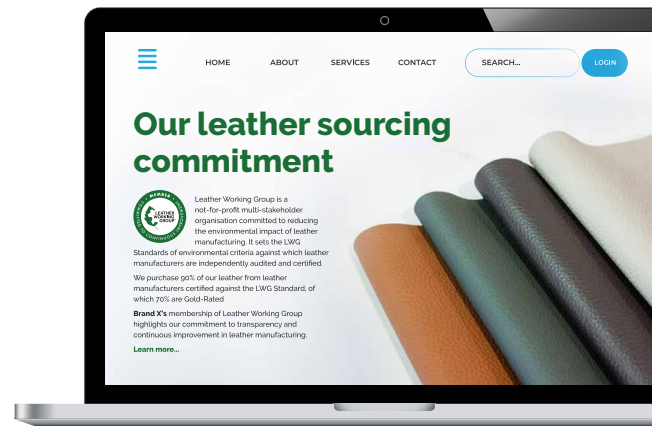


Website / annual reporting

Leather Working Group is a not-for-profit multi-stakeholder organisation committed to reducing the environmental impact of leather manufacturing. It sets the LWG Standards of environmental criteria against which leather manufacturers are independently audited and certified.

We purchase 90% of our leather from leather manufacturers certified against the LWG Standard, of which 70% are Gold-Rated.

[BRAND] membership of Leather Working Group highlights our commitment to transparency and continuous improvement in leather manufacturing. [Learn more](#)



Product description

Through membership of Leather Working Group, **[BRAND]** is committed to supporting its work of setting globally recognised environmental standards for leather manufacturing.

[Learn more](#)





Summary

The LWG Membership Claims Guidance outlines the approved claims that LWG members can make regarding their membership. Members are encouraged to follow these guidelines to ensure accurate and consistent communication. Claims and statements that are made within this framework are approved (although this does not substitute independent and formal legal advice, while any statements beyond it remain the responsibility of the member.)

Note about facilities certified against LWG Standards

For detailed guidelines on certification claims and logo usage for LWG-certified facilities, please refer to the information provided [here](#). The complete directory of all facilities certified against LWG Standards can be found [here](#).

Note about product claims

When understanding LWG membership claims, it is important to note that LWG Certification applies to the operation of a manufacturing facility and does not imply certification of leather or leather products.

LWG is currently developing a Chain of Custody Standard that will enable product claims, when this is complete, product claim guidance against that Standard will be issued separately.

If you have any questions, please contact membership@leatherworkinggroup.com

Currently LWG does not control or provide guidance on product claims, and if a brand wishes to make claims about the sourcing or provenance of a leather from a facility or facilities certified against the LWG Standard in respect of their products, they should seek the appropriate legal advice for their industry and jurisdiction to ensure that they do not breach any legal requirements.