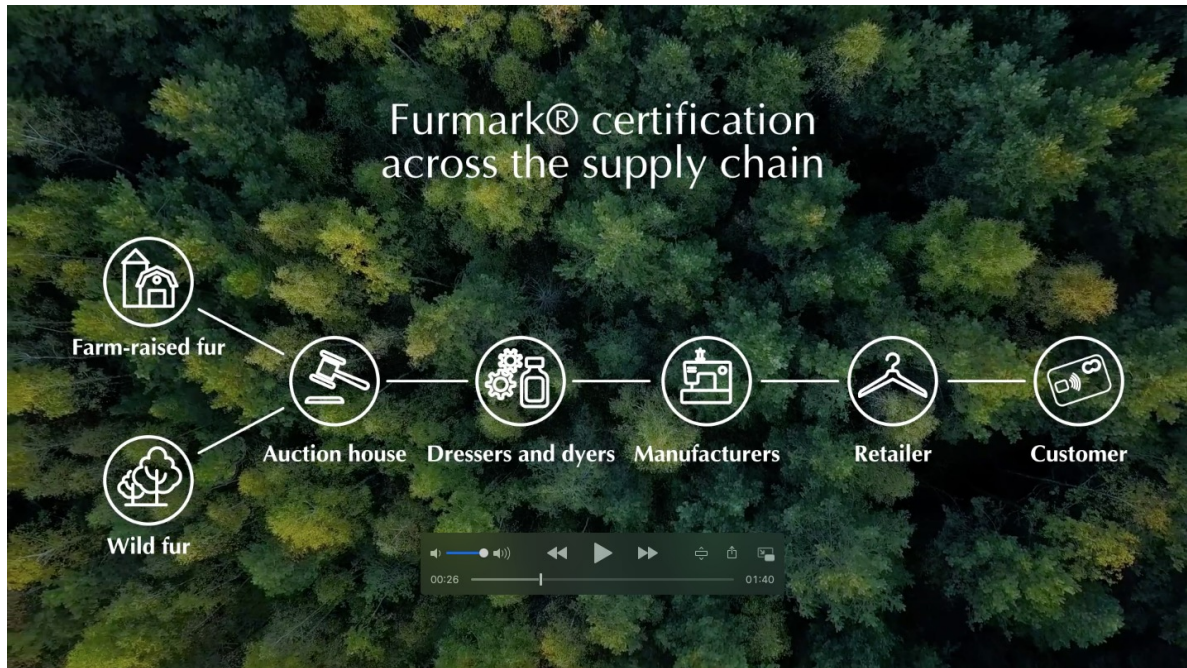


# FURMARK COPORTATE / CONSUMER VIDEO



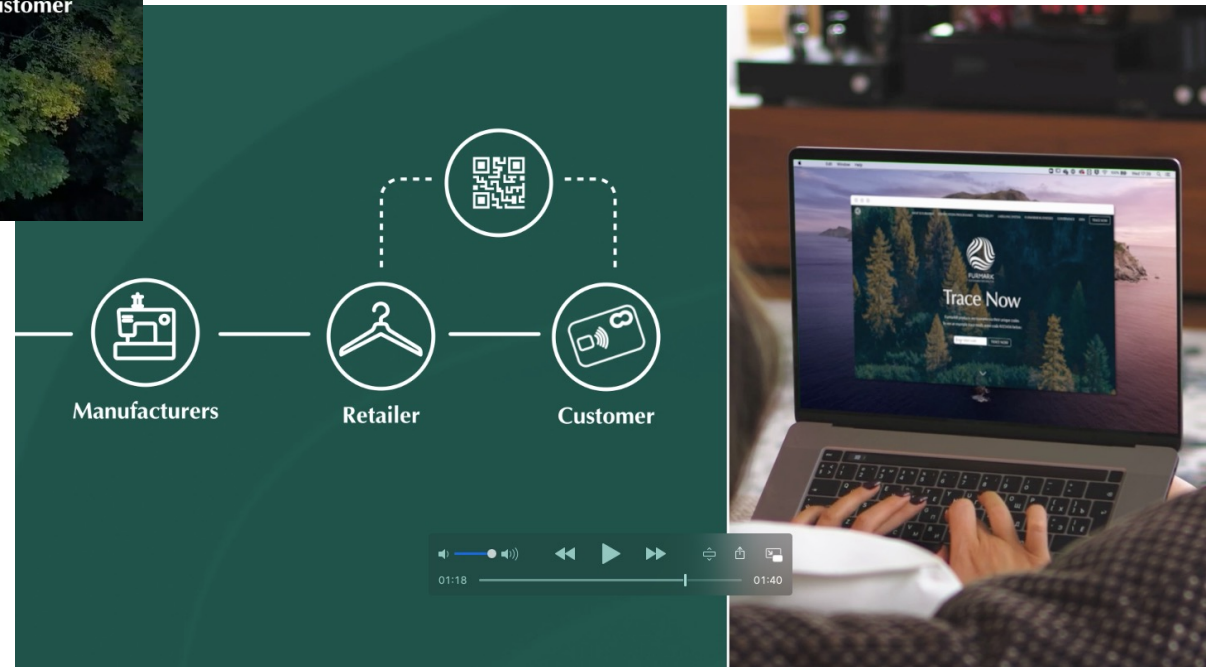
Multiple versions in English:

- Corporate language: 90, 60, 30 sec versions.
- Consumer language: 90, 60, 30 sec versions.

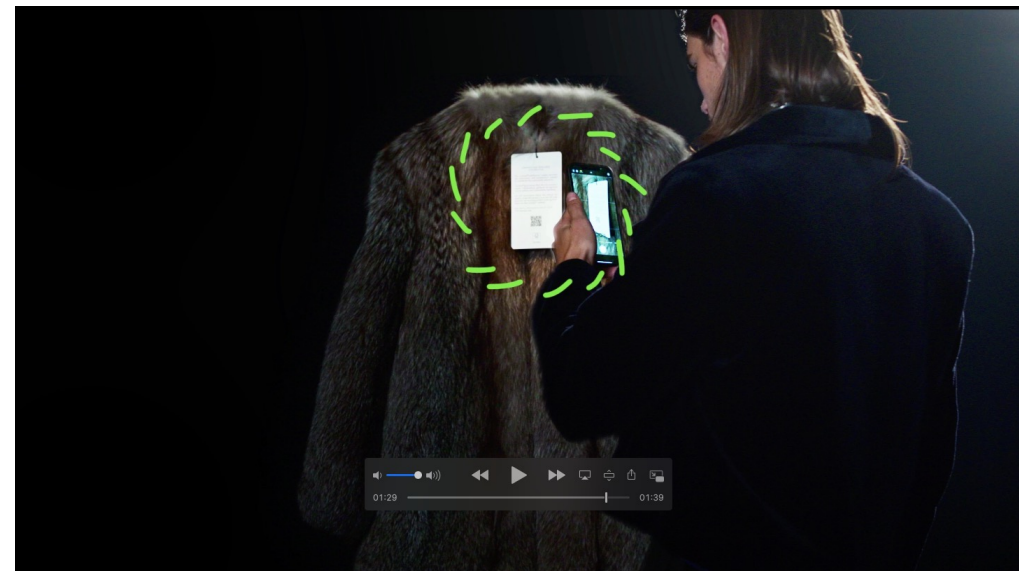
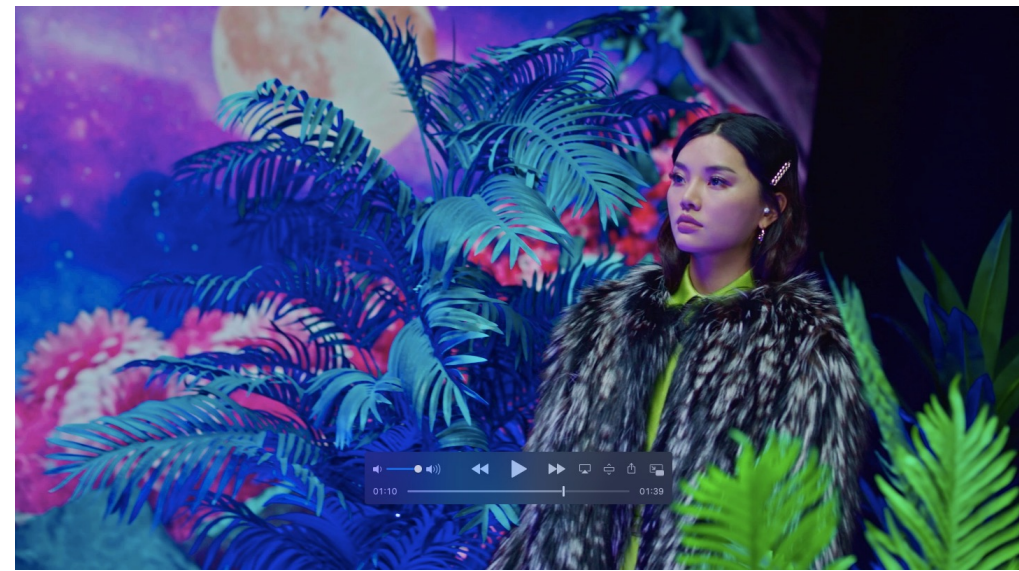
French, Italian, Russian, Chinese, Korean and Spanish – 90 sec version.

Click to watch the corporate language video:

<https://vimeo.com/558041616>



# FURMARK FASHION VIDEO



Click to watch the Furmark Fashion Film: <https://vimeo.com/558453139>

# FURMARK PRINT ADVERTISEMENTS

SUSTAINABLE NATURAL FUR



**Furmark® brings certification and traceability to natural fur**

Furmark® is the global certification and traceability system for natural fur that guarantees animal welfare and environmental standards. Its programs are science-based, third-party certified, and transparent providing quality assurance and confidence.

Furmark® launches in 2021. Learn more at [furmark.com](http://furmark.com)



FURMARK



Corporate Advertisements Master file

SUSTAINABLE NATURAL FUR

## Furmark® brings certification and traceability to natural fur

Furmark® is the new global certification and traceability system for natural fur; providing quality, assurance and consumer confidence.

Fur is a natural, sustainable, biodegradable and longer-lasting material.

70% of people are open to designers, brands, and retailers using fur — a majority of them think Furmark® is a positive development.

Furmark®'s three principal approach includes: Science, Transparency and Independent Inspections by third-party institutes at each stage of the supply chain. This means all natural fur under Furmark® is certified and meets the highest standards.

Furmark® is the collective effort between the fur sector, brands and consumer and is a simple, recognisable mark of quality, assurance and confidence.

Furmark® launches 2021. Learn more at [furmark.com](http://furmark.com)



FURMARK

\* Michia Marketing on behalf of IFF - 5,000 surveyed, global, fieldwork: Mar-Apr 2021.



Editorial/Advertorial Master file

SUSTAINABLE NATURAL FUR



**The global certification and traceability system for natural fur**

Providing quality assurance and consumer confidence.



FURMARK

[furmark.com](http://furmark.com)



Fashion Advertisements Master file

# FURMARK SOCIAL MEDIA LAYOUTS

The Furmark® certification system has been developed in collaboration with major fashion groups and brands.



FURMARK  
furmark.com

70% of people are open to brands and retailers making and selling natural fur

— a majority (65%) of them have a net positive initial view of the Furmark®



FURMARK  
furmark.com

\*Micha Marketing on behalf of IFF — 5,000 surveyed, global, fieldwork: Mar-Apr 2021

Furmark® animal welfare and environmental programmes are science-based, third-party certified, and transparent



FURMARK  
furmark.com

Furmark® products are traceable, verified, and guaranteed to have met the recognised standards



FURMARK  
furmark.com

The Furmark® certification system ensures that every step of production meets strict, globally-recognised standards



FURMARK  
furmark.com

# FURMARK RETAIL FLYER (physical/online)



## What is Furmark® ?

- 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 program has been developed in close collaboration with major fashion groups and brands.

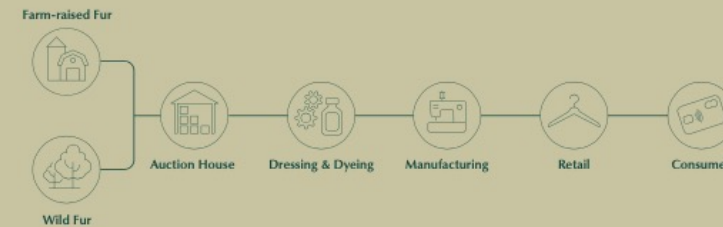
## Why natural fur?

- 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.



## How can I trace a Furmark® certified garment?

Each Furmark® garment carries a QR code and unique label code which — when scanned and entered onto the 'Trace now' platform on [furmark.com](http://furmark.com) — provides full traceability details. This ensures you can buy certified furs with confidence.

### Use the QR code and label code to access:

- Fur type details
- Fur origin
- Animal welfare certification programme details
- Manufacturer
- Place of manufacturer

[furmark.com](http://furmark.com)

