**Cradle to Cradle Certified® Products Program**

**Private Label Product Verification for Cradle to Cradle Certified® Standards, Version 4.0**

This form serves to verify the following:

The product(s), [Parent Product Name], produced by [Parent Product Company Name] (the Parent Product Company or Original Equipment Manufacturer (OEM) Company), as certified under Cradle to Cradle Products Innovation Institute (C2CPII) certificate number [####] (the Parent Product certificate #), and as may be distributed by [Intermediary Agent company name](if applicable),intermediate traders, brokers, distributors or similar entities (Intermediary Agents), and sold by [Private Label Entity](the Private Label Entity), and referenced by name in Appendix A – Private Label Products of this document (the Private Label Product(s)), are

1. Sold by the Private Label Entity individually as purchased from the Parent Product Company and/or Intermediary Agent(s),without any further processing or modification, and will not be sold by the Private Label Entity only as a component of (or material input to) a finished product,
2. Identical in every way, except brand name and in some cases packaging, to the product(s) covered by the Parent Product Company certification, and
3. Manufactured in the same facility as the products produced by the Parent Product Company, using the same manufacturing process(es), and will contain the same materials as the certified Parent Product.

**Private Label Certification Options (Select one):**

|  |  |
| --- | --- |
|  | Option 1: We are applying for C2C Certified® Product Standard (Full Scope) certification for our Private Label Product. We agree to disclose the following on C2CPII’s Certified Products registry and on the certification certificate: *The requirements that apply to the applicant company in Section 3.2 Environmental Policy and Management and Section 8 Social Fairness have been met by the manufacturer. The certification holder has not been assessed to meet these requirements*. |
|  | Option 2: We are applying for C2C Certified® Product Standard (Full Scope) certification for our Private Label Product. We agree to work with a C2C Certified Assessment Body to conduct an assessment of the requirements applicable to the applicant company in Section 3.2Environmental Policy and Management and Section 8 Social Fairness. Please visit this [link](https://c2ccertified.org/private-label-certification) for further guidance. |
|  | Option 3: We are applying for C2C Certified® Material Health only for our Private Label Product (i.e., not also C2C Certified® Full Scope). (Note: In this case, the C2C Certified® Full Scope Section 3.2 and Section 8 requirements do not apply.) |

**Take-back Program(s) or Other Cycling Initiatives (Select one if applying for C2C Certified® Product Standard (Full Scope) certification):**

|  |  |  |
| --- | --- | --- |
|  | A take-back program or other cycling initiative is required for certification of the Parent Product and Private Label Product at the desired achievement level in the C2C Certified Product Circularity category. A connection to the OEM or Parent Product Company’s program or initiative has been made in order for the Private Label Product to be cycled as intended.  [Please explain how the connection has been made here]  (For example, describe how the Private Label Product is also recycled through the OEM/Parent Product’s take-back program. Include an explanation of how the end user is made aware of the take-back program.) | |
|  |  | The information in the Parent Product’s Circularity Data Report (CDR), specifically the Cycling Instructions section (as posted on C2CPII’s web registry for the Parent Product), applies to the Private Label Product without modifications. No changes are required.  Note: If this option is selected, C2CPII will publish the Parent Product’s CDR information on the Private Label Product’s registry page, updating only the product name, company name, and certificate number to reflect the Private Label. |
|  |  | The Cycling Instructions section of the Parent Product’s Circularity Data Report (CDR) has been updated to apply to the Private Label Product. The updated CDR is attached.  Notes: Updating the Cycling Instructions section may be necessary if the Parent Product’s name appears instead of the Private Label Product’s name and/or if the Private Label company wishes to direct customers to the Parent Product Company’s take-back program via their own website. However, changes to the cycling system itself are not permitted outside of an Interim Assessment Review of the Parent Product. |
|  | Not applicable. Take-back program or other cycling initiative is not required for certification of the Parent Product and Private Label Product at the desired achievement level in the C2C Certified Product Circularity category.  [Please explain here] | |

**Packaging Requirements (Select one):**

|  |  |  |
| --- | --- | --- |
|  | The Private Label Product’s packaging1 uses the same materials (and no others) as the Parent Product’s packaging. | |
|  | The Private Label Product’s packaging1 is different from the Parent Product’s packaging. We agree to work with a C2C Certified Assessment Body if needed to conduct an assessment of the applicable packaging requirements in the C2C Certified® standard for which we are applying. (Please visit this [link](https://c2ccertified.org/private-label-certification) for further guidance). | |
|  | The Private Label Product’s packaging is out of scope for the following reason and therefore not subject to the packaging requirements in the C2C Certified® standard for which we are applying: | |
|  |  | The product is not contained within any packaging materials that are subject to the requirements. |
|  |  | The packaging consists of materials used exclusively for shipping the product, such as a box, pallet, or shrink/plastic wrap. |
|  |  | The products are sold exclusively as material inputs for other products (i.e., intermediate products that are intended to be used at subsequent manufacturing facilities, rather than being sold to the general public or to professional users such as construction workers/builders). |

The packaging materials in scope (i.e., subject to the requirements) are (1) “The primary packaging materials for formulated consumer products that are fast-moving consumer goods, including cosmetics, personal care, and household and industrial/institutional cleaning products, and for any product, packaging materials that are intended to be used with the product or for the application or dispensing of the product (e.g., mascara brush, lipstick tube, or other types of applicators, paper towel or toilet paper cores, tape dispenser, glue stick).”, and (2)

Any other packaging materials contained in one sales unit as it is offered to the end user or consumer at the point of purchase and not added exclusively for shipping (e.g., a toothpaste box, outer box containing individually wrapped product units).”

The undersigned representatives of the Parent Product Company and Private Label Entity (and, if relevant, each Intermediary Agent) assert that the above, as well as the attached appendix, are true and accurate.



|  |  |
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| **Parent Product Company signatory**  *(Must be company officer or other individual with fiduciary responsibility)* | **Private Label Entity signatory**  *(Must be company officer or other individual with fiduciary responsibility)* |
| **Name** [Parent Product Company Contact] | **Name** [Private Label Company Contact] |
| **Title** [Parent Product Company Contact Job Title] | **Title** [Private Label Company Contact Job Title] |
| **Company name** [Parent Product Company Name] | **Company name** [Private Label Company Name] |
| **Date** mm/dd/yy | **Date** mm/dd/yy |
| **Signature** Digital Signature | **Signature** Digital Signature |

|  |  |
| --- | --- |
| **Intermediary Agent (if applicable)**  *(Must be company officer or other individual with fiduciary responsibility)* | **Intermediary Agent (if applicable)**  *(Must be company officer or other individual with fiduciary responsibility)* |
| **Name** [Intermediary Agent Company Contact] | **Name** [Intermediary Agent Company Contact] |
| **Title** [Intermediary Agent Company Contact Job Title] | **Title** [Intermediary Agent Company Contact Job Title] |
| **Company name** [Intermediary Agent Company Name] | **Company name** [Intermediary Agent Company Name] |
| **Date** mm/dd/yy | **Date** mm/dd/yy |
| **Signature** Digital Signature | **Signature** Digital Signature |

# Appendix A – Private Label Products

Product or Product Group Name:

[Product or product group name on the certificate for the Private Label Product]

*In the Version 4.0 Assessment Summary Form (ASF) (“Products Covered” tab), the* [*Product Identifier Template (Excel)*](https://c2ccertified.org/resources/product-identifier-template?scrollY=0), *or in the space below, please provide the full name of all individually sold products covered by the certificate for the Private Label Product and any unique product identifiers (e.g. UPC, EAN, GTIN, or SKU numbers) associated with these products.*

*These names will appear on the certificate and the C2CPII Certified Products registry.*

* *It needs to be clear from this list exactly which products that can be individually purchased are included in the certification to be issued.*
* *The certification scope must be made clear in situations where the product names do not sufficiently define what is and is not certified. For example, if only product variations sold in certain markets are included in the certification for the Private Label Product and there are products sold under the same name in other markets that are not included, this must be made clear (i.e., markets included or excluded must be listed).*
* *If the products are modular in nature, describe which variant or variants are included in the certification for the Private Label Product and list any relevant exclusions.*
* *If providing a list of individual products is not feasible, describe the reason for this and propose an alternative way of uniquely identifying all products included in this certification and delineating them from any products that are not included.*
* *In cases where final product names or identifiers are not yet known, this information must be provided to C2CPII as soon as it is known.*

[Please list all product variations and styles here]