



FOR IMMEDIATE RELEASE

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**AMERICAN DOWN AND FEATHER COUNCIL LAUNCHES
LABELING COMPLIANCE PROGRAM**

Only Products That Meet Standards May Display Seal of Approval

NEW YORK, NY – When the American Down and Feather Council’s Seal of Approval (ADFC) is on the package, consumers purchasing down and feather bedding products, such as pillows, comforters and feather beds, can feel confident that they are receiving quality, accurately labeled products. The launch of the ADFC’s Labeling Compliance Program means that only products that meet the industry’s testing standards, as set by the International Down and Feather Bureau (IDFB), will receive the Seal of Approval.

The Labeling Compliance Program requires that down and feather products meet IDFB testing standards in the following categories: down cluster, species identification, filling power, oxygen number, turbidity, filling weight and thread count. In order to make sterilization claims on a package, for example, the down and feather fill inside the product must have passed the required oxygen and turbidity tests. Passing grades in the above seven categories ensure that the product meets or exceeds all specifications and claims made on the label or packaging.

The ADFC Labeling Compliance Program requires that products meet both industry and government standards. Federal and state regulations specify that products labeled as down-filled

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must contain a minimum of 75% down cluster, items labeled as being filled with waterfowl feathers can include no more than 5% land fowl feathers, and those labeled as specifically goose or duck must contain 90% goose or duck plumage.

Only IDFB certified laboratories may be used when testing products for compliance. For more detailed information on labeling requirements and testing procedures visit the ADFC Web site, www.downandfeathercouncil.org.

About ADFC

The American Down and Feather Council (ADFC), a section of the Home Fashion Products Association, is a voluntary association of manufacturers of natural fill bedding products, as well as dealers, buyers, sellers and processors of feathers and down for use in home fashion products. The goal of the ADFC is to further the common interests of the down and feather products industry and to maintain and improve product quality. The objective of the ADFC Labeling Compliance Program is to ensure all natural fill bedding products sold in the U.S. are labeled correctly and that the quality of the products meets or exceeds the claims made on the label or packaging.

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