



## ORIGIN ASSURED: Two years reassuring consumers

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**London:** Origin Assured (OA™), a joint initiative involving the International Fur Trade Federation (IFTF), Copenhagen Fur, American Legend Cooperative, Finnish Fur Sales/SAGA Furs and North American Fur Auctions, celebrates its second anniversary this month.

### Reassuring the consumer

“As a responsible industry committed to transparency, we created the OA™ label with one purpose,” says Andreas Lenhart, IFTF Chairman: “To provide reassurance to consumers about the provenance of their fur. OA™ labelled garments assure that the fur product, wild or farmed, comes 100% from a country where national or local welfare regulations or standards are in force. **To be eligible for the OA™ label, fur must be sourced from approved species, from approved countries, and at this stage, through participating auction houses.**”

### Scheduled roll-out

Since its launch in December 2006, the programme has continued to expand through a carefully managed roll out into new countries. This year, we have welcomed retailers and traders from Austria, Belgium and France to the list of OA™ Approved Users.”

### Crystal clear information

On this second anniversary, IFTF re-launches its OA™ website (<http://www.originassured.co.uk>) where consumers can find all the information about the initiative, the countries and fur types that are covered by the OA™ label. The site also lists retailers that are offering garments with the OA™ label.

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**NOTE: PLEASE PUT THIS LIST IN ALPHA ORDER**

### About Origin Assured (OA™):

Developed voluntarily in 2006 as a joined initiative involving International Fur Trade Federation (IFTF), Copenhagen Fur, American Legend Cooperative, Finnish Fur Sales/SAGA Furs and North American Fur Auctions, the Origin Assured (OA™) label gives consumers confidence about the provenance of the fur they are buying. It is an assurance that the fur comes from a country where national or local regulations or standards governing fur production are in force.

It is also a reflection of the fur trade's commitment to openness and honesty with their customers.

Fur – the natural, responsible choice.

Origin Assured website: [www.originassured.com](http://www.originassured.com).

If you would like additional information or images, please contact IFTF.

Tel +44 [0] 1932 850020  
E-mail: [pressoffice@iftf.com](mailto:pressoffice@iftf.com)