



Synthetic Down ADFC Position Statement

The American Down and Feather Council (ADFC), a section of the Home Fashion Products Association (HFPA), runs the ADFC Labeling Compliance Program, which seeks to ensure that 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. ADFC has declared that the term “synthetic down” is a misnomer and its use on the labeling and packaging of bedding products intentionally misleads consumers. Used to describe products that are filled with man-made material, the term “synthetic down” is an obvious attempt to trade on the reputation of natural down products.

The term “down” is used properly only in reference to the light fluffy filaments found under the plumage of waterfowl. Furthermore, measurement terms such as fill power and loft, which were originated to refer to down, do not translate to synthetic fill, thereby making the packaging claims of synthetic down products even more confusing for the consumer.

The European Union currently prohibits use of the term “synthetic down,” and the International Association of Bedding and Furniture Labeling Officials (IABFLO) has stated that it is opposed to its use to describe products for sale. The ADFC supports banning its use on products in the United States.