

## China Standard QB/T 2673-2023 The New Labeling Requirements for Footwear Products for China Market

QB/T 2673-2023 The China labeling standard for footwear products was published on Aug 16, 2023. It is applicable to the marking of footwear products produced or sold within China domestic market. It has been effective since Feb 1, 2024 for products made or imported after that date. Major labeling and marking changes in comparison to QB/T 2673-2013 are shown below.

### 1. Terms and definitions

QB/T 2673-2023	Added the definition of children's shoes and Item (article) number. Children's shoes: Footwear products made of various materials for infants and children at age 14 years and below. Item (article) number: The unique number marked on footwear products of different styles or batches.
----------------	--

### 2. Elements of Labeling

#### A. Product Description

QB/T 2673-2013	It is composed of intended gender, or in case for children, together with the end use or function. If the "end use or function" of the footwear is not clear, it can be omitted. For example, women's athletic shoes, men's casual shoes, men's shoes, children's shoes, etc.
QB/T 2673-2023	With the exception to children's shoes, product description is composed of intended gender, end use, or function of the footwear. For example, men's shoes, Athletic shoes, women's casual shoes, etc. Children's shoes do not need to specify gender, for example, Children's shoes, Children's athletic shoes, etc. 'Children' must be specified.

2023 version has editorial change on footwear product description, and children's footwear description must have 'children' specified.

#### B. Shoe size

QB/T 2673-2013	According to GB/T 3293.1.
QB/T 2673-2023	According to GB/T 43293.

GB/T 43293-2023 had been implemented since May 1, 2023 and replaced GB/T 3293.1-1998.

#### C. Materials

QB/T 2673-2013	Labelling the material for upper, lining, insock and outsole by pictograms or in words. The pictograms or written indications of material shall be marked behind the component description, see Annex A and Annex B.
QB/T 2673-2023	At least the upper material should be labeled, and other component materials may not be labeled. When labeling the upper material, it should be at least in Chinese, and it can also be labeled together with pictograms or English abbreviations. The information marked in Chinese shall prevail.

2023 version clearly states in text that other components except the upper may not be labeled with material information. The relevant requirements and examples for marking the lining, insock, and outsole have been deleted, and the contents of Annex A and Annex B of the 2013 version have been deleted.

QB/T 2673-2013	Natural leather or split leather is used on the upper of footwear. The species of leather should be marked, for example: bovine leather, ovine leather, pig split leather, etc.
QB/T 2673-2023	If natural leather is used on the upper of footwear, the species of leather should be marked. If the split leather is used on the upper, the species of leather and the words "split or second layer or third layer" should be marked, for example: bovine leather, Ovine leather, pig split leather, bovine second layer leather, etc.

2023 version states that if the upper is split leather material, the species of leather and the words "split", "second layer", or "third layer" should be marked. Add an example of "bovine second layer leather".

## D. Country of Origin

QB/T 2673-2013	Shoes produced in China should be marked with location down to provincial and city level.
QB/T 2673-2023	The shoes produced in China can be marked as “中国”, or specific to the province or city. If other labeling information has indicated the footwear belong to China domestic production, the country of origin can be omitted.

## E. Company name and contact information

For shoes with production out of China, add “when the business registered address in China is not same as the working office address, the contact information of office can be added (at least including address and Tel.)” in 2023 version.

## F. Three-Guarantee Warranty Policy, Production date and colour

The requirements of these three elements are not specified in 2023 version. Companies can decide how to address these elements on the footwear packaging.

## 3. Location and content of labeling

### A. Shoes

QB/T 2673-2013	Each shoe shall be marked with the trademark or company name, Chinese shoe size and item number.
QB/T 2673-2023	Each shoe shall be marked with the trademark or company name, Chinese shoe size; The item number shall also be marked with the exception to sandals and slippers.

2023 version indicates that there is no need to mark item numbers on slippers and sandals.

### B. Inner packaging (including hangtag)

QB/T 2673-2013	Product name, Shoe size, Material, Origin, Company name and contact information, Three-guarantee policy, Executive standard code, Production date, Color, Item number and Quality grade shall be marked.
QB/T 2673-2023	Product name, Shoe size, Material, Origin, Company name and contact information, Executive standard code, Item number and Quality grade shall be marked. Company can also mark the three-guarantee policy, production date and colour on the package (including hangtag) as required.

2023 version changes the three elements (three-guarantee policy, production date and colour) into optional marking elements, which can be marked by company as needed.

### C. Outer shipping packaging

QB/T 2673-2013	At least the trademark or company name, contact information and product name shall be marked.
QB/T 2673-2023	No requirement

The relevant requirements of the outer shipping packaging have been removed in 2023 version.

#### 4. Labelling format and requirement

QB/T 2673-2013	Markings (pictogram or words) shall be clear and visible. Markings on the shoes and inner packaging should be clearly visible for a certain period of time, not less than the three guarantees warranty period. The labeling shall be in standardized Chinese characters that comply with China regulation. Pinyin, foreign language, or ethnic minority characters can be used simultaneously, but the characters should not be larger than the corresponding Chinese characters. The font height of Chinese characters, numbers, and letters used for labeling should not be less than 1.8 mm.
QB/T 2673-2023	Markings in words at minimal shall be clear and visible. The labeling should be in standardized Chinese characters that comply with China regulations. Pinyin, foreign language, or ethnic minority characters can be used simultaneously, but the characters should not be larger than the corresponding Chinese characters (except for trademark). The font height of characters, numbers, and letters used on packaging (including hangtag) should not be less than 1.8 mm (5.25 pts, font size 7)

2023 version deleted the requirement for pictograms and outer shipping packaging labeling. No specific requirement of labeling permanency retention time. 2023 version has additional description on the font height requirement.

#### How Does this Impact You? Contact Us to Discuss

Any comments and/or questions please contact your local customer service representative or email to:

China – Guangzhou: [bvcps\\_pyinfo@cn.bureauveritas.com](mailto:bvcps_pyinfo@cn.bureauveritas.com)

China – Shanghai: [contact-cn@bureauveritas.com](mailto:contact-cn@bureauveritas.com)

Bureau Veritas Consumer Products Services, Inc. (“BVCPS”) provides the information in this client bulletin as a resource of general information. It does not replace any applicable legal or regulatory requirements and is provided “as is.” BVCPS will not be liable for any indirect, special, punitive, consequential or other damages (including without limitation lost profits) of any kind in connection with this client bulletin. BVCPS DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, IN CONNECTION WITH THIS CLIENT BULLETIN