

HMTc for retailers

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Start here if you set an approved-certification list

A retailer that names HMTc on an approved-certification list anchors its private-label and supplier program to a published, checkable standard rather than a process claim. This page routes a category or compliance buyer to what they need to evaluate the mark and verify a supplier's certificate.

What HMTc adds over the marks you already accept

- [Certification comparison](#): HMTc against NSF/ANSI 173, USP Verified, Clean Label Project and the rest, metal by metal. As of August 2026 it is the only third-party certification covering all eight metals.
- [Four metals is no longer enough](#): the regulatory movement (EU [nickel](#), Codex [tin](#), California [hexavalent chromium](#)) turning a four-metal panel into a shrinking floor.
- [The Retailer as Anchor](#): how a retailer's approved list moves a whole category, and the exposure of anchoring to the wrong standard.

Verifying and monitoring the mark

- [Verify a certificate](#): check a supplier's lot, certificate, or product code against the public register.
- [The certified-brand directory](#): the published list of brands carrying the mark.
- [The Surveillance Protocol](#): the continuous lot testing and chain of custody behind a certificate, so the seal still means something after the first passing lot.
- [The standards a product is held to](#): the numeric limits, per subcategory, in each product's native basis.

Reading for a different role? [For brands](#) routes founders and marketing leads; [For legal & QA](#) routes regulatory, quality, and legal teams.