

RULES FOR USE OF SFI ON-PRODUCT LABELS & OFF-PRODUCT MARKS

SECTION 6





RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF PRODUCT MARKS

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PART 1: RULES FOR USE OF SFI ON-PRODUCT LABELS

SFI has chain-of-custody labels and an *SFI Certified Sourcing* label.

Certified chain-of-custody labels track the use of fiber from *certified forests*, *certified sourcing*, and recycled material.

The *SFI Certified Sourcing* label does not make claims about *certified forest content*. *Certified sourcing* can include fiber sourced from a company that conforms to Section 2 — *SFI 2022 Forest Management Standard*, Section 3 — *SFI 2022 Fiber Sourcing Standard*, from *recycled content*, or from *certified forest content*. Fiber shall never be sourced from a *controversial source*.

PART 2: OFFICE OF LABEL USE AND LICENSING

- 2.1 The *Office of Label Use and Licensing* shall evaluate and approve applications for use of all SFI on-product labels, shall establish label-use rules and procedures set out in the Rules for Use of *SFI On-Product Labels and Off-Product Marks* a (Section 6 in the *SFI 2022 Standards and Rules* document), and shall maintain oversight of use of all SFI on-product labels.
- 2.2 All projects with the *SFI* label must be sent to the *SFI Office of Label Use and Licensing* prior to press. There are no size or color restrictions on the label, but if the certified printer uses the below green/black version, the PMS color is 347C. PMS 348 may also be used.



- 2.3 A *label user* shall not use the *SFI* label on any products from manufacturing unit(s) for which it has not obtained approval from the *Office of Label Use and Licensing*.
- 2.4 Approval for use of any *SFI* on-product labels will become effective upon authorization issued by the *Office of Label Use and Licensing*.
- 2.5 The *Office of Label Use and Licensing* may periodically announce additional rules and procedures to ensure ownership and use of the *SFI on-product labels* are adequately protected under applicable law, and to ensure proper consumer understanding.
- 2.6 *Label Users* must provide specific examples of proposed *SFI On-Product Label* use and related promotional literature to the *Office of Label Use and Licensing*, in keeping with the Rules For Use of *SFI On-Product Labels and Off-Product Marks* (Section 6 in the *SFI 2022 Standards and Rules* document).
- 2.7 All advertising material must be sent to the *SFI Office of Label Use and Licensing* for review and approval. SFI staff are available to answer questions about the use of the marks and these rules.
- 2.8 In response to questions and issues raised by *SFI on-product label users* or *certification bodies*, the *Office of Label Use and Licensing* will periodically announce and formally adopt interpretations to Section 6 - Rules For Use Of *SFI On-Product labels and Off Product Marks*.
- 2.9 The *SFI Office of Label Use and Licensing* reserves the right to request samples of all uses of the *SFI On-Product Labels* from time to time.
- 2.10 If the *Office of Label Use and Licensing* determines that a *label user* is not using the marks as provided in these rules, which may be amended from time to time, or no longer meets the criteria set out in *SFI* Section 6, it will send a written notice to the *label user* specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If the *label user* fails to make the correction, the right to use the marks will be revoked.

- 2.11** Label users who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.
- 2.12** The size of the label can be determined by the *certified organization* approved to use the SFI label, if approved by the *SFI Office of Label Use and Licensing*.
- 2.13** SFI Office of Label Use and Licensing may approve exceptions to on and off-product trademark use upon request. If the label is being used on a small product (e.g., pencils) and the claim may not be legible, a *certified organization* may apply to the *SFI Office of Label Use and Licensing* for additional exceptions on applying the SFI On-Product label.
- 2.14** The *Office of Label Use and Licensing* will approve use of SFI On-Product labels as a batch or group. These blanket approvals can include:
1. Template label use:
 - a. for different products with the same customer using the same SFI category of *origin*. The category of *origin* meets label use requirements, the label is always the same but is applied to different products or a group of products with the same customer/brand. Example: SFI label applied on 5 versions of Company X's product packaging (sizes XS/S/M/ L/XL, or 6 pack/12 pack/24 pack or 4 flavor options).
 - b. for different customers using the same SFI category of *origin*. The category of *origin* meets label use requirements, the *product group* is the same, the label is the same, but the same product is printed for different customers. For example, Company Y produces a box for 17 customers where the label placement and category of *origin* is the same for all 17.
 2. Repeat jobs by a company or facility for a customer using the same SFI category of *origin* on a product. The category of *origin* is the same, the label is the same, but the product is updated. For example, a magazine with repeat issues (catalogs or books). For example, Company Z prints a quarterly magazine using the same paper with the same SFI category of *origin* with the same label for all four issues that year.
- 2.15** The *Office of Label Use and Licensing* reserves the right to refuse any label use that does not align with *SFI Inc.*'s strategic vision and mission.
- 2.16** For private branded products where the *certified organization* has concern disclosing the relationship with the manufacturer, or if there is concern with revealing strategic competitive information about the manufacturer, *SFI Inc.* can issue a second SFI label ID number. While the second SFI label ID number would be on the product when searched in the SFI on-line database, the supplier information will read "Contact SFI Inc. for More Information on this Product (Tel: 202-596-3450)." SFI staff can confirm for the person making the enquiry that the label is legitimate based on information supplied. This second SFI label ID number will only be granted for *Certified Organizations* who produce private branded products and request a private number in order to avoid disclosing competitive information. The manufacturer must continue to use their originally assigned SFI label ID number for all other products they manufacture and label that do not have competitiveness concerns as described above.

In addition to private SFI label ID number issuance to private branded products, the SFI promotional mark can be used with a private SFI Label ID number for retailers and other point of sales, as well as for educational or non-profit use.

A *Certified Organization* shall apply to the *SFI Office of Label Use and Licensing* for a private SFI label ID number.

PART 3: SFI CLAIMS AND LABELS

3.1 SFI CHAIN-OF-CUSTODY LABELS AND CLAIMS

The SFI Chain-of-Custody labels communicate the use of fiber from *certified forests*, *certified sourcing* or *recycled content*. These products do not contain *controversial sources* and the content is calculated using either percentage or the credit method.

The credit method allows a *Certified Organizations* to label only the percentage of output corresponding to the percentage of *certified forest content* and/or *recycled content* used in the manufacturing process. This is always at a 1:1 ratio, so it is considered 100% certified. There are two labels may be used by any chain of custody *Certified Organization* that uses the credit chain of custody method. If the chain of custody *Certified Organization* uses *recycled content*, then the label must state "Promoting Sustainable Forestry and *Recycled Content*." However, if *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry."

The percentage method allows chain of custody *Certified Organizations* to consistently label all of their products with the percentage labels. To use the "Promoting Sustainable Forestry and *Recycled Content*" label with the percentage method, the chain of custody *Certified Organization* must meet a 70% threshold which can be obtained by *certified forest content* and/or *recycled content*. If *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry." If the chain of custody *Certified Organization* drops below the 70% threshold, they shall be transparent and disclose the actual amount of *certified forest content* and/or *recycled content* on the label. There are two labels that may be used by any chain of custody *Certified Organization* that drops below a 70% threshold and uses the percentage chain of custody method.



LABEL: SFI CHAIN-OF-CUSTODY – PROMOTING SUSTAINABLE FORESTRY



**REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY**

OFFICIAL SFI CLAIMS

From a supplier using the Percent Method

- SFI 70% -100% Certified Forest Content

From a supplier using the Credit Method

- SFI Credit
- 100% as calculated under the SFI credit method

NOTES:

- Other acceptable credit claims include SFI Volume Credit and SFI 100% as calculated under the volume credit method.

LABELS: SFI CHAIN-OF-CUSTODY – PROMOTING SUSTAINABLE FORESTRY AND RECYCLED CONTENT



**REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY**

OFFICIAL SFI CLAIMS

From a supplier using the Percent Method

- SFI 70% - 100% Certified Forest Content and recycled content
- SFI At Least 70% - 100% Certified Forest Content and recycled content

MOBIUS LOOP OPTION

- SFI X% recycled content (shown in mobius loop)

From a supplier using the Credit Method:

- SFI Credit
- 100% as calculated under the SFI credit method

MOBIUS LOOP OPTION

- SFI X% recycled content (shown in mobius loop)

NOTES:

- Other acceptable volume credit claims include SFI Volume Credit and SFI 100% as calculated under the volume credit method.

LABELS: SFI CHAIN-OF-CUSTODY – AT LEAST XX% CERTIFIED FOREST CONTENT



**REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY**

OFFICIAL SFI CLAIMS

From a supplier using the Percent Method

- SFI At Least XX% Certified Forest Content

MOBIUS LOOP OPTION

- SFI X% recycled content (shown in mobius loop)

NOTES:

- When the “At Least X% *Certified Forest Content*” label is being applied on solid wood products, the claim must read, “Product Line Contains at Least X% *Certified Forest Content*”. Artwork for this label is available upon request.
- An SFI Chain-of-Custody *Certified Organization* may make a claim of any percentage of *certified forest content*, but use of the label is contingent on the production batch having at least 10% *certified forest content*, unless the product is 100% *recycled content*.

LABEL: SFI CHAIN-OF-CUSTODY – 100% RECYCLED CONTENT



REQUIRED CERTIFICATION: SFI CHAIN-OF-CUSTODY

OFFICIAL SFI CLAIMS

From a supplier using the Percent Method

- SFI 100% Recycled Content

NOTES:

- Label users can substitute the term “*Recycled Content*” on labels and replace it with *pre-consumer recycled* and/or *post-consumer recycled*.
- Facilities that utilize 100% *recycled content* can use the X% label with the percentage method. They cannot, however, use the X% *Certified Forest Content* tagline, and must exclude that tagline from the label.

LABEL: SFI CHAIN-OF-CUSTODY – X% CERTIFIED FOREST CONTENT, X% CERTIFIED SOURCING, AND X% RECYCLED CONTENT



REQUIRED CERTIFICATION: SFI 2022 CHAIN-OF-CUSTODY

OFFICIAL SFI CLAIMS

From a supplier using the Percent Method

- SFI X% Certified Forest Content
- SFI X% Certified Sourcing
- SFI X% Recycled Content

MOBIUS LOOP OPTION

- SFI X% recycled content (shown in mobius loop)

NOTES:

- The X% content label must equal all parts to 100%
- If a specific attribute does not apply (e.g., *post-consumer recycled content*), the *Certified Organization* must exclude that tagline from the label.
- The “100% *certified forest content*” claim can be made only when the physical separation method has been used throughout the chain of custody process.
- When using the X% Chain of Custody label, the claims can be switched in order so “X% *Certified Sourcing*” or “X% *Recycled Content*” is first. Furthermore, label users can add the words, “At Least” in front of the “X% *Certified Forest Content*” claim.
- If the content contains less than SFI 10% *certified forest content*, and is not 100% *recycled content*, this label cannot be used. The use of this label with the *certified forest content* claim is contingent on the production batch having at least 10% *certified forest content*, unless the product is 100% *recycled content*. An SFI Chain-of-Custody *Certified Organization* may make a claim of any percentage of *recycled content*, but use of the label is contingent on the production batch having at least 10% *recycled content* with the balance of the production batch qualifying for *certified forest content* and/or SFI certified sourcing.
- SFI Certified Sourcing line can only be used in combination with SFI X% *certified forest content*. It cannot be used alone in the SFI Chain of Custody label, nor in sole combination with SFI X% *recycled content*. If the label user wishes to make a “100% certified sourcing claim,” the SFI certified sourcing label must be used.
- The SFI X% Recycled line can only be used on its own if it is at 100%. *Pre and Post consumer recycled content* can be included in the *Recycled Content* line. If the SFI X% *Recycled Content* is less than 100, it must be used with the SFI X% *certified forest content* line and/or the “SFI X% Certified Sourcing line.” Both are applicable to the total claim breakdown.
- If a chain of custody *Certified Organization* uses *recycled content*, they can choose to incorporate a Mobius loop stating the percentage of *recycled content* in the product. The recycled mobius loop may only be used within the SFI label when the organization is certified to the *SFI 2022 Chain of Custody Standard*.
- If a chain of custody *Certified Organization* uses *recycled content*, they can choose to incorporate a Mobius loop stating the percentage of *recycled content* in the product.



3.2 SFI CERTIFIED SOURCING LABEL AND CLAIM

The *SFI Certified Sourcing* label and claim do not make claims about *certified content*. They tell buyers and consumers that *Certified Organization* is certified to the *SFI 2022 Fiber Sourcing Standard*, or comes from *recycled content*, or from a certified forest. All fiber must be from *non-controversial sources*.

The *SFI Certified Sourcing* label can be used by any *certified organization* certified to Section 2 - *SFI 2022 Forest Management Standard* and/or Section 3 — *SFI 2022 Fiber Sourcing Standard*. The *SFI Certified Sourcing* label does not make claims about *certified forest content*. Eligible inputs that count towards the *Certified Sourcing* label includes fiber from Section 2 — *SFI 2022 Forest Management Standard*, fiber from Section 3 — *SFI 2022 Fiber Sourcing Standard*, fiber from *recycled content*, or fiber from *certified forest content*. Fiber shall never be sourced from a *controversial source*.

Primary and *Secondary producers* with a valid *SFI Chain-of-Custody* certificate may use their chain of custody procedures to account for *SFI Certified Sourcing content* and applying the *SFI Certified Sourcing label*. These organizations must obtain documentation from their suppliers that the product is sold with a *SFI Certified Sourcing* claim and is approved for the *Certified Sourcing Label*.

Printers that are certified to the *SFI 2022 Chain-of-Custody Standard* may use their chain of custody procedures to account for product that is approved for the *SFI Certified Sourcing Label* and label that product with the *SFI Certified Sourcing Label*. These *Certified Organizations* must obtain documentation from their suppliers that the product is approved for the *SFI Certified Sourcing Label*.

LABEL: SFI CERTIFIED SOURCING



OFFICIAL SFI CLAIMS

- SFI Certified Sourcing
 - SFI 100% Certified Sourcing

REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY,
SFI 2022 CERTIFIED SOURCING,
AND/OR SFI 2022 FIBER SOURCING

3.3 OTHER SFI LABEL AND CLAIM OPTIONS

3.3.1 Non-Timber Forest Products

Organizations with *SFI Chain-of-Custody* certification using physical separation for a *Non-Timber Forest Product* can use the *SFI Chain-of-Custody* label with a claim of “100% from a SFI Certified Forest.”

LABEL: NON-TIMBER FOREST PRODUCTS



OFFICIAL SFI CLAIMS

- From a supplier using Physical Separation Method**
 - SFI 100% from a Certified Forest

REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY

3.3.2 SFI Forest Management Label

Organizations with *SFI 2022* Forest Management certification without *SFI Chain-of-Custody* can apply the *100% Certified Forest Content* label.

LABEL: SFI FOREST MANAGEMENT LABEL



OFFICIAL SFI CLAIMS

100% Certified Forest Content

REQUIRED CERTIFICATION: SFI 2022 FOREST MANAGEMENT

3.4 USE OF SFI ON-PRODUCT LABELS WITH OTHER CREDIBLE CHAIN-OF-CUSTODY STANDARDS

Primary producers of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain of Custody standard can use the *SFI* label and/or pass along qualifying SFI category of origin claims to their customers provided:

- a. *primary producers* must be a *Certified Organization*;
- b. *primary producers* must be certified to all of the applicable *objectives* in Section 2 - *SFI 2022 Forest Management Standard* and/or Section 3 - *SFI 2022 Fiber Sourcing Standard*.
 - A *Certified Organization*; which owns or manages forestlands must be certified to Section 2 - *SFI 2022 Forest Management Standard*.
 - A *Certified Organization*; which only sources direct from the forest and does not manage the forestlands must be certified to Section 3 - *SFI 2022 Fiber Sourcing Standard*.
 - A *Certified Organization*; which owns or manages forestlands and sources direct from the forest must be certified to Section 2 - *SFI 2022 Forest Management Standard* and Section 3 - *SFI 2022 Fiber Sourcing Standard*.
- c. *Primary* or *secondary producers* of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain of Custody standard can use the *SFI* Labels Recognizing Global Standards label as long as the following criteria are met:
 - The *primary producer*, if outside the United States and Canada, must have a valid PEFC Chain of Custody certificate for relevant manufacturing sites located outside the United States or Canada.
 - The *secondary producer* must have a valid PEFC Chain of Custody and/or Section 4 - *SFI 2022 Chain of Custody Standard* certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.
 - Note that at least one organization in the supply chain must meet User Requirements for *SFI* Label Recognizing Global Standards to use the label on finished products and all rules for use of the *SFI* Label must be followed.

3.4.1 SFI Label Recognizing Global Standards

The *SFI* Label Recognizing Global Standards is a label that enables non-U.S. and Canadian PEFC *certified forest content* to be counted under a *SFI* Chain-of-Custody.

This label is intended for use in the U.S. and Canada and *primary producers* outside the U.S. and Canada must have valid PEFC Chain of Custody certification.

The *SFI* Label Recognizing Global Standards is similar to other *SFI Chain-of-Custody* labels. The only difference is the added line that reads: "Recognizing Global Standards."

- a. The following requirements must be met in order to use the *SFI* Label Recognizing Global Standards:
 - i. The *Primary Producer*, if outside the United States and Canada, must have a valid PEFC Chain of Custody certificate for relevant manufacturing sites located outside the United States or Canada.
 - ii. The *Secondary Producer* must have a valid PEFC Chain of Custody and/or *SFI* Chain-of-Custody certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.



- iii. The *SFI* Label Recognizing Global Standards user with central offices in the United States and Canada may use the *SFI* Label Recognizing Global Standards if they also hold relevant and valid SFI certification for their company type.
- iv. Other *organizations* in the supply chain must have either a valid PEFC Chain-of-Custody or a valid SFI Chain-of-Custody certification.
- v. A PEFC claim must be passed on and follow all PEFC requirements for communicating PEFC claims, if the label user holds a valid PEFC Chain-of-Custody certificate.
- vi. An SFI claim must be passed on and follow all SFI requirements for communicating SFI claims if the label user holds a valid *SFI 2022 Chain of Custody Standard* certificate.
- vii. All rules for use of the SFI label must be followed. This includes SFI's rule that credit claims must be communicated at 100%.
- viii. The *SFI* Label Recognizing Global Standards is intended for use on products sold in the U.S. and Canada and includes PEFC content sourced from non-U.S. and Canadian sources.
- ix. The *SFI* Label Recognizing Global Standards user must pay an annual licensing fee, complete and complete an SFI annual progress report survey and SFI Market Survey.
- x. The *organizations* applying the label must seek approval through the *SFI Office of Label Use and Licensing*.
- xi. At least one *organizations* in the supply chain must meet User Requirements for *SFI* Label Recognizing Global Standards to use the label on finished products.
- xii. *Certified Organizations* certified to SFI 2022 Section 2 (Forest Management) and/or SFI 2022 Section 3 (Fiber Sourcing) already paying *Certified Organization* fees may use the *SFI* Label Recognizing Global Standards without paying the SFI Label Recognizing Global Standards user fee as this is covered in their *Certified Organization* dues to SFI.
- xiii. *SFI Inc.* will not license any person or entity to use SFI's trademarks or labels, and SFI may revoke any license previously granted, if the proposed licensee or an Affiliate of the licensee has been found to have engaged in *illegal logging* by a government authority in the jurisdiction where the logging occurred. Refer to SFI's Policy on *Illegal Logging* for more information.

b. User Requirements for *SFI* Label Recognizing Global Standards

Requirements for non-U.S. and non-Canadian as well as U.S. and Canadian based *SFI* Label Recognizing Global Standards users depend on certification type and location.

Annual Requirements of Non-U.S. and Non-Canadian Label Users

- i. Have a valid PEFC Chain-of-Custody or SFI Chain-of-Custody certificate and provide a copy of the certificate, including a detail scope of certification if not already detailed on the PEFC Chain-of-Custody certificate to *SFI Inc.*
- ii. Be a *primary* or *secondary producer* as defined in *SFI 2022 Standards and Rules* and manufacture products for Canadian and U.S. markets.
- iii. Sign a licensing agreement for use of the *SFI* Label Recognizing Global Standards.
- iv. Document all label use through a tracking form to help understand the use of the *SFI* Label Recognizing Global Standards
- v. Complete an SFI annual progress report and market survey.
- vi. Complete an annual net sales form to determine fees for the use of the *SFI* Label Recognizing Global Standards.
- vii. Pay an annual label use fee to SFI.
- viii. Confirm the *organization* applying for use of the *SFI* Label Recognizing Global Standards is aware they cannot make claims about their forests being *SFI* certified to the *SFI 2022 Forest Management Standard* and/or they cannot make claims they are certified to the *SFI 2022 Fiber Sourcing Standard*.
- ix. *SFI Office of Label Use and Licensing* and SFI Communications Department must approve any statements the user of the *SFI* Label Recognizing Global Standards plans to make publicly about their use of this label.
- x. Receive a unique SFI label ID number from *SFI's Office of Label Use and Licensing* after successful application for the *SFI* Label Recognizing Global Standards.
- xi. Submit the completed PEFC Chain-of-Custody Auditor Checklist for *SFI* Label Recognizing Global Standards after a regularly scheduled audit.

Annual Requirements for U.S. and Canadian Label Users

- i. Hold a valid SFI Chain-of-Custody certificate.
- ii. Source from either:
 - a supplier who meets the Annual Requirements of Non-U.S. and Non-Canadian Users of the *SFI* Label Recognizing Global Standards.
 - a supplier with manufacturing sites and/or facilities outside the U.S. and Canada exporting and selling product with PEFC *certified content* claims to U.S. and Canadian *SFI* Label Recognizing Global Standards users.
- iii. If sourcing from a supplier who is not an *SFI* Label Recognizing Global Standards user, the *SFI* Label Recognizing Global Standards user must:
 - Sign a licensing agreement for use of the *SFI* Label Recognizing Global Standards.
 - Document all label use through a tracking form to help understand the use of the *SFI* Label Recognizing Global Standards

- Complete an SFI annual progress report and market survey
- Complete an annual net sales form to determine fees for the use of the *SFI Label Recognizing Global Standards*
- Pay an annual label use fee to *SFI (Primary producers with a certificate to the SFI 2022 Forest Management Standard) or the SFI 2022 Fiber Sourcing Standard are exempt from the fee).*
- Confirm the *organizations* applying for use of the *SFI Label Recognizing Global Standards* is aware they cannot make claims about their forests being certified to the *SFI 2022 Forest Management Standard* and/or they cannot make claims they are certified to the *SFI 2022 Fiber Sourcing Standard*.
- *SFI Office of Label Use and Licensing* and *SFI Communications Department* must approve any statements the user of the *SFI Label Recognizing Global Standards* plans to make publicly about their use of this label.
- Receive a unique SFI label ID number from the *SFI Office of Label Use & Licensing* after successful application for the *SFI Label Recognizing Global Standards*.

LABELS: SFI RECOGNIZING GLOBAL STANDARDS LABELS

In order to use the SFI Label Recognizing Global Standards, the supplier must communicate the category of *origin* according to SFI Chain-of-Custody and/or PEFC Chain-of-Custody requirements. Verification of involvement in or sourcing from an *SFI Label Recognizing Global Standards* member is also required.



OFFICIAL SFI CLAIMS

From a supplier using the Credit Method:

- SFI Credit
- SFI 100% as calculated under the credit method
- SFI 100% Certified Forest Content
- 100% PEFC Certified

REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY,
AND/OR PEFC CHAIN OF
CUSTODY

From a supplier using the Percent Method

- 70% – 100% PEFC Certified
- SFI 70% – 100% Certified Forest Content

NOTES:

- Other acceptable volume credit claims include SFI Volume Credit and SFI 100% as calculated under the volume credit method.



OFFICIAL CLAIMS

from a supplier using the Percent Method

- XX% PEFC Certified
- SFI XX% Certified Forest Content

REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY,
AND/OR PEFC CHAIN OF CUSTODY

OTHER CONSIDERATIONS:

- If the product contains less than 70% *certified content* the label user must transparently disclose the amount.
- The use of this label is contingent on the production batch having at least 10% *Certified Forest Content*.



OFFICIAL CLAIMS

from a supplier using the Percent Method

- XX% PEFC Certified
- SFI XX% Certified Forest Content
- XX% Recycled Content

REQUIRED CERTIFICATION:
SFI 2022 CHAIN-OF-CUSTODY,
AND/OR PEFC CHAIN OF CUSTODY

OTHER CONSIDERATIONS:

- If the product contains less than 70% *certified content* the label user must transparently disclose the amount.
- If the content contains less than SFI 10% *certified forest content*, and is not 100% *recycled content*, this label cannot be used. The use of this label is contingent on the production batch having at least 10% *certified forest content* unless the product is 100% *recycled content*.



PART 4: GENERAL RULES FOR USE OF SFI ON-PRODUCT LABELS

SFI Inc. owns the on-product labels shown in the SFI Standards and SFI Label Generator. The SFI tree/leaf design shown below is registered in the United States, Canada, Mexico, European Union, China, Japan, and South Korea.

SFI owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of these on-product labels.

Qualified *certified organizations* or with a valid certificate issued by an accredited *certification body* may use the on-product labels upon receiving authorization from the *SFI Office of Label Use and Licensing*, provided the following conditions and limitations are strictly adhered to:

- 4.1** SFI marks are registered with both the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office, and each mark must be individually accompanied by an ® to indicate that the on-product label is associated with SFI.
- 4.2** All projects with the SFI label must be sent to the *SFI Office of Label Use and Licensing* prior to press. There are no size or color restrictions on the label, but if the certified printer uses the above green/black version, the PMS color is 347C. PMS 348 may also be used.
- 4.3** The on-product label may be combined with the Program for the Endorsement of Forest Certification schemes (PEFC) on the product label, assuming the organization has a valid PEFC chain of custody certificate and meets all PEFC logo use requirements.
- 4.4** The tree/leaf design may not be displayed by itself, and must always be accompanied with either “Sustainable Forestry Initiative” or “SFI,” the claim associated with the label, the [SFI website](#), and the *Certified Organization’s* SFI label ID number.
- 4.5** The SFI label identification number must be added under the SFI website. The numbering system is as follows: SFI-00000. The *label users* unique label ID number is a license number provided by *SFI Inc.* The label ID number is a different number than the chain of custody number provided by the *certification body*.
- 4.6** For private branded products where the company has concern disclosing the relationship with the manufacturer, or if there is concern with revealing strategic competitive information about the manufacturer, *SFI Inc.* can issue a second SFI label ID number. While the second SFI label ID number would be on the product when searched in the SFI on-line database, the supplier information will read “Contact SFI Inc. for More Information on this Product (Tel: 202-596-3450).” SFI staff can confirm for the person making the enquiry that the label is legitimate based on information supplied. This second SFI label ID number will only be granted for *Certified Organizations* who produce private branded products and request a private number in order to avoid disclosing competitive information. The *certified organizations* must continue to use their originally assigned SFI label ID number for all other products they manufacture and label that do not have competitiveness concerns as described above.
- 4.7** For products where a supplier or other party in the supply chain prefers their own SFI label ID number be used instead of the number associated with the *Certified Organization* applying the label, the preferred SFI label ID number can be used. The *Certified Organization* uses their own procedures and obtains SFI label approval, as relevant.
- 4.8** The on-product labels can be used in either horizontal or vertical styles.
- 4.9** The on-product labels can be used in English, French, and Spanish, and translations are available.
- 4.10** The on-product labels may be used on products, including shrink wrap and other product packaging, that have been produced by a *primary* or *secondary producer* facility, a publisher, a retailer, or a printer that has qualified for use of the appropriate on-product labels.
- 4.11** The on-product labels may be used in product/brochures or advertising for products that qualify to use one of the on-product labels subject to the following rules:
 - a. When discussing products produced by a qualified facility, the on-product usage is restricted to either, 1) the statement, “Look for this label on (specified product)” or, 2) in a picture of a product with the label on the product.
 - b. When promoting the sale of trees or logs grown on certified land by landowners who have the land third-party certified to the *SFI 2022 Forest Management Standard*.
 - c. When referencing the products of a company with mills that do not all qualify for the certification mark, this fact must be communicated (e.g., “only some of the mills producing ‘x’ product are qualified to use the *SFI* On Product Label”).
 - d. If all the products in a product line are not certified, the label must accurately state this (e.g., “this label only applies to the cover of this publication”).

- 4.12** Publishers can work with a certified printer and do not need a separate chain-of-custody certification unless they are printing the publication. If an organization not required to obtain *SFI 2022 Chain-of-Custody* certification would like to pass on a claim or promote their participation in *SFI*, they are required to seek *SFI 2022 Chain-of-Custody* certification.
- 4.13** When selling product as *SFI Chain-of-Custody* certified, the *Certified Organization* shall provide customers with written information confirming the supplier's certified status, an official SFI claim statement and the *Certified Organization's* chain of custody number. This can be in the form of, but not limited to, an invoice, bill of lading, shipping document, letter, or other forms of communications available to the customer at the time of the sale of the product.
- 4.14** The *Certified Organization* approved to use the SFI on-product label can use either the color, black and white, or reversed style labels. Where one-color print is being used, the SFI label may be the same color as the rest of the product.

PART 5: COMMUNICATING CERTIFICATION AND CERTIFIED PRODUCT

- 5.1** The following statements can be used in combination with all *SFI* On-Product Labels and with promotional materials that may or may not include the SFI label. The [SFI website](#) can be added to any of these taglines.¹
- a. General Benefit Statements
 - i. [Certified Organization] believes healthy forests mean a healthy future for us all. That's why we use SFI-certified products.
 - ii. Thank you for supporting...
 - healthy North American forests.
 - healthy American forests.
 - healthy Canadian forests.
 - iii. We work to keep forests healthy and communities thriving.
 - iv. By choosing SFI certification, we invest in conservation research, community engagement and environmental education.
 - v. We choose SFI-certified products because a sustainable supply chain is a smart climate solution.
 - vi. By choosing SFI, [Brand name] helps achieve multiple United Nations Sustainable Development Goals ... including:
 - Goal 4, Quality Education
 - Goal 6, Clean Water and Sanitation
 - Goal 12, Responsible Production and Consumption
 - Goal 13, Climate Action
 - Goal 15, Life on Land
 - Goal 17, Partnerships for the Goals
 - vii. A growing solution to global sustainability challenges.
 - b. Conservation-Focused Statements
 - Water-Focused Statement
 - i. SFI helps protect water quality by ensuring practices that promote healthy forests and minimize erosion.
 - Climate-Focused Statements
 - i. [Certified Organization] chooses SFI-certified products as part of our journey toward [organization's climate/carbon goal].
 - ii. SFI is leading research to better understand how sustainably managed forests help us combat *climate change*.
 - c. Community-Focused Statements
 - i. SFI respects *Indigenous Peoples'* rights and traditional knowledge and promotes forest-focused collaboration to support certification.
 - ii. SFI proudly supports future forest and conservation leaders through environmental education and career development.
 - iii. SFI creates experiential learning opportunities for youth through work placements, mentorship, and environmental education.
 - d. Education-Focused Statements
 - i. SFI helps educators teach about *climate change* and sustainability (through its Project Learning Tree initiative).
 - ii. SFI reaches 14,000 educators and 3.2 million students every year with environmental education activities.
 - iii. SFI teaches students how to think, not what to think, about forests and the environment.
 - iv. SFI helps the next generation explore green jobs and prepares them to become environmental stewards.

¹ Some statements may be best suited for an SFI chain-of-custody content claim or promotional materials. Because all projects with the SFI label must be sent to the *SFI Office of Label Use and Licensing* prior to press, SFI may recommend an alternate statement based on fiber supply.



5.2 The following statements can be used in combination with SFI On-Product Labels that include SFI-certified forest content and with promotional materials that may or may not include the SFI label but are based on supply sourced from SFI-certified forest content. The SFI website can be added to any of these taglines.¹

a. General Benefit Statements

- i. [Certified Organization] values sustainably managed forests and the [clean water/wildlife habitat/climate solutions/pick your benefit] they provide.
- ii. SFI-certified forests play an important role in water conservation, healthy animal and plant populations, and climate solutions.
- iii. SFI-certified forests contribute to *local*, regional, and national conservation goals.

b. Conservation-Focused Statements

Habitat/Plant and Animal-Focused Statements

- i. [Certified Organization] chooses SFI-certified products to help conserve habitat for at-risk plant and animal species.
- ii. SFI-certified lands provide a home for hundreds of plant and animal species.
- iii. SFI conservation initiatives and sustainable forest management practices help ensure habitat for at-risk plant and animal species.
- iv. In SFI-certified forests, specific actions are taken to conserve at-risk species.
- v. SFI promotes research to help determine how forest management can reverse declining North American bird populations.

Water-Focused Statement

- i. SFI-certified forests help protect millions of acres of watersheds—which means more clean water across [North America, America, Canada].

Climate-Focused Statements

- i. SFI promotes climate-smart forestry practices.
- ii. SFI certification ensures that working forests and their products reduce the impacts of *climate change*.

Research (general)-Focused Statements

- i. SFI promotes research to better understand the benefits that sustainably managed forests provide us all.
- ii. SFI supports sustainable forests and healthy communities through grant programs, carefully targeted research, and conservation partnerships.

c. Community-Focused Statements

- i. SFI grants support forest-focused collaborations and partnerships that help to grow a world that values and benefits from sustainably managed forests.
- ii. The SFI standard's training requirements ensure that SFI-certified forests are managed using leading on the ground sustainability practices.

5.3 Usage of SFI labels and claims shall follow ISO 14020:2000.

PART 6: RULES FOR USE OF SFI OFF-PRODUCT MARKS

In addition to its on-product labels, *SFI Inc.* has off-product marks to show alignment with SFI's mission. *SFI Inc.* owns all right, title and interest in these off-product marks, and exercises legitimate control over their use.

SFI Licensed Off-Product Marks:



¹ Some statements may be best suited for an SFI chain-of-custody content claim or promotional materials. Because all projects with the SFI label must be sent to the *SFI Office of Label Use and Licensing* prior to press, SFI may recommend an alternate statement based on fiber supply.

- 6.1** Off-product marks may only be used by *Certified Organizations* in good standing whose operations have been certified by an *SFI* accredited *certification body* to be in conformance with the *SFI 2022 Forest Management*, *SFI 2022 Fiber Sourcing Standards*, and/or the *SFI 2022 Chain-of-Custody Standard* (for all or a portion of their operations). Any express or implied claim that a *Certified Organization* is in conformance with the SFI 2022 standard(s) must be substantiated by a current, valid certification by an SFI accredited *certification body*.
- 6.2** Off-product marks may be used as described in Part 8 under General Rules for *Certified Organizations*.
- 6.3** The tagline mark “Better Choices for the Planet®” may be placed beneath the off-product mark.
- 6.4** The SFI label identification number must be added under the logo mark. The numbering system is as follows: SFI-00000. The *Certified Organization’s* unique label ID number is provided by *SFI Inc.* The label ID number is a different number than the certification number provided by the *SFI* accredited *certification body*.
- 6.5** *Certified Organizations* must seek approval from the *SFI Office of Label Use and Licensing* for use of the *SFI* Off-Product Marks.
- 6.6** Any public communication by *Certified Organizations* shall be accurate and consistent with applicable laws and requirements for SFI logo use. *Certified Organizations* and label users are encouraged to consult the U.S. Federal Trade Commission’s guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada’s Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer *protection* and competition laws. Label users should consult with their legal counsel when preparing product advertising that includes an SFI on-product label or any other reference to SFI.
- Point of purchase (POP) materials should avoid environmental claims that can be tied to the product. Rather, they should explain the *Certified Organization’s* voluntary participation in a *program* for sustainable forest management. Avoid references or suggestions that SFI preserves forests.
 - Avoid promoting any specific attributes of the product(s) bearing the mark when discussing participation in SFI, other than those related to forest management.
 - Certified Organizations* can make claims about other certified processes (e.g., soy ink or alternate power sources) as long as it is clear that this is not associated with the SFI certification.

PART 7: RULES FOR USE OF SFI WORD MARKS

SFI Inc. owns all right, title and interest in the foregoing word marks and exercises legitimate control over the use of the word marks.

The purpose of these word marks is to show participation in SFI® and to promote *SFI* generally.

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

SFI Licensed Tagline Mark:

- BETTER CHOICES FOR THE PLANET®

- 7.1** Use of the word marks may only be used by *Certified Organizations* in good standing whose operations have been certified by an *SFI* accredited *certification body* to be in conformance with the *SFI 2022 SFI Forest Management Standard*, *SFI 2022 Fiber Sourcing Standard*, the *SFI 2022 Chain-of-Custody Standard*, and/or the *SFI 2022 Certified Sourcing Standard* for all or a portion of their operations. Any express or implied claim that a *Certified Organization* is in conformance with the SFI 2022 standard(s) must be substantiated by a current, valid certification by an *SFI* accredited *certification body*.
- 7.2** The ® only needs to be included the first time “Sustainable Forestry Initiative” or “SFI” word marks appears in a document, whether it is in a title or in text. If both word marks are used, the correct format is: Sustainable Forestry Initiative® (SFI), and then the first use of “SFI” also carries an ® (e.g., SFI®).
- 7.3** A word mark must be an adjective, it cannot be a noun, so when it is used in text, the word “standard” must appear after the mark. The mark should not be plural or possessive.
- 7.4** The tagline mark (Better Choices for the Planet®) can be used in association with the word marks.



- 7.5** In addition to the uses described below in Part 8, General Rules for off-product marks the word marks may be used as follows, provided the advertisement or brochure refers to the SFI website or the *Certified Organization's* website with a link to the SFI website:
- in advertisements which promote the *Certified Organization's* certification to the SFI standard(s); and
 - in sales brochures and other similar product promotional items.








7.6 *Certified Organizations* must seek approval from the *SFI Office of Label Use and Licensing* for use of the word marks.

PART 8: GENERAL RULES — FOR USE OF THE SFI OFF-PRODUCT MARKS AND WORD MARKS






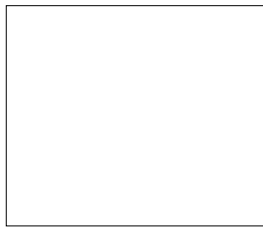




- 8.1** The off-product and word marks may be used, subject to the rules in Parts 6 and 7, and as follows:
- a. In image advertising that focuses on a summary of company accomplishments or values, on company people, on company financial results or stock performance, on company community activities, or any combination of the above. Such advertising must not promote specific products, tout product attributes, or make value propositions, although generic products may be shown.
 - b. In communications which explain and/or promote the *Sustainable Forestry Initiative* program's services and a company's use of SFI standards, both to employees and to those outside of the organization.
 - c. On business letterhead, business cards, and invoices.
 - d. In annual reports, provided there is a reference to the [SFI website](#).
 - e. On generic business signs (e.g., vehicles, forest stands, office buildings, and mill sites that are owed or held on a long-term exclusive lease). Vehicles or facilities must be under the *Certified Organization's* direct control and must prominently display the company's name. If the vehicle or facility is sold or the lease terminated, the marks must be removed before the title is transferred or the occupancy ends.
 - f. On clothing and protective gear (e.g., uniforms, shirts, and hard hats), in conjunction with, but not attached to, the company's name or off product.
 - g. On a company website with a link to the [SFI website](#).
- 8.2** If any of the marks are used in written communications, the following statement must be included in an appropriate location (e.g., bottom of the page or on the back of a brochure) "SFI marks are registered marks owned by the *Sustainable Forestry Initiative Inc.*"
- 8.3** In addition to the references to the SFI website required above, companies should consider including a reference to the SFI website in any document where an off-product or wordmark is displayed.
- 8.4** Use of the marks must comply with the Art Rules in Appendix 3, which are incorporated herein by reference, and with the following:
- a. A *label user* may use one color in the presentation of the logo marks. If you choose to use green, the PMS is 347C. PMS 348 may also be used.
 - b. The off-product mark font is Vag Rounded Light. The off-product mark may not be recreated using any other fonts or styles of these fonts. The font sizes must remain in the same proportions as the off-product mark provided in camera-ready or electronic file form.
 - c. The off-product mark may appear within a photographic image or illustration.
 - d. The off-product mark may not be combined with any other logo or image in such a way as to create a third logo or mark.
 - e. The SFI tree shield portion of the off-product mark can be used without the wordmark in certain instances such as social media, watermarks on photographs, and on design materials for a cleaner feel. Variations of the logo are never to be used on product to communicate SFI certification status, or to alter the SFI on-product label and claim.
 - f. The off-product mark must always be accompanied by the *Certified Organization's* SFI label ID number. The SFI label ID number shall be added under the mark.
- 8.5** The SFI mark is registered with the U.S. Patent and Trademark Office, in Canada, and the European Union, and must be accompanied by a ® to indicate that SFI Inc. owns it, unless otherwise authorized in these rules.
- 8.6** Any public communication by *Certified Organizations* or *label users* shall be accurate and consistent with applicable law and requirements for SFI off-product use. *Certified Organizations* and *label users* are encouraged to consult the U.S. Federal Trade Commission's guidelines on environmental claims in product advertising and communication and the guidelines on environmental labeling and advertising issued by the Fair Business Practices Branch of Industry Canada's Competition Bureau, as appropriate, and to seek additional information and direction from national accreditation bodies, national standards bodies and national, state and provincial consumer protection and competition laws. Legal counsel, as well as with the *SFI Office of Label Use and Licensing*, should be consulted during the preparation of any material that uses the marks and describes or makes claims about SFI and a *Certified Organization's* participation.




- 8.7 The *SFI Office of Label Use and Licensing* reserves the right to refuse any label use that does not align with *SFI Inc.*'s strategic objective, which is to "ensure the *SFI standard* is strong, grounded in science, progressive and based on integrity and proven through conservation collaboration resulting in wide market acceptance."
- 8.8 If *SFI Inc.* determines marks are not being used as provided in these rules, it will send a written notice specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If corrections are not made, the right to use the marks will be revoked.
- 8.9 Any observed misuse of any of these marks should be reported immediately to the *SFI Office of Label Use and Licensing*.
- 8.10 *SFI Inc.* has marketing materials available on the [members-only section](#) of the [SFI website](#). Please contact the *SFI Office of Label Use and Licensing* for access to this section.
- 8.11 Approval for *SFI* on product label use and *SFI* marks should be obtained by using the [online label approval system](#) monitored by the *SFI Office of Label Use and Licensing*.

APPENDIX 1: SFI LABELS AND CLAIMS MATRIX

SUPPLIER CERTIFICATION & METHODS		SUPPLIER CLAIM	LABEL OPTION(S)		
CREDIT METHOD	SFI COC	SFI Credit	 <p>SUSTAINABLE FORESTRY INITIATIVE Certified Chain of Custody Promoting Sustainable Forestry www.forests.org SFI-00001</p>	Recycled content included in credit	
	SFI COC	SFI 100% as calculated under the credit method.			
PERCENTAGE METHOD	SFI COC	SFI at Least X% Certified Forest Content		SFI At Least 70% - 100% Certified Forest Content and recycled	
					



SUPPLIER CERTIFICATION & METHODS	SUPPLIER CLAIM	LABEL OPTION(S)
<p>Any combination of the below X% are permissible, provided a minimum of SFI 10% Certified Forest Content or SFI 10% Recycled Content and the sum of all parts is 100%.</p>		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">PERCENTAGE METHOD (continued)</p>	SFI COC	SFI X% Certified Forest Content
		SFI X% Recycled Content
		SFI X% Pre Consumer Recycled
		SFI X% Post Consumer Recycled
		SFI X% Certified Sourcing
		
		
		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">CERTIFIED SOURCING</p>	SFI COC and/or SFI CS	SFI X% Certified Sourcing
		SFI Certified Sourcing
		
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">PHYSICAL SEPERATION</p>	SFI COC	SFI 100% from a Certified Forest
	SFI FM	SFI 100% Certified Forest Content
		
		

SUPPLIER CERTIFICATION & METHODS	SUPPLIER CLAIM	LABEL OPTION(S)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">SFI LABEL RECOGNIZING GLOBAL STANDARDS</p> <p>SFI Chain-of-Custody and/or PEFC Chain-of-Custody</p> <p>AND</p> <p>Verification of involvement in or sourcing from an SFI Label Recognizing Global Standards member is also required.</p>	<p>From a supplier using the Credit Method:</p> <ul style="list-style-type: none"> • SFI Credit • SFI 100% as calculated under the credit method • SFI 100% Certified Forest Content • 100% PEFC Certified <p>From a supplier using the Percent Method</p> <ul style="list-style-type: none"> • 70% -100% PEFC Certified • SFI 70% - 100% Certified Forest Content 	 <p>SUSTAINABLE FORESTRY INITIATIVE</p> <p>Certified Chain of Custody Promoting Sustainable Forestry Recognizing Global Standards</p> <p>www.forests.org SFI-00001</p>
	<p>Supplier using the Percent Method</p> <ul style="list-style-type: none"> • XX% PEFC Certified • SFI XX% Certified Forest Content 	 <p>SUSTAINABLE FORESTRY INITIATIVE</p> <p>Certified Chain of Custody At Least XX% Certified Forest Content Recognizing Global Standards</p> <p>www.forests.org SFI-00001</p>
	<p>From a supplier using the Percent Method</p> <ul style="list-style-type: none"> • XX% PEFC Certified • SFI XX% Certified Forest Content • XX% Recycled Content 	 <p>SUSTAINABLE FORESTRY INITIATIVE</p> <p>Certified Chain of Custody XX% Certified Forest Content XX% Recycled Content Recognizing Global Standards</p> <p>www.forests.org SFI-00001</p>



APPENDIX 2: SFI LOGO USE GUIDE

GUIDELINES FOR SFI ON-PRODUCT LABELS AND SFI OFF-PRODUCT MARKS

ABOUT THIS GUIDE

The following SFI logo use guide includes the rules and details supporting SFI on-product labels and SFI off-product marks. The proper use of logos, color, and typography ensures the SFI brand is consistent.

This document is based on SFI's Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6). For more information, refer to the standard.

All instances of SFI Off-Product Marks, SFI On-Product Label use and any statements about SFI must follow the requirements of Section 6 and are subject to review and approval by the SFI Office of Label Use and Licensing.

SFI owns all rights, titles and interest in marks discussed here, and exercises legitimate control over the use of its on-product labels. All SFI on-product labels are registered with both the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office, and each label must be individually accompanied by an ® to indicate that the on product label is associated with SFI.

SFI OFFICE OF LABEL USE AND LICENSING

The SFI Office of Label Use and Licensing provides access to and monitors all use of SFI trademarks. The Office of Label Use and Licensing evaluates and approves applications for use of all SFI On-Product Labels, establishes label-use rules and procedures set out in the Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6 in the SFI 2022 Standards and Rules), and maintains oversight of use of all SFI On-Product Labels.

INTRODUCTION

People and companies are looking for better solutions to ease pressures on the planet—practical choices that will conserve nature, combat *climate change*, and cut waste and pollution. The Sustainable Forestry Initiative standards have become the fastest growing, highly trusted solution that can support a growing need for products from the forest, as the drive to reduce carbon pollution and conserve nature intensifies.

This SFI logo use guide is designed to help all users of SFI trademarks to apply SFI statements and artwork consistently, in terms of layout and design, and in line with SFI technical requirements and branding.

SFI TRADEMARKS AND USER GROUPS

There are two categories of SFI trademarks: SFI Off-Product Marks and SFI On-Product Labels. Guidelines and requirements for all trademark use categories are included in the following pages.

SFI OFF-PRODUCT MARKS FOR PROMOTIONAL USE

SFI Off-Product Marks are used in communications promoting SFI, an organization's certification, and other instances of communicating SFI affiliation.

Examples include social media, promoting partnerships or collaborating on projects, websites, clothing and protective gear, and other communications.

WHO CAN USE THE OFF-PRODUCT MARKS

- *Certified Organizations*
- Retailers of SFI products
- Brand owners using and promoting SFI suppliers
- Users of the SFI Label Recognizing Global Standards
- Educational groups
- Conservation groups
- Other non-profit groups that wish to explain or highlight SFI
- *Certification bodies*
- Media



SFI ON-PRODUCT LABELS FOR COMMUNICATING FIBER CONTENT

SFI On-Product Labels communicate details about the wood fiber in the product. Labels are a visual cue, telling the consumer about wood fiber from certified forests, recycled material, and other responsible sources in a product.

Examples include stamped labels on lumber and printed labels on paper.

WHO CAN USE SFI ON-PRODUCT LABELS

- *Certified Organizations*
- Retailers and brand owners sourcing from SFI *Certified Organizations*
- Users of the SFI Label Recognizing Global Standards





SFI OFF-PRODUCT MARKS—RULES FOR USE

SFI Off-Product Marks are used in communications promoting SFI, an organization’s certification, and other instances of communicating SFI affiliation.

Using logos, color, and typography properly ensures the SFI brand is consistent.



PRIMARY LOGOS



Mandatory Elements

- SFI Label ID number
- Area of isolation
- Font: Vag Rounded Light
- Green: PMS 347c

Optional Elements

- Layout: Vertical/Horizontal
- Match print jobs to color jobs for consistency
- Border
- “Better Choices for the Planet” tagline



For other applications
Use the black version



On a darker or picture background
Use the reverse version

MORE PROMOTIONAL OPTIONS

The SFI tree shield portion of the off-product mark can be used without the wordmark in certain instances such as social media, watermarks on photographs, and on design materials for a cleaner feel. Variations of the logo are never to be used on product to communicate SFI certification status, or to alter the SFI on-product label and claim.

Show participation in SFI and to promote SFI generally.

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

Show participation in SFI and promote SFI together with SFI marks:

- BETTER CHOICES FOR THE PLANET®



On a white background

Size can vary, from big on a banner to small in a header/footer



On a darker or picture background
Use the reverse version



Watermark:
50% Opacity

EXAMPLES OF USE

- Advertisements
- Reports
- Academic papers
- Company training presentations
- Handouts that explain SFI or a company’s use of SFI standards
- Business letterhead
- Business cards
- Invoices
- Annual reports (provided there is a reference to the SFI website)
- Vehicles
- Signs at SFI forestlands
- Signs on office buildings
- Clothing and protective gear (e.g., uniforms, shirts, and hard hats)
- On a company website with a link to the SFI website
- Other communications promoting SFI
- Other communications promoting an organization’s certification
- Other instances communicating SFI affiliation

SFI ON-PRODUCT LABELS—RULES FOR USE

SFI on-product labels communicate details about the wood fiber in the product. Labels tell the consumer about wood fiber from certified forests, recycled material, and other responsible sources in a product.

Use of the SFI label demonstrates commitment to sustainability and contributes to sustainability related goals such as measures to help assure the continued value of forests, help safeguard water quality, *wildlife habitat* and species at risk, and contributes to the significant investments SFI makes in conservation research, education, and community engagement.

SFI products, supply chains and markets are diverse—and so are the labels. SFI's commitment to being open and transparent about the development and administration of the SFI standards extends to SFI's labeling program. SFI On Product Labels reflect SFI raw materials and certification of the supplier(s).

Only organizations with a valid SFI certificate issued by an accredited certification body may apply the on product labels upon receiving authorization from the SFI Office of Label Use and Licensing. On-product label use is audited by accredited *certification bodies* and must adhere to conditions and limitations outlined in Rules for Use of SFI On-Product Labels and Off-Product Marks (Section 6).

EXAMPLES OF SFI CHAIN-OF-CUSTODY LABEL OPTIONS



SFI CHAIN OF CUSTODY

All SFI chain-of-custody labels track fiber from certified forests managed to protect water quality, *biodiversity*, *wildlife habitat*, species at risk and *forests with exceptional conservation value*. There are different label options depending on how *certified content* is calculated.



SFI RECYCLED CONTENT

Recycled materials can be used on their own or combined with certified forest fibers. SFI *recycled content* can include both *pre-* and *post-consumer recycled material*. It is also a non controversial source that can be used in the SFI *Certified Sourcing* label.



SFI LABEL RECOGNIZING GLOBAL STANDARDS

SFI has a label that recognizes global standards like the Program for the Endorsement of Forest Certification (PEFC). This chain-of-custody label is intended for use in the U.S. and Canada. This label requires a separate application process. Contact SFI for more information.

SFI CERTIFIED SOURCING



SFI CERTIFIED SOURCING

Certified sourcing uses raw material from noncontroversial sources in the supply chain, supports logger training, *recycled content*, certified forests, and small family forest owners. This is a different label than chain-of-custody and does not make claims about *certified content*.



Mandatory Elements

- SFI Label ID number
- SFI website
- “Sustainable Forestry Initiative” or “SFI”
- The claim: “Certified Sourcing”, “Promoting Sustainable Forestry”, “X% Certified”, etc.
- The “Chain of Custody” tagline for chain of custody labels
- Area of isolation
- Font: Vag Rounded Light
- Green: PMS 347c
- Clear communication on what portion of the product the label applies to
- Recommended width: 1” for vertical labels, 1.5” for horizontal labels

Optional Elements

- Layout: Vertical/Horizontal
- Match print jobs to color jobs for consistency
- Border
- “Better Choices for the Planet” tagline
- Languages: English, French and Spanish. Others available upon request
- Recycled Mobius loop for chain of custody labels with recycled content

COMMUNICATING ABOUT CERTIFICATION AND CERTIFIED PRODUCTS

There is increasing demand for better choices for the planet. Using the SFI label is a great way to let consumers know that the product comes from a sustainable source, offering better choices for those consumers—and for the planet.

The following statements can be used in combination with SFI On-Product Labels and on promotional materials. The SFI website “forests.org” can be added to any of these statements.

This list is not exhaustive. If you would like to use other promotional text to describe SFI, contact SFI’s Office of Label Use and Licensing for more.

SAMPLE STATEMENTS FOR USE WITH ALL SFI OFF-PRODUCT MARKS AND SFI ON-PRODUCT LABELS

GENERAL BENEFIT STATEMENTS

- We work to keep forests healthy and communities thriving.
- By choosing SFI certification, we invest in conservation research, community engagement and environmental education.
- We choose SFI-certified products because a sustainable supply chain is a smart climate solution.

CONSERVATION FOCUSED STATEMENTS

- SFI helps protect water quality by ensuring practices that promote healthy forests and minimize erosion.
- [Organization] chooses SFI-certified products as part of our journey toward [organization’s climate/carbon goal].
- SFI is leading research to better understand how sustainably managed forests help us combat climate change.

COMMUNITY FOCUSED STATEMENTS

- SFI respects Indigenous Peoples’ rights and traditional knowledge and promotes forest-focused collaboration to support certification.
- SFI proudly supports future forest and conservation leaders through environmental education and career development.
- SFI creates experiential learning opportunities for youth through work placements, mentorship, and environmental education.

EDUCATION FOCUSED STATEMENTS

- SFI helps educators teach about climate change and sustainability (through its Project Learning Tree initiative).
- SFI teaches students how to think, not what to think, about forests and the environment.
- SFI helps the next generation explore green jobs and prepares them to become environmental stewards.

THESE EXAMPLES ARE ONLY A SMALL REPRESENTATION OF ALL AVAILABLE SFI LABELS. REFER TO PART 3 SFI CLAIMS AND LABELS, RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF PRODUCT MARKS (SECTION 6) FOR COMPLETE DETAILS ON AVAILABLE LABEL OPTIONS FOR CLAIMS AND CERTIFICATION TYPES.