



The Sustainable Forestry Initiative® Program

SFI Label and Claims – September 24, 2008

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Revising the SFI Label and Claims

- September 25th 2007 – SFI Board of Directors appointed a Task Group to “review the SFI labels and associated claims in an effort to facilitate SFI label use uptake, integrity, and market acceptance.”
- The volunteer Task Force was made up of label users from wood, paper and packaging sectors.

Revising the SFI Label and Claims

- September 23rd 2008 – SFI Board of Directors approved all recommendations of the SFI Label and Claims Task Group as well as the SFI Resource Committee
- Enhancements to the *SFI Requirements for Fiber Sourcing, Chain of Custody and Product Labels.*
- New SFI Labels and Claims
- Timeline for Implementation

Enhancements to the Fiber Sourcing Document

- Structure
 - SFI Chain of Custody
 - SFI Certified Fiber Sourcing
 - SFI On and Off Product Art Rules
 - Definitions

Enhancements to the Fiber Sourcing Document

- Definitions
 - Recycled Fiber – Accept only post consumer material for all labels
 - Controversial Sources – More clarity on avoiding controversial sources and syncing up definitions from the 2005 – 2009 SFI Standard.

Market Testing

- An internet survey was conducted from July 10th to July 14th among 1,013 consumers ages 18+ across the US and Canada and 219 customers.
- The primary objective of this project was to obtain feedback on 10 possible label designs; some focused on forest management claims, some on fiber sourcing and some combining both messages.
- Clear preferences in the 10 labels tested.

SFI Certified Fiber Sourcing Label



SUSTAINABLE
FORESTRY
INITIATIVE

Certified Fiber Sourcing

www.sfiprogram.org



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

SFI Chain of Custody Label



**SUSTAINABLE
FORESTRY
INITIATIVE**

Chain of Custody
Promoting Sustainable
Forest Management

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SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

SFI Combination Label



**SUSTAINABLE
FORESTRY
INITIATIVE**

Chain of Custody

X% Certified Forests,
X% Certified Fiber Sourcing
and X% Recycled Content

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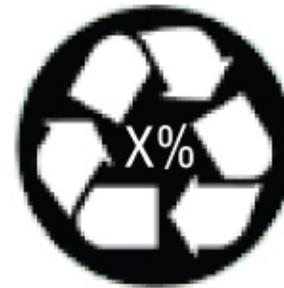
SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

SFI Labels with the Mobius Loop



SUSTAINABLE
FORESTRY
INITIATIVE



Chain of Custody

X% Certified Forests,
X% Certified Fiber Sourcing,
and X% Recycled Content

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Other Key Issues

- The SFI website is mandatory.
- Either the words “Sustainable Forestry Initiative” or “SFI” are mandatory
- The claim (i.e. Certified Fiber Sourcing, Promoting Sustainable Forest Management” or the x% taglines) is mandatory.

Other Key Issues

- When utilizing the chain of custody labels, the additional tagline “Chain of Custody” is mandatory.
- When the job isn’t 100% certified, it must be clearly communicated what portion of the job the label applies to.
- When selling the product as SFI COC certified, the SFI COC number must be added to the label wrap, invoices, bill of lading, shipping documents, or letters during sale of product to the customer.



Timing for roll-out and release

- All certified participants who qualify can use the new labels starting September 24, 2008.
- Participants must transition to the new labels by the end of 2009 or until existing labeled stock is depleted.
- If a company is unable to transition to the new labels by the end of 2009, a letter must be sent to the SFI Office of Label Use and Licensing requesting an extension.



Timing for roll-out and release

- The new Fiber Sourcing and COC Document will be posted on the SFI Inc website by October 31, 2008.
- Participants have until December 31, 2009 to be in full conformance with the new requirements.