

# SFI<sup>®</sup> Inc. Online Label Approvals

## Who Should Use This Manual

- Any organization certified to the SFI Forest Management standard, SFI Fiber Sourcing standard, and/or SFI Chain of Custody Standard, using the SFI On-Product labels or SFI Off-Product mark.
- Any organization certified to the PEFC Chain of Custody standard in the US using the PEFC On-Product labels or PEFC Off-Product mark.

## What this Manual Covers

- Requesting Label Approvals (General)-p1
- Requesting Off-Product Mark Approval-p3
- Requesting On-Product Mark Approval-p4
- Request Summary Table-p6
- SFI Inc. Labeling Guide-ANNEX I

## Before You Start

The SFI program owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of the SFI 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 the SFI program. Only SFI certified organizations may use the SFI on-product label.

All projects with the SFI label must be [submitted online](#) to the SFI Office of Label Use and Licensing prior to press. The Office of Label Use and Licensing evaluates and approves applications for use of all SFI label use. Approval for use of any SFI on-product labels will become effective upon authorization issued by the Office of Label Use and Licensing, and remains in effect for one year. SFI label graphics are available to certified companies in the Members' Section of the SFI website upon certification. Please contact SFI if you require access to the artwork.

SFI reserves the right to regularly inspect Program Participants' goods and use of any SFI marks on such goods in order to ensure strict adherence to SFI's certification standards. Failure to comply with SFI's standards shall result in an immediate loss of certification.

**If you have not yet set up your username and password, follow the steps outlined in the SFI<sup>®</sup> Inc. Online Database Account User Administration Manual.**

**Refer to Annex I in this document for more details on SFI label use.**

## Requesting Label Approval

**URL:** [www.sfiprogram.org/sfidatabase/login](http://www.sfiprogram.org/sfidatabase/login)

**Step 1:** Enter Username and Password to log in

[Go to SFI Home Page](#)    [Search SFI Database](#)

Username:

Password:

**LOGIN**

Rachel Dierolf created successfully. Please use new user to login.

[Request Subscription Code...](#)

This section of the SFI Certification Database should be used for the following actions:

- Submitting SFI and PEFC US logo use approvals by SFI and PEFC US certificate holders
- Updating SFI certified product information
- Entering annual progress report data by SFI Program Participants and SIC representatives
- Submitting certificate details by Certification Bodies

If you do not have a Username and Password for the SFI Certification Database, please request a subscription code and SFI will contact you within 24 hours of your email.

Please contact [Rachel Dierolf](#) at SFI if you have any questions.

## Step 2: Select 'Submit Request for SFI Logo Use'



### SFI Company Users

Welcome to the Internal SFI Certification Database. Select one of the options below to enter or revise information in the SFI database.

- [Submit Request for SFI Logo Use](#)
- [Submit SFI Certified Product Information](#)

To request assistance or if you have any questions, please [email](#) us.

## Step 3: Select 'Add New Request' to initiate label use request



### Logo Approval Requests

Company:  
testcompany

Request Summary

Sort by FileName

There are currently no logo requests for that company.

Add New Request

## Requesting Off-Product Mark Approval

The following information is required for approvals on promotional/off-product material:

- Image proof of label use (Note: acceptable formats are pdf, jpg, gif and tiff. File size limit is 10 MB);
- General description of product (e.g. promotional brochure advertising your recent certification, use of the promotional mark on a website, etc);
- Main Audience where the labeled product will be printed/distributed;
- Check your SFI Label ID number;
- Enter any email addresses of people that should receive any correspondence on the logo approval request;
- Submit your request (Note: If you wish to save your request and visit at a later date, select 'Save' instead of 'Submit').



### Request Logo Approval

**Upload Artwork Image:** Upload proof of label use. Accepted file formats: pdf, jpg, gif and tiff. File size limit - 10 MB.

Please be patient. Your file may take a few moments to upload.

**GENERAL DETAILS**

**Product Description \*** (e.g. pamphlet, book, lumber, website approval, etc):

**Main Audience \***

United States  
 Canada  
 North America  
 UK  
 Europe  
 Asia  
 Other

Enter your SFI Label ID Number:

Enter any email addresses in addition to the email address associated with your log-in account that should receive label approval correspondence (separate addresses with semi-colons):

Applying for: \*  On Product Label Use  Off Product Label Use

NOTE: If applying for Off Product Label Use, please go directly to 'Save' button at the bottom of this page.

Save your request to edit at a later date  
 Submit your final request for approval

Any questions? Please don't hesitate to [contact us](#)

Need to download labels? Visit the [Member's Section on the SFI website](#)

## Requesting On-Product Label Approval

The following information is required for on product label use approvals:

- Browse to select and upload image with proof of label use (acceptable formats are pdf, jpg, gif and tiff. File size limit is 10 MB);
- General description of product (e.g. promotional brochure advertising your recent certification, use of the promotional mark on a website, etc);
- Selection of main audience where the labeled product will be printed/distributed;
- Check SFI Label ID number;
- Enter any email addresses of people that should receive any correspondence on the logo approval request;
- Select 'Applying for On Product Label Use'
- Select the applicable product category;
- Enter the company name of your product supplier;
- Enter the certificate number of your product supplier;
- Select label type for approval;
- If SFI Chain of Custody, select physical separation, Volume Credit or Average % label type;
- Select option to whether the paper manufacturer is the same for the entire job (for example, cover stock is certified, text stock is not would mean selecting 'No')
- If the paper supplier is not the same for the entire job, enter what part uses SFI label approved stock and tagline.
- Enter any additional comments that you wish to communicate to SFI relating to the label approval request;
- Submit your request (Note: If you wish to save your request and visit at a later date, select 'Save' instead of 'Submit').

# SFI<sup>®</sup> Inc. Online Label Approvals

Applying for: \*  On Product Label Use  Off Product Label Use

NOTE: If applying for Off Product Label Use, please go directly to 'Save' button at the bottom of this page.

## ON PRODUCT USE DETAILS

Please select the applicable product category \*

### Product Category: Print, Paper & Packaging

- Book
- Catalog
- Brochure/Flyer
- Directory
- Magazine
- Retail Insert
- Office Supplies
- Envelopes
- Newsprint
- Household & Sanitary Paper
- Paperboard & Packaging
- Labels
- Other

### Product Category: Wood

- Composite Product
- Construction Product
- Logs
- Lumber
- Pallets
- Wood Packaging
- Finished Product
- Exterior Product
- Other

Your Supplier Information: Paper, Packaging or Wood Manufacturer (i.e. company name) \*

Your Supplier Information: Certificate number of Paper, Packaging or Wood Manufacturer \*

Label Type for Approval: \*  SFI Chain of Custody  SFI Certified Sourcing  PEFC Chain of Custody

If SFI Chain of Custody:  Physical Separation  Promoting Sustainable Forestry (Volume Credit)  X% Label (Average %)

Is the paper manufacturer the same for the entire job (e.g. book cover stock is SFI, text stock is not)? \*  Yes  No

If not, what part is using SFI label approved stock (include your tagline under the label clarifying what part is certified)?

Additional Comments to SFI (e.g. Paper Brand Name, specify if second set of details following, blanket approval request, suggestions, etc):

Save your request to edit at a later date  
Submit your final request for approval

# SFI<sup>®</sup> Inc. Online Label Approvals

## Request Summary Table

Once a request for label approval has been submitted, request details will be included in a summary table. Companies can name uploaded image files according to their own system and sort alphabetically. Add new label use requests directly from this table.

The secure subscription process for usernames and passwords means that companies can only view their own label request data.

Go to SFI Home Page   Search SFI Database   Organization   Progress Report Data   Admin   [Return to Submit Data](#)

**Logo Approval Requests**

Company:

Request Summary [Sort by FileName](#)

Request ID Details	Submitted Date	Status	Approved/Denied Date	Submit	FileName
<a href="#">2</a>	May 02, 2011	Pending		<a href="#">Submit</a>	<a href="#">Guide ENG.pdf</a>
<a href="#">1</a>	May 02, 2011	Pending		<a href="#">Submit</a>	<a href="#">Smith Litho SFI CoC.pdf</a>

[Add New Request](#)

**Submissions will receive an email from SFI on label approval or a request for additional clarification /revisions within 24 hours of submitting. The summary table will also include the date the job was approved.**

### Contact SFI

Sustainable Forestry Initiative Inc.  
900 17th Street, NW, Suite 700  
Washington, DC 20006  
Phone: 202-596-3450

Online Reporting:  
[www.sfiprogram.org/sfidatabase/login/](http://www.sfiprogram.org/sfidatabase/login/)

More info: [www.sfiprogram.org](http://www.sfiprogram.org)

### Office of Label Use & Licensing Staff

Jason Metnick  
SFI Senior Director, Market Access and Product Labeling  
602-374-6539, [jason.metnick@sfiprogram.org](mailto:jason.metnick@sfiprogram.org)

Rachel Dierolf  
SFI Manager of Statistics and Labeling  
PEFC US Governing Body Secretary  
613-274-0124, [rachel.dierolf@sfiprogram.org](mailto:rachel.dierolf@sfiprogram.org)

### References

[SFI Requirements: Section 2— SFI 2010-2014 Standard](#)  
[SFI Requirements: Section 3 - SFI Chain-of-Custody Standard](#)  
[SFI Requirements: Sections 4 – Rules for Use of On-Product Labels](#)  
[Requirements: Sections 5 – Rules for Use of Off-Product Marks](#)  
[SFI Label ID Numbers](#)



# SFI® Inc. Label Guide

## Before You Start

### What this Guide will cover

- Before You Start— p1
- SFI On-Product Labels — p1
- SFI On-Product Art Rules — p2
- SFI Off-Product Marks — p3
- SFI Off-Product Art Rules— p3
- Additional Messages—p4
- SFI Label ID Number— p5
- Label Violations— p5
- References & Contacts— p5

The Sustainable Forestry Initiative® (SFI®) label tells consumers they are buying wood and paper products from responsible sources, backed by a rigorous, third-party certification audit. The SFI program makes sure its label use meets guidelines on environmental claims in product advertising and communication issues by national agencies such as the U.S. Federal Trade Commission and the Competition Bureau of Canada. To protect the integrity of SFI certification, it is vital that all organizations follow strict rules when using SFI labels and off-product markets.

The SFI program 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 must be individually accompanied by an ® to indicate that the on-product label is associated with the SFI program. Only SFI-certified organizations may use the SFI on-product label.

All projects with the SFI label must be [submitted online](#) to the SFI Office of Label Use and Licensing so it can be evaluated and approved before the document goes to press. Approval for use of any SFI on-product labels becomes effective once the Office of Label Use and Licensing issues authorization, and remains in effect for one year. SFI label graphics are available to certified companies in the Members' Section of the SFI website upon certification. Please [contact SFI](#) for access to the artwork.

SFI Inc. reserves the right to regularly inspect Program Participants' goods to ensure the use of any SFI marks strictly adhere to SFI certification standards. Failure to comply with these standards shall result in an immediate loss of certification.

## SFI On-Product Labels

The SFI label can be used by any certified Program Participant, label licensee, secondary manufacturer, publisher, printer, retailer or distributor who has obtained a license to use the label; met *Section 4 – Rules For Use Of SFI On-Product Labels* or *Section 3 – SFI Chain-of-Custody Standard*; and obtained approval from the SFI Office of Label Use and Licensing to use the SFI on-product label for at least one product or manufacturing unit. The type of certification the organization has and the fiber source for a specific job always determines which on-product label can be used. Suppliers must document the categories of origin of raw materials in communications between the organization and the customer. Refer to the [SFI Chain-of-Custody Standard](#) for more information.

### SFI Chain-of-Custody Labels

#### Average Percentage Method

Labels with the X% may be used by any chain-of-custody certified organization that uses the average percentage method to calculate certified forest content and has at least 10% certified forest content. The SFI-certified organization must communicate the actual percentage of certified forest content on the label. For example, if 30% of its fiber supply comes from certified forests, the organization must state 30% on the label using one of the two labels depicted here.

#### Volume Credit

This label may be used by any SFI chain-of-custody certified organization that uses the volume credit methods to calculate certified content. The volume credit method allows an organization to label only the percentage of output corresponding to the percentage of certified forest content used in the manufacturing process. For example, if the organization uses 30% certified forest content in its manufacturing facility over the course of a year, it can use the volume credit method to label 30% of that year's output with the SFI "Promoting Sustainable Forestry" label.



### SFI Certified Sourcing Label

This label may be used by any SFI-certified organization that sources paper or wood from a supplier that conforms to Objectives 8-20 of *Section 2 - SFI 2010-2014 Standard* (fiber sourcing requirements), or is certified to *Section 4 – Rules for Use of SFI On-Product Labels* (certified sourcing label use requirements). The SFI certified sourcing label does not make claims about certified forest content. It tells buyers the fiber in a product meets unique SFI certified sourcing requirements. Certified sourcing is defined as raw material sourced from the following sources as confirmed by an independent certification body:

- Fiber that conforms with Objectives 8-20 of *Section 2 - SFI 2010-2014 Standard* (fiber sourcing requirements);
- Pre-Consumer Recycled Content;
- Post-Consumer Recycled Content;
- Certified forest content; and/or
- Non-controversial sources.



## SFI On-Product Art Rules

### Mandatory Label Elements

- The SFI website.
- The words "Sustainable Forestry Initiative" or the acronym "SFI" .
- The claim (i.e. "Certified Sourcing," "Promoting Sustainable Forestry" or the x% taglines).
- When using the chain-of-custody labels, the additional tagline "Chain of Custody".
- The Label ID number.
- When all wood fiber components of a product are not certified , the label must clearly communicate what portion of the product the label applies to (e.g. this label only applies to the cover stock).
- When selling the product as SFI chain-of-custody certified, the SFI chain-of-custody number and the actual certified forest content must be communicated to the customer at the time of sale. Communication methods include, but are not limited to, invoices, bills of lading, shipping documents, or letters.

### Size & Color

- There is a 1" minimum recommendation for the Vertical Mark and 1 ½" minimum recommendation for the Horizontal Mark. If modifications are required, please contact the SFI Office of Label Use & Licensing.
- Always match print jobs to color swatches to maintain consistency.
- Use Web-safe specs for PowerPoint presentations and website graphics.

### Combinations

- The SFI on-product label may be combined with the Program for the Endorsement of Forest Certification (PEFC) on-product label as long as the organization can supply evidence it conforms to the PEFC Chain-of-Custody Standard and is approved to use the PEFC label.
- The recycled Mobius loop may only be used within the SFI label when the organization is certified to the SFI Chain-of-Custody Standard and Associated Labels (sections 3 and 4 of the standard requirements), and can only be used to describe post-consumer recycled.

### Layout

- The on-product SFI labels can be used in either horizontal or vertical styles.
- SFI labels can be used in English, French and Spanish, and translations are available on the Members' Area of the SFI website.
- To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks.
- The border is optional.

#### **Did you know?**

Labels are available in EPS, TIF, and JPG formats for download from the [Members' Area of the SFI website](#). If you require a password, contact The Office of Label Use and Licensing.

#### **Did you know?**

The SFI program has news release templates as part of its updated promotional kit to communicate your certification. These tailored news releases are available on the [SFI website](#).

#### **Did you know?**

You can access at any time all the label use requests you have submitted online.

#### **Did you know?**

SFI Inc. is committed to approving your label use within 24 hours, provided it is a business day.

## SFI Off-Product Marks

Off-product logo marks may **only** be used by Program Participants in good standing whose operations have been **certified** by an SFI certification body to be in conformance with the *SFI 2010-2014 Standard, Section 4 – Rules For Use Of SFI On-Product Label* and/or *Section 3 – SFI Chain-of-Custody Standard* for all or a portion of their operations. Off-product claims and marks make a statement about an organization’s certification achievement – they do not make claims about product certification. Specifically, they can be used for:

- image advertising that summarizes the organization’s accomplishments or values;
- communications explaining and/or promoting the SFI program and the organization’s participation in the SFI program, internally and externally;
- business letterhead, business cards, and invoices to communicate the organization is SFI certified;
- annual reports, provided there is a reference to the SFI program website ([www.sfiprogram.org](http://www.sfiprogram.org));
- generic business signs;
- clothing and protective gear in conjunction with, but not attached to, the organization’s name or logo; or
- an organization website with a link to the SFI website ([www.sfiprogram.org](http://www.sfiprogram.org)).

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) “(specify marks used) are registered marks owned by Sustainable Forestry Initiative Inc.”

If all of an organization’s facilities or operations are not SFI certified, there must be a disclaimer specifying which operations are SFI certified. As with on-product labels, off-product marks must also be approved by the SFI Office of Label Use and Licensing. There are horizontal and vertical layouts available for off-product marks.



## SFI Off-Product Art Rules

### Mandatory Label Elements

- The words “Sustainable Forestry Initiative” .
- The Label ID number.

### Size & Color

- There is a 1” minimum recommendation for the Vertical Mark and 1 ½” minimum recommendation for the horizontal mark. For modifications, please contact the SFI Office of Label Use and Licensing.
- If the green/black version is used, the PMS color is 348.
- Always match print jobs to color swatches to maintain consistency.
- Use Web-safe specs for PowerPoint presentations and website graphics.

### Combinations

- The mark may be combined with the Program for the Endorsement of Forest Certification (PEFC) promotional label as long as the organization can supply evidence it confirms to the PEFC Chain-of-Custody Standard and is approved to use the PEFC label.

### Layout

- Off-product SFI marks can be used in either horizontal or vertical styles.
- SFI labels can be used in English, French and Spanish, and translations are available on the Members’ Area of the SFI website.
- To maintain clean, uncluttered layouts and to maximize the impact and recognition of the marks, always maintain an area of isolation all around the marks.
- The border is optional.

## Additional Messages Accompanying SFI Labels

Any public communication by SFI Program Participants and label users shall be accurate and consistent with applicable laws in addition to SFI label use requirements. Program Participants and label users are encouraged to consult guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and guidelines on environmental labels 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.

### SFI Office of Label Use and Licensing can provide suggestions consistent with:

- ISO 14020
- The U.S. Federal Trade Commission's *Green Guides*
- The Canadian Competition Bureau's *Environmental claims: A guide for industry and advertisers*
- TerraChoice *Sins of Greenwashing*
- The United Kingdom's Department for Environment, Food and Rural Affairs' *Green Claims Guidance*

### Statements to Avoid

Unless there is qualifying language to articulate the additional claim, SFI may deny label use if the following environmental claims are made on products bearing the SFI label:

- Environmentally friendly
- Eco-safe
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Degradable
- Biodegradable
- Compostable
- Recyclable

### Approved claims for use with the SFI Forest Management Standard and certified primary producers

- SFI's strict requirements give us confidence that our products come from responsible sources.
- We are proud to be part of a growing community of landowners, conservation groups and responsible companies all working towards improving forest management.
- Through our SFI certification, we help our customers source responsible forest products.
- We are proud to be part of a certification program whose participants have contributed over \$1 billion in research.
- We're excited to work with SFI, a program supported by conservation groups across North America.
- We promote responsible forest management and so do our customers.
- SFI means good things for you and our forests.
- With SFI certification, we proudly support North American communities.
- The Sustainable Forestry Initiative® program promotes sustainable forest management.
- The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.
- The Sustainable Forestry Initiative® program promotes responsible forest management.
- By supporting the SFI program, (*organization name*) is helping to strengthen forest practices in North America and promote responsible sourcing globally.

### Approved claims for use with SFI Chain-of-Custody Certification

- With SFI chain-of-custody certification, (*organization name*) is meeting the growing demand from governments, customers and consumers for forest products from responsible sources.
- By using the SFI label, (*organization name*) is telling customers you care about forest management, and are prepared to meet their high standards.
- The Sustainable Forestry Initiative® program promotes sustainable forest management.
- The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.
- The Sustainable Forestry Initiative® program promotes responsible forest management.
- By supporting the SFI program, (*organization name*) is helping to strengthen forest practices in North America and promote responsible sourcing globally.

### Approved claims for use with SFI Certified Sourcing (Secondary and Primary Manufacturers) Certification

- The SFI certified sourcing label is proof (*organization name*) is using fiber from responsible and legal sources.
- This demonstrates (*organization name's*) support for improved forestry practices and strong communities across North America.

### Approved claims for all SFI certified companies

- Non-profit SFI is a comprehensive, independent certification program that works with environmental, social and industry partners to improve forest practices in North America and fiber sourcing worldwide. More than <180 million acres/73 million hectares> are certified to the SFI forest management standard in North America – making it the largest single forest standard in the world. It is based on 14 core principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and Forests with Exceptional Conservation Value.
- SFI Inc. is an independent 501(c)(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program ([www.sfiprogram.org](http://www.sfiprogram.org)). Across North America, more than <180 million acres/73 million hectares> are certified to the SFI forest management standard, making it the largest single forest standard in the world. SFI chain-of-custody certification tells buyers the percentage of <fiber/fibre> from certified forests, certified sourcing and/or post-consumer recycled content. The SFI program's unique <fiber/fibre> sourcing requirements promote responsible forest management on all suppliers' lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.

## SFI Label ID Number

SFI On-Product Labels and Off-Product Marks require the Label ID Number



### Placement, Font & Color

The SFI label ID number is placed underneath the references to the SFI program website. Use the color and size that works best for your organization. The font of the labels should be Vag Rounded Light or Univers 57 Condensed.

### Label ID Number

SFI worked with key stakeholders to develop a simple, clear and transparent numbering system. Please contact the SFI Office of Label Use and Licensing to identify your organization's unique SFI label ID number. Your organization has only one number, and it must be used for all on-product labels and/or off-product marks.

## Label Violations

- Do not modify or alter marks.
- Do not violate area of isolation with text or other graphics.
- Do not create a pattern with mark graphics.
- Do not alter the positioning of mark graphics.
- Do not alter the positioning of mark graphics or re-position, recrop, break apart or otherwise alter marks in any way.
- The mark may not be recreated using any fonts or styles other than the Vag Rounded Light or Univers 57 Condensed for the "claim" and web-site. The font size remains in the same proportions as the mark provided in the electronic file form.



### Contact SFI

Sustainable Forestry Initiative Inc.  
900 17th Street, NW, Suite 700  
Washington, DC 20006  
Phone: 202-596-3450

Online Reporting:  
[www.sfiprogram.org/sfidatabase/login/](http://www.sfiprogram.org/sfidatabase/login/)  
More info: [www.sfiprogram.org](http://www.sfiprogram.org)

### Office of Label Use & Licensing Staff

Jason Metnick  
SFI Senior Director, Market Access and Product Labeling  
602-374-6539, [jason.metnick@sfiprogram.org](mailto:jason.metnick@sfiprogram.org)

Rachel Dierolf  
SFI Manager of Statistics and Labeling  
PEFC US Governing Body Secretary  
613-274-0124, [rachel.dierolf@sfiprogram.org](mailto:rachel.dierolf@sfiprogram.org)

### References

[SFI Requirements: Section 2— SFI 2010-2014 Standard](#)  
[SFI Requirements: Section 3 - SFI Chain-of-Custody Standard](#)  
[SFI Requirements: Sections 4 – Rules for Use of On-Product Labels](#)  
[Requirements: Sections 5 – Rules for Use of Off-Product Marks](#)  
[SFI Label ID Numbers](#)