

## Key Messages

These messages are for you to use when speaking to your customers or stakeholders about your participation or involvement in the SFI program. They can be used in your communications materials, sales and marketing tools or even during conversation. For additional messages relating to the SFI 2010-2014 Standard, the Certified Sourcing Standard, and the Chain of Custody Standard, please see the press release template files.

- 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.