

**SECTION 4.**  
RULES FOR USE OF SFI  
ON-PRODUCT LABELS



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SUSTAINABLE  
FORESTRY  
INITIATIVE

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# RULES FOR USE OF SFI ON-PRODUCT LABELS

## PREFACE

*SFI Inc.* is an independent, non-profit, charitable organization dedicated to promoting sustainable forest management in North America and supporting responsible procurement globally. The SFI Board is a three chamber Board of Directors representing environmental, social and economic interests equally, and the program addresses local needs through its grassroots network of 37 SFI Implementation Committees across North America. *SFI Inc.* directs all elements of the *SFI* program including the SFI forest standard, chain-of-custody certification, *fiber sourcing* requirements, labeling and marketing.

Consumers in growing numbers want assurance that their buying decisions represent a sound environmental choice. They are asking for proof that wood, paper and packaging products are made with raw materials from *certified forest content* and *certified sourcing*. The Rules for Use of SFI On-Product Labels as well as the SFI Chain-of-Custody Standard deliver a reliable and credible mechanism so businesses can provide this assurance to their customers.

The *SFI* program meets guidelines on environmental claims in product advertising and communication issued by the U.S. Federal Trade Commission and guidelines on environmental labeling and advertising issued by the Competition Bureau of Canada.

Studies have shown that consumers appreciate the value of forest certification in helping them identify wood and paper products from legal, responsible sources. A 2008 survey by GfK Roper Public Affairs & Media and the Yale School of Forestry and Environmental Studies found that North American consumers believe it is important or essential to have eco-labels that describe the environmental impacts caused by the manufacture, use and disposal of products. Of 10 ecolabels tested in the United States, the SFI label had the highest familiarity rating of any forest certification program.

The fact that the *SFI* program can deliver a steady supply of fiber from well-managed forests is especially important at a time when there is increasing demand for green building and responsible paper purchasing, and only 10 percent of the world's forests are certified. The American Consumer Council says it supports the good work of the *SFI* program, and applauds the positive and progressive actions it is taking. A poll by TerraChoice Environmental Marketing found that procurement specialists included the SFI label on a list of the top 10 eco-labels they relied on frequently to make buying decisions.



# RULES FOR USE OF SFI ON-PRODUCT LABELS

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## RULES FOR USE OF SFI CERTIFIED SOURCING LABEL

### 1. SCOPE AND PURPOSE

**1.1 Scope:** This section describes the requirements for *certified Program Participants* and *secondary producers* in the United States or Canada seeking use of the SFI Certified Sourcing on-product label. *Primary* or *secondary producers* with operations outside of the United States and Canada should refer to section 4 of this document.

**1.2 Purpose:** The purpose of this section is to describe the requirements *certified Program Participants* and *secondary producers* must meet in order to use the SFI on-product label.

**1.3 Label:** The following label applies to this section.



### 2. NORMATIVE AND INFORMATIVE REFERENCES

**2.1 Normative:** The following normative SFI standards are referenced in this document and can be found on the *SFI Inc.* website at [www.sfiprogram.org](http://www.sfiprogram.org):

- i. Section 2 - *SFI 2010-2014 Standard*
- ii. Section 4 – Rules for use of SFI On-Product Labels
- iii. Section 5 – Rules for use of SFI Off-Product Marks
- iv. Section 13 – SFI Definitions

**2.2 Informative:** The following informative SFI standards are referenced in this document and can be found on the *SFI Inc.* website at [www.sfiprogram.org](http://www.sfiprogram.org):

- i. Section 3 – SFI Chain-of-Custody Standard
- ii. Section 9 – SFI 2010-2014 Audit Procedures and Auditor Qualifications and Accreditation

### 3. CERTIFIED SOURCING LABEL

**3.1 Primary producers** are manufacturing units that produce forest products (wood, paper, pulp, or composite products) and source 50% or more (by weight) of their wood-based raw materials directly from *primary sources*. They must account for 100% of their *primary sources* as coming from *certified sourcing*.

If a *primary producer* sources from company-owned or company-controlled lands enrolled in the *SFI* program, those lands must be third-party certified to the SFI 2010-2014 Standard.

**3.2 Secondary producers** are manufacturing units that produce forest products and source 50% or more (by weight) of their wood-based raw materials from *secondary sources*. They must account for at least two-thirds ( $\frac{2}{3}$ ) (by weight) of the wood or wood fiber in the product(s) or manufacturing unit as coming from *certified sourcing*. The other one-third ( $\frac{1}{3}$ ) cannot come from *controversial sources*.

**3.3** The label cannot be used if offshore raw material comes from *controversial sources* so adequate measures are needed to ensure certified products do not include fiber from *controversial sources*.

**3.4** Calculation of percentage for use of the Certified Sourcing Label is as follows:

**3.4.1 Primary producers** shall demonstrate conformance with the requirements of 3.1 at all times, which means 100% *certified sourcing* for every production batch.

**3.4.1.1** If less than 5% (by weight) of a manufacturing unit's raw material supply comes from *secondary sources*, these sources are considered de minimis and no certification of this portion is required if all is from U.S. or Canadian sources.

**3.4.2 Secondary producers** shall specify how they will meet the requirements of 3.2 to conform to the two-thirds rule. They may base the calculation on a production batch or time period (which cannot exceed one quarter). The percentage may be calculated as:

- Rolling Average Percentage — The percentage calculated for wood fiber consumed during, for example, the previous four quarters or 12 months. The period over which the rolling average is calculated shall not exceed one year.
- Simple Percentage — The percentage calculated for wood fiber consumed in the specific production batch.

**3.4.3** In all cases, the organization must demonstrate that the requirements of 3.1 and/or 3.2 are met before the label can be used in relation to a specific production batch or time period.

#### 4. ORGANIZATIONS OUTSIDE THE UNITED STATES AND CANADA

**4.1** A *primary producer* or *secondary producer* outside the United States and Canada must successfully complete an annual audit by an accredited *SFI certification body* against the requirements of *Section 4 — Rules For Use Of SFI On-Product Labels* document.

**4.2** A *primary producer* outside the United States and Canada must account for 100% of its *primary sources* as coming from *certified sourcing*.

**4.3** A *secondary producer* outside the United States and Canada must account for at least two-thirds ( $\frac{2}{3}$ ) (by weight) of the wood or wood fiber in the product(s) or manufacturing unit as coming from *certified sourcing*. The other one-third ( $\frac{1}{3}$ ) cannot come from *controversial sources*.

#### 5. CERTIFIED SOURCING

*Certified sourcing*: is defined as raw material sourced from the following sources confirmed by a *certification body*:

**5.1** Fiber that conforms with objectives 8-20 of Section 2 — SFI 2010-2014 Standard's *fiber sourcing* requirements.

**5.2** *Pre-Consumer Recycled Content*: Material diverted from the waste stream during a manufacturing process. It does not include materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process.

Any claims about *pre-consumer recycled content* by *Program Participants* or *label users* shall be accurate and consistent with applicable law. *Program Participants* 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.

**5.3** *Post-Consumer Recycled Content*: Material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product, which can no longer be used for its intended purpose.

Any claims about *post-consumer recycled content* by *Program Participants* and *label users* shall be accurate and consistent with applicable law. *Program Participants* 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.

**5.4** *Certified forest content*, which includes content from specific forest tracts that are third-party certified to conform with the SFI 2010-2014 Standard's forest land management requirements (Objectives 1-7 and 14-20) or other acceptable forest management standards (e.g. CAN/CSA-Z809 and ATFS).

**5.5** *Non-controversial sources*: If the raw material is sourced from outside of the United States and Canada, the organization shall establish adequate measures to ensure that the labeled products do not come from *controversial sources*. See Section 3, 3.6 and Section 4, 6.1 on the process to avoid *controversial sources*. Up to one third of the supply for *secondary producers* can come from *non-controversial sources* for use of the certified sourcing label; the other two-thirds must come from the sources defined under the *certified sourcing* definition— fiber that conforms with objectives 8-20 of Section 2, *pre consumer fiber*, *post consumer fiber*, and/or *certified forest content*.

#### 6. SOURCING FROM OUTSIDE THE UNITED STATES AND CANADA

##### 6.1 Process to Avoid Controversial Sources

When sourcing from outside the United States and Canada, the organization shall establish adequate measures to ensure that the certified products do not include raw material from *controversial sources*. Use of *controversial sources* is not allowed in SFI labeled products. The organization shall:

**6.1.1** Require a signed self-declaration that the supplied raw material does not originate from *controversial sources*. If it has signed contracts with its suppliers, it shall include such a declaration in the contracts.

**6.1.2** Evaluate the potential risk of procuring raw material from *controversial sources* and establish a program to check a sample of self-declarations by

suppliers, using second- or third-party verification. Note: The potential risk evaluation carried out by the organization should be based on the regional/ country level.

- 6.1.3 Ensure procurement from areas outside the United States and Canada promote the *conservation of biodiversity hotspots* and *high-biodiversity wilderness areas*.
- 6.1.4 Develop a process with direct suppliers to promote the principles of sustainable forestry.
- 6.1.5 Ensure it knows whether direct suppliers are applying the principles of sustainable forestry.
- 6.1.6 Have a process in place to assess the risk of fiber from countries without effective social laws addressing the following:
  - workers' health and safety;
  - fair labor practices;
  - indigenous peoples' rights;
  - antidiscrimination and anti-harassment measures;
  - prevailing wages; and
  - workers' right to organize.
- 6.1.7 Program to address any significant risk identified under 6.1.6
- 6.1.8 See Section 7 of the SFI requirements document for *SFI Inc.'s Policy on Illegal Logging*.

## 7. APPLICATION REQUIREMENTS

**7.1** *Primary producers* must annually submit to the *Office of Label Use and Licensing*:

1. A copy of their *Certified Sourcing* certificate issued to *Primary Producers* certified to Section 2 – SFI 2010-2014 *Fiber Sourcing* Objectives 8-20, and a copy of their annual audit report issued by an *SFI certification body* that clearly identifies the specific forestlands and/or manufacturing units covered under the scope of the certificate.
2. Evidence of a successful completion of their most recent surveillance audit to the *SFI 2010-2014 Standard*.
3. A list of the manufacturing unit(s) and product(s) for which the SFI Certified Sourcing Label use approval is sought.

**7.2** *Secondary producers* must annually submit to the *Office of Label Use and Licensing*:

1. A copy of their *Certified Sourcing* certificate issued to *Secondary Producers* certified to Section 4 – SFI Certified Sourcing Label Use Requirements issued by an accredited *SFI certification body*.
2. A list of the manufacturing unit(s) and product(s) for which the SFI Certified Sourcing Label use approval is sought.

**7.3** *Primary* or *secondary producers* outside the United States and Canada must annually submit to the *Office of Label Use and Licensing*:

1. A copy of their *Certified Sourcing* certificate issued to *Secondary Producers* certified to Section 4 - SFI Certified Sourcing Label Use Requirements issued by an accredited *SFI certification body*.
2. A list of the manufacturing unit(s) and product(s) for which the SFI Certified Sourcing Label use approval is sought.

## 8. OFFICE OF LABEL USE AND LICENSING

**8.1** 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 SFI Off-Product Marks (Sections 4 and 5 of the SFI requirements document), and shall maintain oversight of use of all SFI on-product labels.

**8.2** 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, unless terminated pursuant to the terms set out in the SFI Label Agreement.

**8.3** 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.

**8.4** Applicants 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 SFI Off-Product Marks (Sections 4 and 5 of the SFI requirements document).

**8.5** 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 4 – Rules For Use Of SFI On-Product Labels*. All interpretations will be posted at [www.sfiprogram.org](http://www.sfiprogram.org).

#### **9. OTHER CONDITIONS PERTINENT TO *PRIMARY AND SECONDARY PRODUCERS***

**9.1** A *secondary producer* may use the Certified Sourcing Label on products from a single manufacturing unit as long as the specific supply for that product(s) or for that manufacturing unit meets all the content requirements set out in this document.

**9.2** A *label user* may not use the *SFI* program label on any products from manufacturing unit(s) for which it has not obtained approval from the *Office of Label Use and Licensing*.

**9.3** The SFI on-product label is to be used for specific product(s) or manufacturing unit(s), and must be certified and approved as such.

## RULES FOR USE OF SFI CHAIN-OF-CUSTODY ON-PRODUCT LABELS

### 1. SFI-CERTIFIED FOREST CONTENT LABELS

The *SFI* program has three chain of custody labels, each showing that some or all of the product's fiber content comes from forests that are third-party certified to the SFI forest management standard or other *acceptable forest management standards* such as, the Canadian Standards Association (CAN /CSA-Z809) and/or the American Tree Farm System (ATFS).

#### 1.1 Chain of Custody Label for Volume Credit Method Label

This label may be used by any chain-of-custody certified company that uses the volume credit chain-of-custody method.



#### 1.2 Chain of Custody Labels for Average Percentage Method

These two labels may be used by any chain-of-custody certified company that uses the average percentage chain-of-custody method.



#### 1.3 Chain-of-Custody Labels with Mobius Loop

Either of the chain of custody labels above can include a Mobius loop stating the percentage of *post-consumer recycled content* in the product, as illustrated below.



## GENERAL RULES FOR USE OF SFI ON-PRODUCT LABELS

*SFI Inc.* owns the on-product labels shown in Appendix 2. All SFI marks are registered in the United States, Canada, European Union, China, Japan and South Korea.

The *SFI* program owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of these marks.

Upon receiving written authorization from the *SFI* program, qualified organizations or companies may use the certification marks provided the following conditions and limitations are strictly adhered to:

1. All SFI labels 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 the *SFI* program.
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 348.
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 met all requirements under PEFC's Annex 4 and Annex 5.
4. 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), and can only be used to describe *post-consumer recycled content* as described in SFI Definitions (Section 13 of the SFI requirements document).
5. 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, and the SFI website ([www.sfiprogram.org](http://www.sfiprogram.org)).
6. The SFI label identification number must be added under the SFI program website. The numbering system is as follows: SFI-0000. The *label users* unique label ID

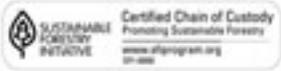
- number is provided by SFI Inc. The label ID number is a different number than the chain of custody number provided by the *certification body*.
7. The on-product labels can be used in either horizontal or vertical styles.
  8. The on-product labels can be used in English, French and Spanish, and translations are available.
  9. Any public communication by *Program Participants* and *label users* shall be accurate and consistent with applicable law and requirements for SFI logo use. *Program Participants* 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.
  10. The marks may be used on products, including shrink wrap and other product packaging, that have been produced by a primary or secondary producing facility, a publisher, a retailer, or a printer that has qualified for use of the appropriate mark pursuant to the criteria set out in SFI Section 3 and/or SFI Section 4 of the SFI requirements document.
  11. The marks may be used in product/brochures or advertising for products that qualify to use one of the on-product marks 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 mark on (specified product)" or, 2) in a picture of a product with the mark 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 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").
    - e. 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.
    - f. Use of the average percentage labels is contingent on the production batch having at least 10% *certified forest content*.
    - g. When using the X% Chain of Custody label, the claims can be switched in order so "X% Certified Sourcing" or X% Post Consumer Recycled" is first. Furthermore, label users can add the words, "At Least" in front of the X% Certified Forest Content" claim.
    - h. Printers that are certified to the *SFI* Chain-of-Custody Standard and Associated Labels (Section 3 in the *SFI* requirements document) may use their chain-of-custody procedures to account for product that is approved for the Certified Sourcing Label, and label that product with the Certified Sourcing Label. These organizations must obtain documentation from their suppliers that the product is approved for the Certified Sourcing Label.
    - i. Publishers can work with a certified printer and do not need a separate chain-of-custody certification unless they are actually printing the publication.
  12. Any public communication by *Program Participants* and *label users* shall be accurate and consistent with applicable laws and requirements for SFI logo use. *Program Participants* 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 the *SFI* program.
- a. Point of purchase (POP) materials should avoid environmental claims that can be tied to the product. Rather, they should explain the *SFI Program Participant's* voluntary participation in a program for sustainable forest management. Avoid references or suggestions that the *SFI* program preserves forests.
  - b. Avoid promoting any specific attributes of the product(s) bearing the mark when discussing participation in the *SFI* program, other than those related to forest management.
  - c. 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.
13. A *certified Program Participant* may refer to its conformance to the SFI Standard and its third-party certification in company promotional advertising, annual reports or other documents generally describing the company and its operations. However, if all company facilities and/or acreage/hectares have not been certified, then the reference must be accurate as to the number of facilities and/or acreage/hectares that have been certified.
  14. *Label users* that are not *certified Program Participants* may refer to the fact that they have one or more facilities certified to the SFI chain-of-custody or *Fiber sourcing* certifications in promotional advertising, annual reports or other documents generally describing the company and its operations. However, unless all company facilities have been certified, the reference must be accurate as to the number of facilities.
  15. All advertising material must be sent to the SFI program's *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.
  16. The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the Certification Marks from time to time.
  17. 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 *Section 4 – Rules For Use Of SFI On-Product Labels*, 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.
  18. *Label users* who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.
  19. When selling product as SFI chain-of-custody certified, the SFI chain-of-custody number must be added to one of the following documents: the label wrap, invoices, bill of lading, shipping documents, or letters during sale of product to the customer.
  20. When using the SFI chain-of-custody X% content labels, the following rules must be taken into consideration:
    - i. The X% content label must equal all parts to 100%.
    - ii. If a specific attribute does not apply (e.g. *post-consumer recycled content*), the company must remove that tagline from the label.
    - iii. If a company wishes to make a 100% *certified sourcing* claim, the certified sourcing label must be used.
    - iv. The 100% *certified forest content* claim can be made only when the physical separation method has been used throughout the chain of custody process.
  21. The 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.

22. The size of the label can be determined by the certified company approved to use the SFI label.
23. If the label is being used on a small product (e.g. pencils) and the claim may not be legible, a company may apply to the SFI *Office of Label Use and Licensing* for additional exceptions on applying the SFI on-product label.
24. The following taglines can be used in combination with SFI on-product labels and with promotional materials that may or may not include the SFI label. The SFI website ([www.sfiprogram.org](http://www.sfiprogram.org)) can be added to any of these taglines.
  - i. The Sustainable Forestry Initiative® program promotes sustainable forest management.
  - ii. The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.
  - iii. This product is from a renewable, responsibly managed forest.
  - iv. The independent Sustainable Forestry Initiative® program is a North American standard committed to sustainable forest management.
  - v. The independent Sustainable Forestry Initiative® program is a non-profit charitable organization committed to the sustainable management of North American forests.
25. The following geographic taglines can be used in combination with the SFI on-product labels and with promotional materials that may or may not include the SFI label. A *certified Program Participant, primary* or *secondary producer* can only use these taglines if they successfully demonstrated to the *SFI certification body* conducting the SFI Section 3 chain of custody audit that they have tracked the sources of their supply, and that the wood fiber is sourced in North America in a manner consistent with the geographic tagline suggested. If a company sources any of its raw materials outside of North American, these claims can only be used if physical separation is employed. A 5% de minimis is acceptable.
  - i. This wood is from a responsibly managed [North American/U.S./Canadian] forest.
  - ii. The fiber in this paper/packaging product is from a responsibly managed [North American/U.S./Canadian] forest.
  - iii. The fiber in this product meets the requirements of the independent Sustainable Forestry Initiative® program, delivering assurance that it comes from a responsibly managed [North American/U.S./Canadian] forest.
26. The *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."

## APPENDIX 1: SFI PROGRAM CERTIFICATION MARK (ON-PRODUCT) – ART RULES

(Only the Promoting Sustainable Forest Management label is depicted below for illustrative purposes)

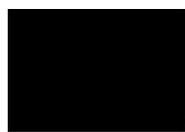
	Vertical Mark 1" minimum width for mark ←→	Horizontal Mark 1½" minimum width for mark ←→
<p><b>4-color Mark</b> Use CMYK color palette specs whenever four-color printing is available.</p>	 <p><i>4-color Mark (CMYK)</i></p>	
<p><b>2-color Mark</b> Use PMS 348 CVC and black when PMS color is available.</p>	 <p><i>2-color Mark (PMS 348)</i></p>	
<p><b>1-color Mark</b> Use B&amp;W version of the marks when printing in black and white.</p>	 <p><i>1-color Mark (B&amp;W)</i></p>	
<p><b>Web-Safe Mark</b> Use jpeg or tiff for all website applications and PowerPoint presentations.</p>	 <p><i>Web-Safe Mark (jpg &amp; tif)</i></p>	
<p><b>Reverse Mark</b> Use reverse version of the marks when applying them to dark backgrounds or over dark photographic images.</p>	 <p><i>Reverse Mark</i></p>	

### Color Palette

The primary color palette consists of PMS 348 CVC and Black.

Always match print jobs to color swatches to maintain consistency.

Use Web-safe specs for PowerPoint presentations and website graphics.



**SFI Black**  
100% black

**Web-Safe**  
R0 G0 B0



**PMS**  
348 CVC



**CMYK**  
C 94.12%  
M 22.74%  
Y 80.78%  
K 8.63%



**Web-Safe**  
R12 G68 B3E

### Area of Isolation

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 as shown.

*Note: marks may appear within a photographic image or illustration given that an area of isolation is maintained as noted.*



### Mark Violations

- To maintain consistency, 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 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 website. The font size remains in the same proportions as the mark provided in the electronic file form.
- The tree/leaf design may not be displayed by itself, but must always be accompanied with the words “Sustainable Forestry Initiative” or “SFI”, the “claim” and the website [www.sfiprogram.org](http://www.sfiprogram.org).
- The SFI Label ID number must be added under the SFI program website.



Please consult with legal counsel, as well as the *SFI Office of Label Use & Licensing*, during preparation of all materials that include these marks. All uses of the marks should be sent to SFI for review prior to using. In the event a *Label User* should observe misuse of any of these marks, *Label User* shall immediately report such improper use.

## APPENDIX 2: SFI ON-PRODUCT LABELS

## PRODUCT LABELLING GUIDE — VERTICAL LABEL ARTWORK OPT #1

FOLDER:

SFI\_Labels\_Vertical

SUB FOLDER:

SFI\_Labels\_VC

(VC: Vertical, Color)



SFI\_CS\_A\_VC.ai  
SFI\_CS\_A\_VC.tif  
SFI\_CS\_A\_VC.jpg



SFI\_COC2\_A\_VC.ai  
SFI\_COC2\_A\_VC.tif  
SFI\_COC2\_A\_VC.jpg



SFI\_COC2\_B\_VC.ai  
SFI\_COC2\_B\_VC.tif  
SFI\_COC2\_B\_VC.jpg



SFI\_COCX2\_A\_VC.ai  
SFI\_COCX2\_A\_VC.tif  
SFI\_COCX2\_A\_VC.jpg



SFI\_COCX2\_B\_VC.ai  
SFI\_COCX2\_B\_VC.tif  
SFI\_COCX2\_B\_VC.jpg



SFI\_COCaIX\_A\_VC.ai  
SFI\_COCaIX\_A\_VC.tif  
SFI\_COCaIX\_A\_VC.jpg



SFI\_COCaIX\_B\_VC.ai  
SFI\_COCaIX\_B\_VC.tif  
SFI\_COCaIX\_B\_VC.jpg

SUB FOLDER:

SFI\_Labels\_VBW

(VBW: Vertical, Black &amp; White)



SFI\_CS\_A\_VBW.ai  
SFI\_CS\_A\_VBW.tif  
SFI\_CS\_A\_VBW.jpg



SFI\_COC2\_A\_VBW.ai  
SFI\_COC2\_A\_VBW.tif  
SFI\_COC2\_A\_VBW.jpg



SFI\_COC2\_B\_VBW.ai  
SFI\_COC2\_B\_VBW.tif  
SFI\_COC2\_B\_VBW.jpg



SFI\_COCX2\_A\_VBW.ai  
SFI\_COCX2\_A\_VBW.tif  
SFI\_COCX2\_A\_VBW.jpg



SFI\_COCX2\_B\_VBW.ai  
SFI\_COCX2\_B\_VBW.tif  
SFI\_COCX2\_B\_VBW.jpg



SFI\_COCaIX\_A\_VBW.ai  
SFI\_COCaIX\_A\_VBW.tif  
SFI\_COCaIX\_A\_VBW.jpg



SFI\_COCaIX\_B\_VBW.ai  
SFI\_COCaIX\_B\_VBW.tif  
SFI\_COCaIX\_B\_VBW.jpg

## PRODUCT LABELLING GUIDE — VERTICAL LABEL ARTWORK OPT #1 • CONTINUED

FOLDER:

**SFI\_Labels\_Vertical**

SUB FOLDER:

**SFI\_Labels\_VR**

(VR: Vertical, Reversed)



SFI\_CS\_A\_VR.ai  
SFI\_CS\_A\_VR.tif  
SFI\_CS\_A\_VR.jpg



SFI\_COC2\_A\_VR.ai  
SFI\_COC2\_A\_VR.tif  
SFI\_COC2\_A\_VR.jpg



SFI\_COC2\_B\_VR.ai  
SFI\_COC2\_B\_VR.tif  
SFI\_COC2\_B\_VR.jpg



SFI\_COCX2\_A\_VR.ai  
SFI\_COCX2\_A\_VR.tif  
SFI\_COCX2\_A\_VR.jpg



SFI\_COCX2\_B\_VR.ai  
SFI\_COCX2\_B\_VR.tif  
SFI\_COCX2\_B\_VR.jpg



SFI\_COCaIX\_A\_VR.ai  
SFI\_COCaIX\_A\_VR.tif  
SFI\_COCaIX\_A\_VR.jpg



SFI\_COCaIX\_B\_VR.ai  
SFI\_COCaIX\_B\_VR.tif  
SFI\_COCaIX\_B\_VR.jpg

## PRODUCT LABELLING GUIDE — HORIZONTAL LABEL ARTWORK OPT #1

FOLDER:

## SFI\_Labels\_Horizontal

SUB FOLDER:

## SFI\_Labels\_HC

(HC: Horizontal, Color)



SFI\_CS\_A\_HC.ai  
SFI\_CS\_A\_HC.tif  
SFI\_CS\_A\_HC.jpg



SFI\_COC2\_A\_HC.ai  
SFI\_COC2\_A\_HC.tif  
SFI\_COC2\_A\_HC.jpg



SFI\_COC2\_B\_HC.ai  
SFI\_COC2\_B\_HC.tif  
SFI\_COC2\_B\_HC.jpg



SFI\_COCX2\_A\_HC.ai  
SFI\_COCX2\_A\_HC.tif  
SFI\_COCX2\_A\_HC.jpg



SFI\_COCX2\_B\_HC.ai  
SFI\_COCX2\_B\_HC.tif  
SFI\_COCX2\_B\_HC.jpg



SFI\_COCaIX\_A\_HC.ai  
SFI\_COCaIX\_A\_HC.tif  
SFI\_COCaIX\_A\_HC.jpg



SFI\_COCaIX\_B\_HC.ai  
SFI\_COCaIX\_B\_HC.tif  
SFI\_COCaIX\_B\_HC.jpg

SUB FOLDER:

## SFI\_Labels\_HBW

(HBW: Horizontal, Black &amp; White)



SFI\_CS\_A\_HBW.ai  
SFI\_CS\_A\_HBW.tif  
SFI\_CS\_A\_HBW.jpg



SFI\_COC2\_A\_HBW.ai  
SFI\_COC2\_A\_HBW.tif  
SFI\_COC2\_A\_HBW.jpg



SFI\_COC2\_B\_HBW.ai  
SFI\_COC2\_B\_HBW.tif  
SFI\_COC2\_B\_HBW.jpg



SFI\_COCX2\_A\_HBW.ai  
SFI\_COCX2\_A\_HBW.tif  
SFI\_COCX2\_A\_HBW.jpg



SFI\_COCX2\_B\_HBW.ai  
SFI\_COCX2\_B\_HBW.tif  
SFI\_COCX2\_B\_HBW.jpg



SFI\_COCaIX\_A\_HBW.ai  
SFI\_COCaIX\_A\_HBW.tif  
SFI\_COCaIX\_A\_HBW.jpg



SFI\_COCaIX\_B\_HBW.ai  
SFI\_COCaIX\_B\_HBW.tif  
SFI\_COCaIX\_B\_HBW.jpg

SUB FOLDER:

## SFI\_Labels\_HR

(HR: Horizontal, Reversed)



SFI\_CS\_A\_HR.ai  
SFI\_CS\_A\_HR.tif  
SFI\_CS\_A\_HR.jpg



SFI\_COC2\_A\_HR.ai  
SFI\_COC2\_A\_HR.tif  
SFI\_COC2\_A\_HR.jpg



SFI\_COC2\_B\_HR.ai  
SFI\_COC2\_B\_HR.tif  
SFI\_COC2\_B\_HR.jpg



SFI\_COCX2\_A\_HR.ai  
SFI\_COCX2\_A\_HR.tif  
SFI\_COCX2\_A\_HR.jpg



SFI\_COCX2\_B\_HR.ai  
SFI\_COCX2\_B\_HR.tif  
SFI\_COCX2\_B\_HR.jpg



SFI\_COCaIX\_A\_HR.ai  
SFI\_COCaIX\_A\_HR.tif  
SFI\_COCaIX\_A\_HR.jpg



SFI\_COCaIX\_B\_HR.ai  
SFI\_COCaIX\_B\_HR.tif  
SFI\_COCaIX\_B\_HR.jpg

## PRODUCT LABELLING GUIDE — VERTICAL LABEL ARTWORK OPT #2

FOLDER:

SF12\_Labels\_Vertical

SUB FOLDER:

SF12\_Labels\_VC

(VC: Vertical, Color)



SF12\_CS\_A\_VC.ai  
 SF12\_CS\_A\_VC.tif  
 SF12\_CS\_A\_VC.jpg



SF12\_COC2\_A\_VC.ai  
 SF12\_COC2\_A\_VC.tif  
 SF12\_COC2\_A\_VC.jpg



SF12\_COC2\_B\_VC.ai  
 SF12\_COC2\_B\_VC.tif  
 SF12\_COC2\_B\_VC.jpg



SF12\_COCX2\_A\_VC.ai  
 SF12\_COCX2\_A\_VC.tif  
 SF12\_COCX2\_A\_VC.jpg



SF12\_COCX2\_B\_VC.ai  
 SF12\_COCX2\_B\_VC.tif  
 SF12\_COCX2\_B\_VC.jpg



SF12\_COCaIX\_A\_VC.ai  
 SF12\_COCaIX\_A\_VC.tif  
 SF12\_COCaIX\_A\_VC.jpg



SF12\_COCaIX\_B\_VC.ai  
 SF12\_COCaIX\_B\_VC.tif  
 SF12\_COCaIX\_B\_VC.jpg

SUB FOLDER:

SF12\_Labels\_VBW

(VBW: Vertical, Black &amp; White)



SF12\_CS\_A\_VBW.ai  
 SF12\_CS\_A\_VBW.tif  
 SF12\_CS\_A\_VBW.jpg



SF12\_COC2\_A\_VBW.ai  
 SF12\_COC2\_A\_VBW.tif  
 SF12\_COC2\_A\_VBW.jpg



SF12\_COC2\_B\_VBW.ai  
 SF12\_COC2\_B\_VBW.tif  
 SF12\_COC2\_B\_VBW.jpg



SF12\_COCX2\_A\_VBW.ai  
 SF12\_COCX2\_A\_VBW.tif  
 SF12\_COCX2\_A\_VBW.jpg



SF12\_COCX2\_B\_VBW.ai  
 SF12\_COCX2\_B\_VBW.tif  
 SF12\_COCX2\_B\_VBW.jpg



SF12\_COCaIX\_A\_VBW.ai  
 SF12\_COCaIX\_A\_VBW.tif  
 SF12\_COCaIX\_A\_VBW.jpg



SF12\_COCaIX\_B\_VBW.ai  
 SF12\_COCaIX\_B\_VBW.tif  
 SF12\_COCaIX\_B\_VBW.jpg

## PRODUCT LABELLING GUIDE — VERTICAL LABEL ARTWORK OPT #2 • CONTINUED

FOLDER:

**SFI2\_Labels\_Vertical**

SUB FOLDER:

**SFI2\_Labels\_VR**

(VR: Vertical, Reversed)



SFI2\_CS\_A\_VR.ai  
SFI2\_CS\_A\_VR.tif  
SFI2\_CS\_A\_VR.jpg



SFI2\_COC2\_A\_VR.ai  
SFI2\_COC2\_A\_VR.tif  
SFI2\_COC2\_A\_VR.jpg



SFI2\_COC2\_B\_VR.ai  
SFI2\_COC2\_B\_VR.tif  
SFI2\_COC2\_B\_VR.jpg



SFI2\_COCX2\_A\_VR.ai  
SFI2\_COCX2\_A\_VR.tif  
SFI2\_COCX2\_A\_VR.jpg



SFI2\_COCX2\_B\_VR.ai  
SFI2\_COCX2\_B\_VR.tif  
SFI2\_COCX2\_B\_VR.jpg



SFI2\_COCaX\_A\_VR.ai  
SFI2\_COCaX\_A\_VR.tif  
SFI2\_COCaX\_A\_VR.jpg



SFI2\_COCaX\_B\_VR.ai  
SFI2\_COCaX\_B\_VR.tif  
SFI2\_COCaX\_B\_VR.jpg

## PRODUCT LABELLING GUIDE — HORIZONTAL LABEL ARTWORK OPT #2

FOLDER:

## SFI2\_Labels\_Horizontal

SUB FOLDER:

## SFI2\_Labels\_HC

(HC: Horizontal, Color)



SFI2\_CS\_A\_HC.ai  
SFI2\_CS\_A\_HC.tif  
SFI2\_CS\_A\_HC.jpg



SFI2\_COC2\_A\_HC.ai  
SFI2\_COC2\_A\_HC.tif  
SFI2\_COC2\_A\_HC.jpg



SFI2\_COC2\_B\_HC.ai  
SFI2\_COC2\_B\_HC.tif  
SFI2\_COC2\_B\_HC.jpg



SFI2\_COCX2\_A\_HC.ai  
SFI2\_COCX2\_A\_HC.tif  
SFI2\_COCX2\_A\_HC.jpg



SFI2\_COCX2\_B\_HC.ai  
SFI2\_COCX2\_B\_HC.tif  
SFI2\_COCX2\_B\_HC.jpg



SFI2\_COCaIX\_A\_HC.ai  
SFI2\_COCaIX\_A\_HC.tif  
SFI2\_COCaIX\_A\_HC.jpg



SFI2\_COCaIX\_B\_HC.ai  
SFI2\_COCaIX\_B\_HC.tif  
SFI2\_COCaIX\_B\_HC.jpg

SUB FOLDER:

## SFI2\_Labels\_HBW

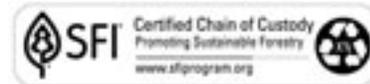
(HBW: Horizontal, Black &amp; White)



SFI2\_CS\_A\_HBW.ai  
SFI2\_CS\_A\_HBW.tif  
SFI2\_CS\_A\_HBW.jpg



SFI2\_COC2\_A\_HBW.ai  
SFI2\_COC2\_A\_HBW.tif  
SFI2\_COC2\_A\_HBW.jpg



SFI2\_COC2\_B\_HBW.ai  
SFI2\_COC2\_B\_HBW.tif  
SFI2\_COC2\_B\_HBW.jpg



SFI2\_COCX2\_A\_HBW.ai  
SFI2\_COCX2\_A\_HBW.tif  
SFI2\_COCX2\_A\_HBW.jpg



SFI2\_COCX2\_B\_HBW.ai  
SFI2\_COCX2\_B\_HBW.tif  
SFI2\_COCX2\_B\_HBW.jpg



SFI2\_COCaIX\_A\_HBW.ai  
SFI2\_COCaIX\_A\_HBW.tif  
SFI2\_COCaIX\_A\_HBW.jpg



SFI2\_COCaIX\_B\_HBW.ai  
SFI2\_COCaIX\_B\_HBW.tif  
SFI2\_COCaIX\_B\_HBW.jpg

SUB FOLDER:

## SFI2\_Labels\_HR

(HR: Horizontal, Reversed)



SFI2\_CS\_A\_HR.ai  
SFI2\_CS\_A\_HR.tif  
SFI2\_CS\_A\_HR.jpg



SFI2\_COC2\_A\_HR.ai  
SFI2\_COC2\_A\_HR.tif  
SFI2\_COC2\_A\_HR.jpg



SFI2\_COC2\_B\_HR.ai  
SFI2\_COC2\_B\_HR.tif  
SFI2\_COC2\_B\_HR.jpg



SFI2\_COCX2\_A\_HR.ai  
SFI2\_COCX2\_A\_HR.tif  
SFI2\_COCX2\_A\_HR.jpg



SFI2\_COCX2\_B\_HR.ai  
SFI2\_COCX2\_B\_HR.tif  
SFI2\_COCX2\_B\_HR.jpg



SFI2\_COCaIX\_A\_HR.ai  
SFI2\_COCaIX\_A\_HR.tif  
SFI2\_COCaIX\_A\_HR.jpg



SFI2\_COCaIX\_B\_HR.ai  
SFI2\_COCaIX\_B\_HR.tif  
SFI2\_COCaIX\_B\_HR.jpg