



**SFI Section 4. ~~Rules for Use of~~ SFI On-Product
Label Use Rules
~~January 6, 2014~~ April 1, 2014**

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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 ~~35~~⁷ *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 eco-labels 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 Certified Sourcing* Label

Part 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 (page 5).

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.



Part 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:

- i. Section 2 - *SFI 2015~~0~~-2019~~4~~ Standard*
- ~~ii. Section 4 – *SFI On-Product Label Use Rules*~~ *Rules for Use of SFI On-Product Labels*
- ~~iii.~~ ii. Section 5 – *Rules for Use of SFI Off-Product Labels*
- ~~iv.~~ iii. 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:

- i. Section 3 – *SFI Chain-of-Custody Standard*
- ii. Section 9 – *SFI 2015~~0~~-2019~~4~~ Audit Procedures and Auditor Qualifications and Accreditation*

Part 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 20150-20194 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.

[3.4.4 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.](#)

[3.4.5 The sourcing requirement may be met either at the product line or manufacturing unit level.](#)

Part 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*.

Part 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 ~~98-210~~ of Section 2 - SFI 201~~50~~-201~~94~~ 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 *Certified Program Participants* or *label users* shall be accurate and consistent with applicable law. *Certified 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 *Certified Program Participants* and *label users* shall be accurate and consistent with applicable law. *Certified 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 2015-2019 Standard's forest land management requirements (Objectives 1-87 and 154-210) or other acceptable forest management standards (e.g. CAN/CSA-Z809 and ATFS).

5.5 SFI Certified Sourcing Claim:

SFI Certified Sourcing (Fiber that conforms with Objective 9-21 of Section 2, and/or from *pre-consumer recycled content*, and/or from *post-consumer recycled content*, and/or from an *acceptable forest management standard*).

5.6 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 98-210 of Section 2, and/or pre consumer recycled content fiber, and/or post consumer recycled content fiber, and/or from an acceptable forest management standard: certified forest content.

Part 6. Process to Avoid Controversial Sources **~~Sourcing From Outside the United States and Canada~~**

6.1 ~~Process to Avoid~~ Avoidance of Controversial Sources

When raw materials are supplied without a SFI chain of custody claim and valid certificate or other credible chain of custody standard claim and valid certificate 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. Controversial sources include forest activities which are not in compliance with applicable state, provincial or federal laws, particularly as they may relate to:

- conversion sources
- legally required protection of threatened and endangered species,
- requirements of CITES (The Convention on International Trade in Endangered Species of Wild Fauna and Flora)
- legally required management of areas with designated high environmental and cultural values,
- labor regulations relating to forest workers,
- indigenous peoples' property, tenure and use rights

Fiber sourced from illegal logging and fiber sourced from areas without effective social laws are also 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.~~

Note: ~~Conversion sources cannot be included when calculating certified forest content.~~

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.

Comment [GM1]: This entire section will be revised to align with the CoC due diligence system.

Comment [GM2]: Conversion sources added as per revised defn of *controversial sources*.

Comment [GM3]: Note deleted as per discussion by CoC & FS task groups that its inclusion was confusing.

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 [6.1.2](#) and [6.1.6](#)
- 6.1.8** See Section 7 in the *SFI* requirements document for *SFI Inc.*'s Policy on Illegal Logging.

Part 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 2015~~0~~-2019~~4~~ *Fiber Sourcing* Objectives 98-21~~0~~, 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 2015~~0~~-2019~~4~~ 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*:

Comment [GM4]: CoC task group recommends adding core elements of CoC to certified sourcing requirements for 2nd producers for use **OR** making COC mandatory for 2nd producer for use of CS.

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.

Part 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 in the *SFI* requirements document), and shall maintain oversight of use of all *SFI* on-product labels.

8.2 [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*.](#)

8.3 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.

8.4 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.

8.5 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 in the *SFI* requirements document).

8.6 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.

~~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

Comment [GM5]: Based off of RC and BoD potential decision to move Fiber Sourcing into standalone standard Part 9 and Part 10 could be moved to Section 5 Off Product Label Use.

Part 9.1. 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).

Primary manufacturers of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain of Custody standard can use the SFI label as long as the following criteria are met:

- a) the primary manufacturer must be an SFI program participant;
- b) the primary manufacturer must be certified to all of the applicable objectives in the SFI 2015-2019 Standard.
- c) a company who owns or manages forestlands must be certified to objectives 1-8; 15-21.
- d) a company who only sources direct from the forest but does not manage the forestlands must be certified to objectives 9-21.
- e) a company who owns or manages forestlands and sources direct from the forest must be certified to all of the applicable objectives for Objectives 1-21.

9.1.1 Chain of Custody Label for Volume Credit Method Label

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



9.1.2 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.



9.3 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.



Part 10. 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:

10.1 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.

[10.2](#) 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.

[10.3](#) 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.

[10.4](#) 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) in the *SFI* requirements document.

[10.5](#) 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).

[10.6](#) The SFI label identification number must be added under the SFI program website. The numbering system is as follows: SFI-00000. 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*.

[10.7](#) 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 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.

10.8 The on-product labels can be used in either horizontal or vertical styles.

[10.9](#) The on-product labels can be used in English, French and Spanish, and translations are available.

[10.10](#) Any public communication by *Certified Program Participants* and *label users* shall be accurate and consistent with applicable law and requirements for *SFI* logo use. *Certified 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.

[10.11](#) 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 in the *SFI* requirements document.

[10.12](#) 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").

[10.13](#) 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.

[10.14](#) Use of the average percentage labels is contingent on the production batch having at least 10% *certified forest content*. [If the level of certified content is less than 10%, a claim can be made stating this percentage, but label usage is prohibited.](#) ~~*Making a claim if the certified content*~~

[10.15](#) When using the X% Chain of Custody label, the claims can be switched in order so "X% Certified Sourcing" or "~~X% Post-Consumer~~ Recycled Content" is first. Furthermore, label users can add the words, "At Least" in front of the X% Certified Forest Content" claim.

[10.16](#) Label Users can substitute the word "Recycled Content" on the labels and replace it with *pre-consumer recycled* and/or *post-consumer recycled*.

[10.17](#) 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.

[10.18](#) Publishers can work with a certified printer and do not need a separate chain-of-custody certification unless they are actually printing the publication.

~~[10.19](#)~~ ~~09-~~ Any public communication by *Certified Program Participants* and *label users* shall be accurate and consistent with applicable laws and requirements for *SFI* logo use. *Certified 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 Certified 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.

~~[10.20](#)~~ 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.

~~[10.21](#)~~ *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.

~~13~~[10.22](#)- 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.

~~14~~[10.23](#)- The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the Certification Marks from time to time.

~~15~~[10.24](#)- 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.

~~16~~[10.25](#)- *Label users* who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.

~~17~~[10.26](#)- 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.

~~18~~[10.27](#)- 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.

[10.28](#) 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.

[10.29](#) The size of the label can be determined by the certified company approved to use the *SFI* label.

[10.30](#) 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.

[10.31](#) 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) can be added to any of these taglines.

- a. The Sustainable Forestry Initiative® program promotes sustainable forest management.
- b. The Sustainable Forestry Initiative® program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soils, and water.
- c. This product is from a renewable, responsibly managed forest.
- d. The independent Sustainable Forestry Initiative® program is a North American standard committed to sustainable forest management.
- e. The independent Sustainable Forestry Initiative® program is a non-profit charitable organization committed to the sustainable management of North American forests.

[10.32](#) 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 America, 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.

[10.33](#) 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."