



**Rules for Use of *SFI On-Product Labels and Off-Product Marks***  
**(Section 65)**

**November 14, 2020**

## **Preface** Table of Contents

PART 1:	RULES FOR USE OF <i>SFI</i> ON-PRODUCT LABELS _____	<del>43</del> <sup>2</sup>
PART 2:	OFFICE OF LABEL USE AND LICENSING _____	<del>63</del>
PART 3:	SFI CLAIMS AND LABELS _____	<del>95</del>
PART 4:	GENERAL RULES FOR USE OF <i>SFI</i> ON-PRODUCT LABELS _____	<del>221</del> <sup>514</sup>
PART 5:	COMMUNICATING CERTIFICATION AND CERTIFIED PRODUCT _____	<del>251</del> <sup>716</sup>
PART 6:	RULES FOR USE OF SFI OFF-PRODUCT MARKS _____	<del>29</del> <sup>19</sup>
PART 7:	RULES FOR USE OF <i>SFI</i> WORD MARKS _____	<del>302</del> <sup>019</sup>
PART 8:	GENERAL RULES – FOR USE OF THE <i>SFI</i> OFF-PRODUCT MARKS AND WORD MARKS _____	<del>31</del>
		<del>21</del> <sup>20</sup>

**Commented [SFI1]:** The new Section 1 will serve as an intro.

~~*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 34 SFI Implementation Committees across North America. SFI Inc. directs all elements of the SFI program including the SFI forest management, fiber sourcing and chain-of-custody standards, 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 sourced from certified forest content and certified sourcing. The SFI 202215-2019 Forest Management Standard, SFI 202215-2019 Fiber Sourcing Standard, SFI 2022 Certified Sourcing Standard and SFI 202215-2019 Chain-of-Custody Standard can deliver a reliable and credible mechanism so businesses can provide this assurance to their customers. In order to use any of the SFI on-product labels or off-product marks, an organization must be third-party certified by an accredited certification body.~~

~~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.~~

~~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.~~

## Part 1: Rules for Use of *SFI* On-Product Labels

The *SFI* program has ~~three on-product labels: two~~ Chain of Custody labels and ~~one a~~ *SFI Certified Sourcing* label.

Certified Chain of Custody labels track the use of fiber from *certified forests*, *certified sourcing*, and *recycled material*.

The *SFI Certified Sourcing* label does not make claims about *certified forest content*. *Certified sourcing* can include fiber sourced from a company that conforms with Section 2 - *SFI 202215-2019 Forest Management Standard*, Section 3 - *SFI 202215-2019 Fiber Sourcing Standard*, from *recycled content*, or from *certified forest content*. Fiber shall never be sourced from a *controversial source*.

~~Primary producers 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 producer must be an *SFI* Program Participant;~~
- ~~b. the primary producer must be certified to all of the applicable objectives in Section 2—*SFI 202215-2019 Forest Management Standard* and/or Section 3—*SFI 202215-2019 Fiber Sourcing Standard*:~~
  - An organization which owns or manages forestlands must be certified to Section 2—*SFI 202215-2019 Forest Management Standard*.
  - An organization which only sources direct from the forest and does not manage the forestlands must be certified to Section 3—*SFI 202215-2019 Fiber Sourcing Standard*.
  - An organization which owns or manages forestlands and sources direct from the forest must be certified to Section 2—*SFI 202215-2019 Forest Management Standard* and Section 3—*SFI 202215-2019 Fiber Sourcing Standard*.
- ~~c. Primary or secondary producers of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain of Custody standard can use the *SFI Labels Recognizing Global Standards* label as long as the following criteria are met:~~
  - ~~— The primary producer, if outside the United States and Canada, must have a valid PEFC Chain of Custody certificate for relevant manufacturing sites located outside the United States or Canada.~~
  - ~~— The secondary producer must have a valid PEFC Chain of Custody and/or Section 4—*SFI 2022 Chain of Custody Standard* certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.~~
  - Note that at least one organization in the supply chain must meet User Requirements for *SFI* Label Recognizing Global Standards to use the label on finished products and all rules for use of the *SFI* Label must be followed.

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

The volume credit method allows a company to label only the percentage of output corresponding to the percentage of *certified forest content* and/or *recycled content* used in the manufacturing process. This is always at a 1:1 ratio, so it is considered 100% certified. The following two labels may be used by any chain-of-custody certificate holder that uses the volume credit chain-of-custody method. If the chain-of-custody certificate holder uses *recycled content*, then the label must state "Promoting Sustainable Forestry and Recycled Content." However, if *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry."



## 1.2 Chain of Custody Labels for Average Percentage Method

The average percentage method allows chain-of-custody certificate holders to consistently label all of their products with the average percentage labels. To use the "Promoting Sustainable Forestry and Recycled Content" label with the average percentage method, the chain-of-custody certificate holder must meet a 70% threshold which can be obtained by *certified forest content* and/or *recycled content*. If *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry." If the chain-of-custody certificate holder drops below the 70% threshold they shall be transparent and disclose the actual amount of *certified forest content* and/or *recycled content* on the label. The following two labels may be used by any chain-of-custody certificate holder that drops below a 70% threshold and uses the average percentage chain-of-custody method.



## 1.3 Chain of Custody Labels with Mobius Loop

**If a chain-of-custody certificate holder uses recycled content, they can choose to incorporate a Mobius loop stating the percentage of recycled content in the product. Below is an example of the chain-of-custody labels with the Mobius loop.**



#### **1.4 — Certified Sourcing Label**

**The SFI Certified Sourcing label can be used by any organization certified to Section 2—SFI 2015–2019 Forest Management Standard and/or Section 3—SFI 2015–2019 Fiber Sourcing Standard. The SFI Certified Sourcing label does not make claims about certified forest content. Eligible inputs that count towards the Certified Sourcing label includes fiber from Section 2—SFI 2015–2019 Forest Management Standard, fiber from Section 3—SFI 2015–2019 Fiber Sourcing Standard, fiber from recycled content, or fiber from certified forest content. Fiber shall never be sourced from a controversial source.**



## **Part 2: Office of Label Use and Licensing**

**2.1** 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 Off-Product Marks a (Section 6 in the SFI 2022 Standards and Rules document), and shall maintain oversight of use of all SFI on-product labels.

**Commented [SFI 2]:** 1.1 – 1.4 moved into a new section: SFI Labels and Claims. Not deleted.

**Commented [SFI3]:** All relevant rules for use of on-product labels for approval and process as part of the Office of Label Use and Licensing pulled into this new section.

**2.2** 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.

**Commented [SFI 4]:** Existing text (2.2) moved to this section. This rearrangement is to group like requirements in their relevant sections.

**2.3** A label user ~~shall~~ 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*.

**Commented [SFI 5]:** Edit to correct use of 'may'.

**2.4** Approval for use of any *SFI* on-product labels will become effective upon authorization issued by the *Office of Label Use and Licensing*.

**2.5** 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.

**2.6** Label Users 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 Off-Product Marks (Section 6 in the *SFI Standards and Rules* document).

**Commented [SFI 16]:** Requirements moved from Section 3, Appendix 1 Part 9. This rearrangement is to group like requirements in their relevant sections.

**2.7** 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.

**Commented [SFI 17]:** Existing text moved to this section. This rearrangement is to group like requirements in their relevant sections.

**2.8** 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 6 - Rules For Use Of *SFI* On-Product labels and Off-Product Marks. All interpretations will be posted at [www.sfi-program.org/forests.org](http://www.sfi-program.org/forests.org).

**Commented [SFI 18]:** Requirements moved from Section 3, Appendix 1 Part 9. This rearrangement is to group like requirements in their relevant sections.

**2.9** The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the *SFI* On-product labels from time to time.

**2.10** ~~23~~ 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 the *SFI program requirements*, 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.

**Commented [SFI 9]:** Existing language moved to this section. This rearrangement is to group like requirements in their relevant sections.

**2.11** ~~24~~ Label users who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.

**2.12** ~~28~~ The size of the label can be determined by the certified company approved to use the *SFI* label, if approved by the *SFI Office of Label Use and Licensing*.

**2.13** ~~29~~ 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.

**2.14** The *Office of Label Use and Licensing* will approve use of *SFI* on-product labels as a batch or group. These blanket approvals can include:

1. Template label use:

- a. for different products with the same customer using the same *SFI* category of origin. The category of origin meets label use requirements, the label is always the same but is applied to different products or a group of products with the same customer/brand. Example: *SFI* label applied on 5 versions of Company X's product packaging (sizes XS/S/M/L/XL, or 6 pack/12 pack/24 pack or 4 flavor options).
- b. for different customers using the same *SFI* category of origin. The category of origin meets label use requirements, the product group is the same, the label is the same, but the same product is printed for different customers. For example, Company Y produces a box for 17 customers where the label placement and category of origin is the same for all 17.

2. Repeat jobs by a company or facility for a customer using the same *SFI* category

of origin on a product. The category of origin is the same, the label is the same, but the product is updated. For example, a magazine with repeat issues (catalogs or books). For example, Company Z prints a quarterly magazine using the same paper with the same *SFI* category of origin with the same label for all 4 issues that year.

**2.15** ~~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 vision and mission. ~~objective, which is to "ensure the *SFI 202215-2019 Standards and Rules* is strong, grounded in science, progressive and based on integrity and proven through *conservation* collaboration resulting in wide market acceptance."~~

**2.167** 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.

In addition to private *SFI* label ID number issuance to private branded products, the *SFI* promotional mark can be used with a private *SFI* Label ID number for retailers and other point of sales, as well as for educational or non-profit use.

**Commented [SFI 10]:** Moved from general rules section. This rearrangement is to group like requirements in their relevant sections.



A *certified organization* shall apply to the *SFI Office of Label Use and Licensing* for a private *SFI* label ID number.

**Commented [SFI11]:** New language to reflect current process.

### Part 3: *SFI* Claims and Labels

**Commented [SFI12]:** New separate section to explain, align and document *SFI* claims and labels. This section also pulls in language from 1.1 – 1.4 in this standard. This rearrangement is to group like requirements in their relevant sections.

#### 3.1 *SFI* Chain of Custody Label for Volume-Credit Method Labels and Claims

**Commented [SFI 13]:** Comments asking for review of comparative understanding/complexity of *SFI* labels. Are COs resorting to the CS label because it is easier to use?

The *SFI* Certified Chain of Custody labels communicate the use of fiber from certified forests, *certified sourcing* or *recycled content*. These products do not contain *controversial sources* and the content is calculated using either *average*-percentage or the *volume*-credit method.

The *volume*-credit method allows a company to label only the percentage of output corresponding to the percentage of *certified forest content* and/or *recycled content* used in the manufacturing process. This is always at a 1:1 ratio, so it is considered 100% certified. There are two labels may be used by any chain of custody *certified organization* that uses the *volume*-credit chain of custody method. If the chain of custody *certified organization* uses *recycled content*, then the label must state "Promoting Sustainable Forestry and Recycled Content." However, if *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry."

**Commented [SFI14]:** Moved from 1.1. This rearrangement is to group like requirements in their relevant sections.

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

The *average*-percentage method allows chain of custody *certified organizations* to consistently label all of their products with the *average*-percentage labels. To use the "Promoting Sustainable Forestry and Recycled Content" label with the *average*-percentage method, the chain of custody *certified organization* must meet a 70% threshold which can be obtained by *certified forest content* and/or *recycled content*. If *recycled content* is not used, then the label must state, "Promoting Sustainable Forestry." If the chain of custody *certified organization* drops below the 70% threshold they shall be transparent and disclose the actual amount of *certified forest content* and/or *recycled content* on the label. There are two labels that may be used by any chain of custody *certified organization* that drops below a 70% threshold and uses the *average*-percentage chain of custody method.

**Commented [SFI15]:** Label examples included further down in the document.

**Commented [SFI16]:** Moved from 1.2

### LABEL: *SFI* CHAIN OF CUSTODY - PROMOTING SUSTAINABLE FORESTRY



**REQUIRED CERTIFICATION:**  
***SFI* CHAIN OF CUSTODY**

#### OFFICIAL *SFI* CLAIMS

##### From a supplier using the Percent Method

- *SFI* 70% -100% Certified Forest Content

##### From a supplier using the Credit Method

- *SFI* Credit
- 100% as calculated under the *SFI* credit method

**NOTES:**

- Other acceptable credit claims include *SFI Volume Credit* and *SFI 100% as calculated under the volume credit method*.

**LABELS: SFI CHAIN OF CUSTODY - PROMOTING SUSTAINABLE FORESTRY AND RECYCLED CONTENT**



**OFFICIAL SFI CLAIMS**

**From a supplier using the Percent Method**

- *SFI 70% - 100% Certified Forest Content and recycled content*
- *SFI At Least 70% - 100% Certified Forest Content and recycled content*

**MOBIUS LOOP OPTION**

- *SFI X% recycled content (shown in mobius loop)*



**From a supplier using the Credit Method:**

- *SFI Credit*
- *100% as calculated under the SFI credit method*
- **MOBIUS LOOP OPTION**
- *SFI X% recycled content (shown in mobius loop)*

**NOTES:**

- Other acceptable volume credit claims include *SFI Volume Credit* and *SFI 100% as calculated under the volume credit method*.

**REQUIRED  
CERTIFICATION:  
SFI CHAIN OF CUSTODY**

**LABELS: SFI CHAIN OF CUSTODY - AT LEAST XX% CERTIFIED FOREST CONTENT**



**OFFICIAL SFI CLAIMS**

**From a supplier using the Percent Method**

- *SFI At Least XX% Certified Forest Content*

**MOBIUS LOOP OPTION**

- *SFI X% recycled content (shown in mobius loop)*

**NOTES:**

- 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.
- An SFI chain of custody certified organization may make a claim of any percentage of certified forest content, but use of the label is contingent on the production batch having at least 10% certified forest content, unless the product is 100% recycled content.

**Commented [SFI17]:** Previously 2.13. moved here with the relevant label for improved context and clarity.

**Commented [SFI18]:** Previously 2.14. moved here with the relevant label for improved context and clarity.

**LABEL: SFI CHAIN OF CUSTODY - 100% RECYCLED CONTENT**



**REQUIRED  
CERTIFICATION:  
SFI CHAIN OF CUSTODY**

**OFFICIAL SFI CLAIMS**

**From a supplier using the Percent Method**

- *SFI 100% Recycled Content*

**NOTES:**

- Label users can substitute the term "Recycled Content on labels and replace it with pre-consumer recycled and/or post-consumer recycled."
- Facilities that utilize 100% recycled content can use the X% label with the percentage method. They cannot, however, use the X% certified forest content tagline, and must exclude that tagline from the label.

**Commented [SFI19]:** Previously 2.16. moved here with the relevant label for improved context and clarity.

**Commented [SFI20]:** Previously 2.17. moved here with the relevant label for improved context and clarity.

**LABELS: SFI CHAIN OF CUSTODY - X% CERTIFIED FOREST CONTENT, X% CERTIFIED SOURCING, AND X% RECYCLED CONTENT**



**REQUIRED  
CERTIFICATION:  
SFI CHAIN OF CUSTODY**



**REQUIRED  
CERTIFICATION:  
SFI CHAIN OF CUSTODY**

**OFFICIAL SFI CLAIMS**

**From a supplier using the Method**

- *SFI X% Certified Forest Content*
- *SFI X% Certified Sourcing*
- *SFI 100% Recycled Content*

**MOBIUS LOOP OPTION**

- *SFI X% recycled content (shown in mobius loop)*

**NOTES:**

- The X% content label must equal all parts to 100%
- If a specific attribute does not apply (e.g., post-consumer recycled content), the company must exclude that tagline from the label.
- The 100% certified forest content claim can be made only when the physical separation method has been used throughout the chain of custody process.
- When using the X% Chain of Custody label, the claims can be switched in order so "X% Certified Sourcing" or "X% Recycled Content" is first. Furthermore, label users can add the words, "At Least" in front of the "X% Certified Forest Content" claim.
- If the content contains less than SFI 10% Certified Forest Content, and is not 100% Recycled content, this label cannot be used. The use of this label with the certified forest content claim is contingent on the production batch having at least 10% certified forest content, unless the product is 100% recycled content. An SFI chain of custody certified organization may make a claim of any percentage of recycled content, but use of the label is contingent on the production batch having at least 10% recycled content with the balance of the production batch qualifying for certified forest content and/or SFI certified sourcing.
- SFI Certified Sourcing can only be used in combination with SFI X% Certified Forest Content. It cannot be used alone in the SFI Chain of Custody label, nor in sole combination with SFI X% Recycled Content. If the label user wishes to make a 100%

**Commented [SFI21]:** Moved from 2.26 for use with the relevant label for improved context and clarity.

**Commented [SFI22]:** Previously 2.26. moved here with the relevant label for context and clarity.

**Commented [SFI23]:** Previously 2.26. moved here with the relevant label for improved context and clarity.

**Commented [SFI24]:** Previously 2.15. moved here with the relevant label for improved context and clarity.

**Commented [SFI25]:** Moved from previous 2.14 for use with the label and improved context.

**Commented [SFI26]:** Updated language to clearly allow for recycled content tracked through average percentage systems without certified forest content and mixed with certified sourcing.

certified sourcing claim, the SFI certified sourcing label must be used.

- The SFI X% Recycled line can only be used on its own if it is at 100%. Pre and Post consumer recycled content can be included in the Recycled Content line. If the SFI X% Recycled Content is less than 100, it must be used with the SFI X% Certified Forest Content line and/or the SFI X% Certified Sourcing line. Both are applicable to the total claim breakdown.
- If a chain of custody certified organization uses recycled content, they can choose to incorporate a Mobius loop stating the percentage of recycled content in the product. The recycled mobius loop may only be used within the SFI label when the organization is certified to the SFI 2022 Chain of Custody Standard.
- If a chain of custody certified organization uses recycled content, they can choose to incorporate a Mobius loop stating the percentage of recycled content in the product.

**Commented [SF127]:** Previously 2.26. moved here with the relevant label for improved context and clarity.

**Commented [SF128]:** Previously 2.16 and 2.17. moved here with the relevant label for improved context and clarity.

**Commented [SF129]:** Updated language to clearly allow for recycled content tracked through average percent systems with certified forest content and certified sourcing content.

**Commented [SF130]:** Previously 1.3. moved here with the relevant label for improved context and clarity.

**Commented [SF131]:** Previous 2.4. moved here and updated for improved context.

**Commented [SF132]:** Moved from 1.3. This rearrangement is to group like requirements in their relevant sections.

**Commented [SF133]:** Included in matrix sequence.

### 1.3 Chain of Custody Labels with Mobius Loop

Label Options	Who can use this label
	<p><u>Required certificate:</u></p> <p><u>SFI Chain of Custody</u></p>
	<p><u>Required certificate:</u></p> <p><u>SFI Chain of Custody</u></p>
	<p><u>Required certificate:</u></p> <p><u>SFI Chain of Custody</u></p>



Required certificate:

SFI Chain of Custody



Required certificate:

SFI Chain of Custody





Required certificate:

SFI Chain of Custody

If a chain of custody certified organization uses recycled content, they can choose to incorporate a Mobius loop stating the percentage of recycled content in the product.

**Commented [SFI34]:** Moved from 1.3

<u>Claim and/or category of origin included on relevant documentation</u>	<u>Label Options</u>	<u>Who can use this label</u>
<p>From a supplier using the Average Percent Method:  <u>70% – 100% Certified Forest Content and recycled content</u>  <u>At Least 70% – 100% Certified Forest Content and recycled content</u>  <u>X% recycled content (shown in mobius loop)</u></p> <p>From a supplier using the Volume Credit Method:  <u>Volume Credit or 100% as calculated under the volume credit method</u>  <u>X% recycled content (shown in mobius loop)</u></p>		<p>Required Certificate:  <u>SFI Chain of Custody<sup>1</sup></u></p>
<p>From a supplier using the Average Percentage method:  <u>At Least X% Certified Forest Content<sup>23</sup></u>  <u>X% recycled content (shown in mobius loop)</u></p>		<p>Required certificate:  <u>SFI Chain of Custody</u></p>

#### 1.4 — Certified Sourcing

**Commented [SFI35]:** See below. 1.4 language incorporated into following section on SFI Certified Sourcing Label & Claim.

### 3.2 SFI Certified Sourcing Label and Claim

The SFI Certified Sourcing label and claim do not make claims about certified forest content. They tell buyers and consumers that *certified organization* is certified to the *SFI 2022:15-2019 Fiber Sourcing Standard*, or comes from *recycled content*, or from a certified forest. All fiber must be from *non-controversial sources*.

**Commented [SFI 36]:** Edit to clarify that SFI certified content is not just certified forest content.

**Commented [SFI37]:** New descriptive language from SFI collateral material.

The SFI Certified Sourcing label can be used by any organization certified to Section 2 - *SFI 2022:15-2019 Forest Management Standard* and/or Section 3 - *SFI 2022:15-2019 Fiber Sourcing Standard*. The SFI Certified Sourcing label does not make claims about *certified forest content*. Eligible inputs that count towards the *Certified Sourcing* label includes fiber from Section 2 - *SFI 2022:15-2019 Forest Management Standard*, fiber

**Commented [SFI 38]:** Comments asking if these two paragraphs can be merged.

<sup>1</sup>The recycled mobius loop may only be used within the SFI label when the organization is certified to Section 4 SFI 2015-2019 Chain of Custody Standard. (moved from previous 2.4)

<sup>2</sup>An SFI chain of custody certificate holder may make a claim of any percentage of *certified forest content*, but use of the label is contingent on the production batch having at least 10% *certified forest content*, unless the product is 100% *recycled content*. (moved from previous 2.14)

<sup>3</sup>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. (moved from previous 2.13)

from Section 3 - *SFI 2022/15-2019 Fiber Sourcing Standard*, fiber from *recycled content*, or fiber from *certified forest content*. Fiber shall never be sourced from a *controversial source*.

**Commented [SFI39]:** Language previously included in 1.4.

*Primary and Secondary producers* with a valid *SFI Chain of Custody* certificate may use their chain of custody procedures to account for *SFI Certified Sourcing content* and applying the *SFI Certified Sourcing label*. These organizations must obtain documentation from their suppliers that the product is sold with a *SFI Certified Sourcing claim* and is approved for the *Certified Sourcing Label*.

**Commented [SFI 40]:** New language to align with scope of SFI Certified Sourcing Standard language revisions to clarify use of SFI CS label by SFI COC certified organizations.

Printers that are certified to the *SFI Chain of Custody Standard* 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 *certified organizations* must obtain documentation from their suppliers that the product is approved for the *Certified Sourcing Label*.

**Commented [SFI 41]:** Moved from 2.18


#### **LABEL: SFI CERTIFIED SOURCING**

**Commented [SFI42]:** Updated matrix on Certified Sourcing label and claims for improved clarity.



- **OFFICIAL SFI CLAIMS** *SFI Certified Sourcing*
- *SFI 100% Certified Sourcing*

**REQUIRED CERTIFICATION:**  
**SFI CHAIN OF CUSTODY,**  
**CERTIFIED SOURCING, AND/OR**  
**SFI FIBER SOURCING**

<b><u>Claim and/or category of origin included on relevant documentation</u></b>	<b><u>Label Options</u></b>	<b><u>Who can use this label</u></b>
<u>SFI Certified Sourcing or SFI 100%-Certified Sourcing</u>		Organizations with a valid <u>SFI certificate to:</u> <ul style="list-style-type: none"> <li>— <u>SFI Fiber Sourcing</u></li> <li>— <u>SFI Certified Sourcing</u></li> <li>— <u>SFI Chain of Custody</u></li> </ul>

### **3.3 Other SFI Label and Claim Options**

**Commented [SFI 43]:** New section: Other SFI Label and Claims options. These are all existing labels and claims developed since the launch of the last standards.

#### **3.3.1 Non-Timber Forest Products**

Organizations with *SFI Chain of Custody* certification using physical separation for a Non Timber Forest Product can use the *SFI Chain of Custody* label with a claim of "100% from a *SFI Certified Forest*".

**Formatted:** Indent: Left: 2.54 cm

**Formatted:** Indent: Left: 3.81 cm

**Commented [SFI44]:** Updated matrix on label and claims for improved clarity.

#### **LABEL: NON-TIMBER FOREST PRODUCTS**



#### **OFFICIAL SFI CLAIMS**

##### **From a supplier using Physical Separation Method**

- *SFI 100% from a Certified Forest*

#### **REQUIRED CERTIFICATION:** **SFI CHAIN OF CUSTODY**

<u><b>Claim and/or category of origin included on relevant documentation</b></u>	<u><b>Label Options</b></u>	<u><b>Who can use this label</b></u>
<u><i>SFI 100% from a Certified Forest</i></u>		<u><i>Required certificate:</i></u> <u><i>SFI Chain of Custody</i></u>

### **-3.3.2 SFI Forest Management Label**

Organizations with SFI Forest Management certification without SFI Chain of Custody can apply the 100% Certified Forest Content label.

#### **LABEL: SFI FOREST MANAGEMENT LABEL**

**Commented [SFI45]:** Updated matrix on label and claims for improved clarity



- **OFFICIAL SFI CLAIMS** *100% Certified Forest Content*

#### **REQUIRED CERTIFICATION:** **SFI FOREST MANAGEMENT**

<u><b>Claim and/or category of origin included on relevant documentation</b></u>	<u><b>Label Options</b></u>	<u><b>Who can use this label</b></u>
--	-----------------------------	--------------------------------------



100% Certified Forest Content



Required certificate:

- SFI Forest Management

### **3.4 Use of *SFI On-Product Labels with Other Credible Chain of Custody Standards***

Primary producers 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 producer* must be an *SFI Certified Organization*~~Program Participant~~.
- b. the *primary producer* must be certified to all of the applicable *objectives* in Section 2 - *SFI 2022 Forest Management Standard* and/or Section 3 - *SFI 2022 Fiber Sourcing Standard*.
  - An organization which owns or manages forestlands must be certified to Section 2 - *SFI 2022 Forest Management Standard*.
  - An organization which only sources direct from the forest and does not manage the forestlands must be certified to Section 3 - *SFI 2022 Fiber Sourcing Standard*.
  - An organization which owns or manages forestlands and sources direct from the forest must be certified to Section 2 - *SFI 2022 Forest Management Standard* and Section 3 - *SFI 2022 Fiber Sourcing Standard*.
- c. *Primary or secondary producers* of wood, wood pulp and/or pulp and paper products certified to the PEFC Chain of Custody standard can use the *SFI Labels Recognizing Global Standards* label as long as the following criteria are met:
  - The *primary producer*, if outside the United States and Canada, must have a valid PEFC Chain of Custody certificate for relevant manufacturing sites located outside the United States or Canada.
  - The *secondary producer* must have a valid PEFC Chain of Custody and/or Section 4 - *SFI 2022 Chain of Custody Standard* certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.
  - Note that at least one organization in the supply chain must meet User Requirements for *SFI* Label Recognizing Global Standards to use the label on finished products and all rules for use of the *SFI* Label must be followed.

#### **3.3.33.4.1 *SFI Label Recognizing Global Standards***

The *SFI* Label Recognizing Global Standards is a label that enables non-U.S. and Canadian PEFC certified forest content to be counted under a *SFI* Chain of Custody.

**Commented [SFI46]:** Moved introductory language from first draft of Section 6 standard to a new separate section for added clarity

**Commented [SFI47]:** New section – SFI Label Recognizing Global Standards

This label is intended for use in the U.S. and Canada and *primary producers* *manufacturers* outside the U.S. and Canada must have valid PEFC Chain of *ΘCustody* certification.

The *SFI* Label Recognizing Global Standards is similar to other *SFI* chain of custody labels. The only difference is the added line that reads: "**Recognizing Global Standards.**"

**a. The following requirements must be met in order to use the *SFI* Label Recognizing Global Standards:**

- i. The *Primary Producer*, if outside the United States and Canada, must have a valid PEFC Chain of *ΘCustody* certificate for relevant manufacturing sites located outside the United States or Canada.
- ii. The *Secondary Producer* must have a valid PEFC Chain of *ΘCustody* and/or *SFI* Chain of *ΘCustody* certificate for relevant manufacturing sites located outside the United States or Canada and manufacture products for Canadian and U.S. markets.
- iii. The *SFI* Label Recognizing Global Standards User with central offices in the United States and Canada may use the *SFI* Label Recognizing Global Standards if they also hold relevant and valid *SFI* certification for their company type.
- iv. Other organizations in the supply chain must have either a PEFC Chain of *ΘCustody* or *SFI* Chain of *ΘCustody* certification.
- v. A PEFC claim must be passed on and follow all PEFC requirements for communicating PEFC claims, if the label user holds a valid PEFC Chain of *ΘCustody* certificate.
- vi. An *SFI* claim must be passed on and follow all *SFI* requirements for communicating *SFI* claims, if the label user holds a valid *SFI* 2022~~15-2019~~ certificate.
- vii. All rules for use of the *SFI* Label must be followed. This includes *SFI*'s rule that ~~volume~~-credit claims must be communicated at 100%.
- viii. The *SFI* Label Recognizing Global Standards is intended for use on products sold in the U.S. and Canada and includes PEFC content sourced from non-U.S. and Canadian sources.
- ix. The *SFI* Label Recognizing Global Standards User must pay an annual licensing fee, complete and complete an *SFI* annual progress report survey and *SFI* Market Survey.
- x. The organization applying the label must seek approval through the *SFI* Office of Label Use & Licensing.
- xi. At least one organization in the supply chain must meet User Requirements for *SFI* Label Recognizing Global Standards to use the label on finished products.
- xii. *SFI* Certified Organizations certified to *SFI* 2022~~15-2019~~ Section 2 (Forest Management) and/or Section 3 (Fiber Sourcing) already paying *SFI* Certified Organization ~~Program Participant~~ Fees may

- use the *SFI* Label Recognizing Global Standards without paying the *SFI* Label Recognizing Global Standards User Fee as this is covered in their *SFI Certified Organization* dues to *SFI*.
- xiii. *SFI Inc.* will not license any person or entity to use *SFI*'s trademarks or labels, and *SFI* may revoke any license previously granted, if the proposed licensee or an Affiliate of the licensee has been found to have engaged in illegal logging by a government authority in the jurisdiction where the logging occurred. Refer to *SFI*'s Policy on Illegal Logging for more information.

**b. User Requirements for SFI Label Recognizing Global Standards**

Requirements for non-U.S. and non-Canadian as well as U.S. and Canadian based *SFI* Label Recognizing Global Standards Users depend on certification type and location.

**Annual Requirements of Non U.S. and Non Canadian Label Users**

- i. Have a valid PEFC Chain of Custody or SFI Chain of Custody certificate and provide a copy of the certificate, including a detail scope of certification if not already detailed on the PEFC Chain of Custody certificate to *SFI Inc.*
- ii. Be a *primary* or *secondary producer* as defined in *SFI Standards and Rules* and manufacture products for Canadian and U.S. markets.
- iii. Sign a licensing agreement for use of the *SFI* Label Recognizing Global Standards.
- iv. Document all label use through a tracking form to help understand the use of the *SFI* Label Recognizing Global Standards.
- v. Complete an *SFI* annual progress report and market survey.
- vi. Complete an annual net sales form to determine fees for the use of the *SFI* Label Recognizing Global Standards.
- vii. Pay an annual label use fee to *SFI*.
- viii. Confirm the organization applying for use of the *SFI* Label Recognizing Global Standards is aware they cannot make claims about their forests being *SFI* certified to the *SFI 2022-2019 Forest Management Standard* and/or they cannot make claims they are certified to the *SFI 2022-2019 SFI Fiber Sourcing Standard*.
- ix. *SFI Office of Label Use and Licensing* and *SFI* Communications Department must approve any statements the user of the *SFI* Label Recognizing Global Standards plans to make publicly about their use of this label.
- x. Receive a unique *SFI* Label ID number from *SFI*'s *Office of Label Use & Licensing* after successful application for the *SFI* Label Recognizing Global Standards.
- xi. Submit the completed PEFC Chain of Custody Auditor Checklist for *SFI* Label Recognizing Global Standards after a regularly scheduled audit.

## Annual Requirements for U.S. and Canadian Label Users

- i. Hold a valid *SFI Chain of Custody* certificate.
- ii. Source from either:
  - a supplier who meets the Annual Requirements of Non U.S. and Non Canadian Users of the *SFI Label Recognizing Global Standards*
  - a supplier with manufacturing sites and/or facilities outside the U.S. and Canada exporting & selling product with PEFC certified content claims to U.S. & Canadian *SFI Label Recognizing Global Standards* Users.
- iii. If sourcing from a supplier who is not an *SFI Label Recognizing Global Standards* user, the *SFI Label Recognizing Global Standards* user must:
  - Sign a licensing agreement for use of the *SFI Label Recognizing Global Standards*.
  - Document all label use through a tracking form to help understand the use of the *SFI Label Recognizing Global Standards*
  - Complete an *SFI* annual progress report and market survey
  - Complete an annual net sales form to determine fees for the use of the *SFI Label Recognizing Global Standards*
  - Pay an annual label use fee to *SFI (Primary producers with a certificate to SFI 2022-2019 Section 2 (Forest Management) or Section 3 (Fiber Sourcing) are exempt from the fee).*
  - Confirm the organization applying for use of the *SFI Label Recognizing Global Standards* is aware they cannot make claims about their forests being *SFI* certified to the *SFI 2022-2019 Forest Management Standard* and/or they cannot make claims they are certified to the *SFI 2022-2019 SFI Fiber Sourcing Standard*.
  - *SFI Office of Label Use and Licensing* and *SFI Communications Department* must approve any statements the user of the *SFI Label Recognizing Global Standards* plans to make publicly about their use of this label.
  - Receive a unique *SFI Label ID* number from *SFI's Office of Label Use & Licensing* after successful application for the *SFI Label Recognizing Global Standards*.

### **LABEL: SFI RECOGNIZING GLOBAL STANDARDS LABELS**

In order to use the *SFI Label Recognizing Global Standards*, the supplier must communicate the category of origin according to *SFI Chain of Custody* and/or *PEFC Chain of Custody* requirements. Verification of involvement in or sourcing from an *SFI Label Recognizing Global Standards* member is also required.

**Commented [SFI48]:** Updated Matrix for improved label and claim clarity



**REQUIRED CERTIFICATION:**  
**SFI CHAIN OF CUSTODY,**  
**AND/OR PEFC CHAIN OF**  
**CUSTODY**

**OFFICIAL CLAIMS From a supplier using the Credit Method:**

- *SFI Credit*
- *SFI 100% as calculated under the credit method*
- *SFI 100% Certified Forest Content*
- *100% PEFC Certified*

**From a supplier using the Percent Method**

- *70% -100% PEFC Certified*
- *SFI 70% - 100% Certified Forest Content*

**NOTES:**

- Other acceptable volume credit claims include *SFI Volume Credit* and *SFI 100% as calculated under the volume credit method*.

**OFFICIAL CLAIMS from a supplier using the Percent Method**

- *XX% PEFC Certified*
- *SFI XX% Certified Forest Content*

**OTHER CONSIDERATIONS:**

- If the product contains less than 70% certified content the label user must transparently disclose the amount.
- The use of this label is contingent on the production batch having at least 10% certified forest content.



**REQUIRED CERTIFICATION:**  
**SFI CHAIN OF CUSTODY,**  
**AND/OR PEFC CHAIN OF**  
**CUSTODY**

**OFFICIAL CLAIMS from a supplier using the Percent Method**

- *XX% PEFC Certified*
- *SFI XX% Certified Forest Content*
- *XX% Recycled Content*

**OTHER CONSIDERATIONS:**

- If the product contains less than 70% certified content the label user must transparently disclose the amount.
- If the content contains less than SFI 10% Certified Forest Content, and is not 100% Recycled content, this label cannot be used. The use of this label is contingent on the production batch having at least 10% certified forest content, unless the product is 100% recycled content.




**REQUIRED CERTIFICATION:**  
**SFI CHAIN OF CUSTODY,**  
**AND/OR PEFC CHAIN OF**  
**CUSTODY**

Claim and/or category of origin included on relevant documentation	Label Options	Who can use this label
--	---------------	------------------------


In order to use the SFI Label Recognizing Global Standards, the supplier must communicate the category of origin according to SFI COC and/or PEFC COC requirements. Claims relevant to the SFI Label Recognizing Global Standards include:

- Volume Credit:  
100% PEFC Certified or SFI 100% Certified Forest Content, SFI 100% as calculated under the volume credit method
- Average Percent:  
X% PEFC Certified, SFI X% Certified Forest Content, X% Recycled Content




**SUSTAINABLE FORESTRY INITIATIVE**  
Certified Chain of Custody  
Promoting Sustainable Forestry  
Recognizing Global Standards  
[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-XXXXX

**Volume Credit Method:**  
Product must contain 100% certified content as calculated under the volume credit method




**SUSTAINABLE FORESTRY INITIATIVE**  
Certified Chain of Custody  
Promoting Sustainable Forestry  
Recognizing Global Standards  
[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-XXXXX

**Average Percent Method:**  
Product must contain at least 70% certified content



**SUSTAINABLE FORESTRY INITIATIVE**  
Certified Chain of Custody  
At Least XX% Certified Forest Content  
Recognizing Global Standards  
[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-XXXXX

**Average Percentage Method:**  
If the product contains less than 70% certified content the label user must transparently disclose the amount



**SUSTAINABLE FORESTRY INITIATIVE**  
Certified Chain of Custody  
XX% Certified Forest Content  
XX% Recycled Content  
Recognizing Global Standards  
[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-XXXXX

**Average Percentage Method:**  
If the product contains less than 70% certified content the label user must transparently disclose the amount.

Organizations with a valid SFI certificate to:

SFI Chain of Custody  
AND/OR  
PEFC Chain of Custody

and

Verification of involvement in or sourcing from SFI Label Recognizing Global Standards Program member

## Part 24: General Rules for Use of *SFI* On-Product Labels

*SFI Inc.* owns the on-product labels shown in Appendix 2. The *SFI* “tree/leaf” design shown below is registered in the United States, Canada, Mexico, 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 on-product labels

Qualified organizations or with a valid certificate issued by an accredited *certification body* may use the on-product labels upon receiving authorization from the *SFI Office of Label Use and Licensing*, provided the following conditions and limitations are strictly adhered to:

- 24.1** *SFI* marks 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*.

**24.2** 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.

**24.3** 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 a valid PEFC chain of custody certificate and meets all PEFC logo use requirements.

~~**2.4** The recycled Mobius loop may only be used within the *SFI* label when the organization is certified to the Section 4 *SFI 2015-2019 Chain of Custody Standard*.~~

Commented [SFI 49]: Included in above matrix.

~~**42.45**~~ 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, the *SFI* website ([www.sfiprogram.org/forests.org](http://www.sfiprogram.org/forests.org)), and the *certified organization's SFI* label ID number.

~~**42.56**~~ 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 a license number provided by *SFI Inc.* The label ID number is a different number than the chain of custody number provided by the *certification body*.

~~**42.67**~~ 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.

~~**4.7** For products where a supplier or other party in the supply chain prefers their own *SFI* label ID number be used instead of the number associated with the *SFI certified organization* applying the label, the preferred *SFI* label ID number can be used. The *SFI certified organization* uses their own procedures and obtains *SFI* label approval, as relevant.~~

~~**24.88**~~ The on-product labels can be used in either horizontal or vertical styles.

~~**24.99**~~ The on-product labels can be used in English, French and Spanish, and translations are available.

~~**24.1011**~~ The on-product labels 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 on-product labels.

**24.112** The on-product labels may be used in product/brochures or advertising for products that qualify to use one of the on-product labels 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 label on (specified product)" or, 2) in a picture of a product with the label 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").

~~2.18~~ Printers that are certified to the *SFI Chain of Custody Standard* 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*.

Commented [SFI 50]: Moved into Part 1.

**24.12** Publishers can work with a certified printer and do not need a separate chain of custody certification unless they are actually printing the publication.

Commented [SFI 51]: This applies to non-physical possession.

~~If an organization not required to obtain *SFI* chain of custody certification would like to pass on a claim or promote their participation in the *SFI* program, they are required to seek *SFI* chain of custody certification.~~

~~2.20~~ 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.

Commented [SFI 52]: Moved to new Part for Communications

- 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.~~



e. 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.

**2.21** 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.

**2.22** The *Office of Label Use and Licensing* reserves the right to request samples of all uses of the *SFI* On-product labels from time to time.

**2.23** 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 the *SFI* program requirements, 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.

**2.24** *Label users* who observe misuse of any of these marks shall report this immediately to the *Office of Label Use and Licensing*.

**24.13** **25** When selling product as *SFI* chain of custody certified, the *certified organization* shall provide customers with written information confirming the supplier's certified status, an official *SFI* claim statement and the organizations chain of custody number. This can be in the form of, but not limited to, an invoice, bill of lading, shipping document, letter, or other forms of communications available to the customer at the time of the sale of the product.

**2.26** When using the *SFI* chain of custody X% content labels, the following rules must be taken into consideration:

- a. The X% content label must equal all parts to 100%.
- b. If a specific attribute does not apply (e.g., *post-consumer recycled content*), the company must exclude that tagline from the label.
- c. If a company wishes to make a 100% *certified sourcing* claim, the *certified sourcing* label must be used.
- d. The 100% *certified forest content* claim can be made only when the physical separation method has been used throughout the chain of custody process.

**24.14** **427** The *certified 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.

**2.28** The size of the label can be determined by the certified company approved to use the *SFI* label, if approved by the *SFI* Office of Label Use and Licensing.

**2.29** 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.

## **Part 35: Communicating Certification and Certified Product**

**35.1** Any public communication by *Program Participants* *Certified Organizations* and *label users* shall be accurate and consistent with applicable laws and requirements for *SFI*

**Commented [SFI 53]:** Moved to Specific Office of Label Use & Licensing Section

**Commented [SFI 54]:** Included in claims & labels section & matrix guidance

**Commented [SFI 55]:** Moved into Part 1

**Commented [SFI 56]:** Moved into Part 1

**Commented [SFI 57]:** New section specific on communications and promoting products. This arrangement is to group like requirements into their relevant sections.

logo use. *Certified Organizations* 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 organization'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.

**532.2 30** The following taglines/statements 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/forests.org](http://www.sfiprogram.org/forests.org)) can be added to any of these taglines.<sup>4</sup>

**a. General Benefit Statements**

- i. [Organization] believes healthy forests mean a healthy future for us all. That's why we use *SFI* certified products.
- ii. [Organization] values sustainably managed forests and the [clean water/wildlife habitat/climate solutions/pick your benefit] they provide.
- iii. Thank you for supporting...
  - healthy North American forests.
  - healthy American forests.
  - healthy Canadian forests.
- i-iv. We work to keep forests healthy and communities thriving.
- ii-v. By choosing *SFI* certification, we invest in conservation research, community engagement and environmental education.
- iii-vi. We choose *SFI* certified products because a sustainable supply chain is a smart climate solution.
- iv-vii. *SFI* certified forests play an important role in water conservation, healthy animal and plant populations, and climate solutions.

**Commented [SFI 58]:** SFI Communications Team provided additional and new statements about certification. Updated statements are more focused on topic and interest.

<sup>4</sup> Some statements may be best suited for an *SFI* chain-of-custody content claim or promotional materials. Because all projects with the *SFI* label must be sent to the *SFI Office of Label Use and Licensing* prior to press, *SFI* may recommend an alternate statement based on fiber supply.

- viii. SFI certified forests contribute to local, regional and national conservation goals.
- ix. By choosing SFI, [Brand name] helps achieve multiple United Nations Sustainable Development Goals ... including:
  - Goal 4, Quality Education
  - Goal 6, Clean Water and Sanitation
  - Goal 12, Responsible Production and Consumption
  - Goal 13, Climate Action
  - Goal 15, Life on Land
  - Goal 17, Partnerships for the Goals
- x. Choosing SFI provides an assurance that our supply chain supports our environmental, social and governance commitments
- xi. SFI offers solutions to global sustainability challenges.
- xii. SFI offers a growing solution to global sustainability challenges.

#### **b. Conservation Focused Statements**

##### **Habitat/Plants and animals**

- i. [Organization] chooses SFI certified products to help conserve habitat for at-risk plant and animal species.
- ii. SFI certified lands provide a home for hundreds of plant and animal species.
- iii. SFI conservation initiatives and sustainable forestry management practices help ensure habitat for at-risk plant and animal species.
- iv. In SFI certified forests, specific actions are taken to conserve at-risk species.
- v. SFI promotes research to help determine how forest management can reverse the decline for North American bird populations.

##### **Water**

- i. SFI certified forests help protect millions of acres of watersheds – which means more clean water across [North America, America, Canada].
- ii. SFI helps protect water quality by ensuring practices that promote healthy forests and minimize erosion.

##### **Climate**

- i. [Organization] chooses SFI certified products as part of our journey toward [Brand's climate/carbon goal].
- ii. SFI promotes climate-smart forestry practices.
- iii. SFI certification ensures that working forests and their products reduce the impacts of climate change.
- iv. SFI is leading research to better understand how sustainably managed forests help us combat climate change.

#### **Research (general)**

- i. SFI promotes research to better understand the benefits that sustainably managed forests provide us all.
- ii. SFI supports sustainable forests and healthy communities through grant programs, carefully targeted research and conservation partnerships.

#### **c. Community Focused Statements**

- i. SFI respects Indigenous Peoples' rights and traditional knowledge and promotes forest-focused collaboration to support certification.
- ii. SFI grants support forest-focused collaborations and partnerships that help to grow a world that values and benefits from sustainably managed forests.
- iii. SFI proudly supports future forest and conservation leaders through environmental education and career development.
- iv. The SFI standard's training requirements ensure that SFI certified forests are managed using leading on-the-ground sustainability practices.
- v. SFI creates experiential learning opportunities for youth through work placements, mentorship, and environmental education.

#### **d. Education Focused Statements**

- i. SFI helps educators teach about climate change and sustainability (through its Project Learning Tree initiative).
- ii. SFI reaches 14,000 educators and 3.2 million students every year with environmental education activities.
- iii. SFI teaches students how to think, not what to think, about forests and the environment.
- iv. SFI helps the next generation to explore green jobs and prepare them to become environmental stewards.

**532.3** **32** Usage of *SFI* labels and claims shall follow ISO 14020:2000.

**2.33** 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 2015-2019*

~~Standards and Rules is strong, grounded in science, progressive and based on integrity and proven through conservation collaboration resulting in wide market acceptance."~~

**Commented [SFI 59]:** Moved to Part 1

## Part ~~63~~: Rules for Use of *SFI* Off-Product Marks

**Commented [SFI 60]:** This section may see updates from SFI communications team. Also more incorporation into the new communications section.

In addition to its on-product labels, *SFI Inc.* has off-product marks to show participation in the *program* and to promote the *program* generally. *SFI Inc.* owns all right, title and interest in these off-product marks, and exercises legitimate control over their use.

*SFI* Licensed Off-Product Marks:



**Commented [SFI 61]:** Both need label ID number/generic.

**463.1** Off-product marks may only be used by ~~Program Participants~~*Certified Organizations* in good standing whose operations have been certified by an *SFI certification body* to be in conformance with the *SFI 20~~2215-2019~~ Forest Management, SFI 20~~2215-2019~~ Fiber Sourcing Standards*, and/or the *SFI 20~~2215-2019~~ Chain of Custody Standard* (for all or a portion of their operations. Any express or implied claim that a *Certified Organization*~~Program Participant~~ is in conformance with the *SFI* Standard(s) must be substantiated by a current, valid certification by an *SFI* accredited *certification body*.

**463.2** Off-product marks may be used as described in Part ~~85~~ under General Rules for ~~Program Participants~~*Certified Organizations*.

**463.3** ~~The tagline mark (Good For You, Good For Our Forests®) may be placed beneath the off-product mark.~~

**Commented [SFI62]:** This line is removed as it is outdated. Additional tagline options will be added by the comms team.

**463.34** The *SFI* label identification number must be added under the logo mark. The numbering system is as follows: SFI-00000. The *SFI* ~~Program Participants~~*Certified Organizations* unique label ID number is provided by *SFI Inc*. The label ID number is a different number than the certification number provided by the *certification body*.

**463.45** ~~Program Participants~~*Certified Organizations* must seek approval from the *SFI Office of Label Use and Licensing* for use of the off-product marks.

**6.65** Any public communication by *Certified Organizations* shall be accurate and consistent with applicable laws and requirements for *SFI* logo use. *Certified Organizations* 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*

**Commented [SFI63]:** Moved from 5.1 in the September 1 2020 draft.

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 organization'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.

**Commented [SFI64]:** Moved from communications section.

## Part 754: Rules for Use of *SFI* Word Marks

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

The purpose of these word marks is to show participation in the *SFI® program* and to promote the *SFI program* generally.

- SUSTAINABLE FORESTRY INITIATIVE®
- SFI®

*SFI* Licensed Tagline Mark:

- GOOD FOR YOU, GOOD FOR OUR FORESTS®

**Commented [SFI65]:** *SFI* licensed tagline word mark is not used by many organizations and there may be additional options to consider. *SFI* Comms Team to provide input.

**547.1** Use of the word marks may only be used by ~~Program-Participants~~*Certified Organizations* in good standing whose operations have been certified by an *SFI certification body* to be in conformance with the *SFI 2022-15-2019 SFI Forest Management Standard*, *SFI 2022-15-2019 Fiber Sourcing Standard*, ~~and/or~~ the *SFI 2022-15-2019 Chain of Custody Standard*, ~~and/or~~ the *SFI 2022 Certified Sourcing Standard* for all or a portion of their operations. Any express or implied claim that a *Certified Organization*~~Program Participant~~ is in conformance with the *SFI* Standard(s) must be substantiated by a current, valid certification by an *SFI* accredited *certification body*.

**547.2** The ® only needs to be included the first time "Sustainable Forestry Initiative" or "SFI" word marks appears in a document, whether it is in a title or in text. If both word marks are used, the correct format is: Sustainable Forestry Initiative® (SFI) program, and then the first use of "SFI" also carries an ®, i.e., SFI®.

**547.3** A word mark must be an adjective, it cannot be a noun, so when it is used in text, the word “program” or “standard” must appear after the mark. The mark should not be plural or possessive.

**547.4** The tagline mark (Good For You, Good For Our Forests®) can be used in association with the word marks.

**547.5** In addition to the uses described below in Part 85, General Rules for off-product marks the word marks may be used as follows, provided the advertisement or brochure refers to the *SFI* website ([www.sfiprogram.org/forests.org](http://www.sfiprogram.org/forests.org)) or the *Program-Participant's Certified Organization's* website with a hotlink to the *SFI* website:

- in advertisements which promote the *Program-Participant's Certified Organization's* certification to the *SFI* Standard(s); and
- in sales brochures and other similar product promotional items.

**547.6** *Program-Participants Certified Organizations* must seek approval from the *SFI Office of Label Use and Licensing* for use of the word marks.

## **Part 658: General Rules – For Use of the *SFI* Off-Product Marks and Word Marks**

**658.1** The Off-product and word marks may be used, subject to the rules in Parts 63 and 74, and as follows:

- a. In image advertising that focuses on a summary of company accomplishments or values, on company people, on company financial results or stock performance, on company community activities, or any combination of the above. Such advertising must not promote specific products, tout product attributes, or make value propositions, although generic products may be shown.
- b. In communications which explain and/or promote the *Sustainable Forestry Initiative* program's services and a company's participation in the *SFI program*, both to employees and to those outside of the organization.
- c. On business letterhead, business cards, and invoices.
- d. In annual reports, provided there is a reference to the *SFI Inc.* website ([www.sfiprogram.org/forests.org](http://www.sfiprogram.org/forests.org)).
- e. On generic business signs (e.g., vehicles, forest stands, office buildings, and mill sites that are owed or held on a *long-term* exclusive lease). Vehicles or facilities must be under the certified company's direct control and must prominently display the company's name. If the vehicle or facility is sold or the lease terminated, the marks must be removed before the title is transferred or the occupancy ends.
- f. On clothing and protective gear (e.g., uniforms, shirts and hard hats), in conjunction with, but not attached to, the company's name or Off-product.
- g. On a company website with a hotlink to the *SFI* website ([www.sfiprogram.org/forests.org](http://www.sfiprogram.org/forests.org)).

**685.2** 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) "*SFI Marks are registered marks owned by Sustainable Forestry Initiative Inc.*"

**658.3** In addition to the references to the *SFI* website required above, companies should consider including a reference to the *SFI* website in any document where a off-product or word mark is displayed.

**658.4** Use of the Marks must comply with the Art Rules in Appendix 3, which are incorporated herein by reference, and with the following:

- a. A *label user* may use any one color in the presentation of the Logo Marks. If you choose to use green, the PMS is 348.
- b. The off-product mark font is Vag Rounded Light. The off-product mark may not be recreated using any other fonts or styles of these fonts. The font sizes must remain in the same proportions as the off-product mark provided in camera-ready or electronic file form.
- c. The off-product mark may appear within a photographic image or illustration.
- d. The off-product mark may not be combined with any other logo or image in such a way as to create a third logo or mark.
- e. The tree/leaf portion of the off-product mark may not be displayed by ~~itself~~, but itself but must always be accompanied with SUSTAINABLE FORESTRY INITIATIVE as set out above.
- f. The off-product mark must always be accompanied by the *Certified Organization's participant's* *SFI* label ID number. The *SFI* label ID number shall be added under the mark.

**658.5** The *SFI* mark is registered with the U.S. Patent and Trademark Office and in Canada, Mexico, the European Union, Japan, China and South Korea, and must be accompanied by an ® to indicate that *SFI Inc.* owns it, unless otherwise authorized in these rules.

**568.6** Any public communication by ~~Program-Participants~~*Certified Organizations* or *label users* shall be accurate and consistent with applicable law and requirements for *SFI* off-product use. ~~Program-Participants~~*Certified Organizations* 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. Legal counsel, as well as with the *SFI Office of Label Use and Licensing*, should be consulted during the preparation of any material that uses the marks and describes or makes claims about the *SFI program* and a company's participation.

**568.7** 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."

**Commented [SFI66]:** Work with SFI Comms team to adopt as needed in order to reflect current options.

**Commented [SFI67]:** SFI Staff reviewing to ensure list is up to date.

**Commented [SFI68]:** Updated with SFI's new mission and vision



- | **658.8** If *SFI Inc.* determines marks are not being used as provided in these rules, it will send a written notice specifying the inappropriate use(s) and allow thirty (30) days in which to make a correction. If corrections are not made, the right to use the marks will be revoked.
- | **658.9** Any observed misuse of any of these marks should be reported immediately to the *SFI Office of Label Use and Licensing*.
- | **85.10** The *SFI Inc.* has marketing materials available on the members-only section of the *SFI* website ([www.sfi-program.org/forests.org](http://www.sfi-program.org/forests.org)). Please contact the *SFI Office of Label Use and Licensing* for access to this section.
- | **658.11** Approval for *SFI* on product label use and *SFI* marks should be obtained by using the online label approval system ([www.sfidatabase.org](http://www.sfidatabase.org)) monitored by the *SFI Office of Label Use and Licensing*.