



SUSTAINABLE FORESTRY INITIATIVE

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### **SFI® Inc. LAUNCHES NEW ON-PRODUCT LABELS**

*Satisfies Government, Business, Consumer Desire for  
Detailed Information Supporting “Green” Claims*

MINNEAPOLIS – As the marketplace fills with “green” claims on a wide range of products, one of the world’s largest forest certification programs, the Sustainable Forestry Initiative® Inc. (SFI), is launching new on-product labels designed to provide more detailed information to businesses and consumers. SFI participants will begin implementation of the labels immediately, and fully transition to the new labels by the end of 2009.

Based on market testing conducted by Artemis Strategy Group in the United States and Canada, nearly 70 percent of consumers would choose a product that is made using responsible sources of wood fiber if there were an identifying label or claim on the product. All SFI labels mean that the company is third-party certified to the SFI standards, and that the product comes from known and legal fiber sources. SFI Inc.’s three new and distinct labels replace the 10 labels previously available to participants and clearly articulate additional specific claims:

- The label with the tagline “Promoting Sustainable Forest Management” shows that the company is certified to SFI’s chain-of-custody standard, which tracks how much of the wood fiber in a product comes from a certified forest.
- The label with the tagline “Certified Fiber Sourcing” shows that a company is certified to SFI’s fiber sourcing guidelines and/or Objectives 8-13 in the 2005-2009 SFI Standard.
- A new combination label for chain-of-custody companies, which includes “X %” claims, shows the actual percent of fiber that was sourced from a certified forest, through the certified fiber sourcing guidelines, and/or how much recycled content is in the product.

The new labels, and the specific standards companies must meet to use them, can be found on the SFI website [www.sfiprogram.org](http://www.sfiprogram.org).

“Never before have we seen such interest and concern among consumers, governments and companies about the environmental integrity of forest products, whether it be two-by-fours, reams of paper or packaging for their favorite products,” said SFI Inc. President and CEO Kathy Abusow. “At the same time, there is growing skepticism about green claims and a desire for accurate and trustworthy information on labels.”

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In a brochure titled "[Sorting Out 'Green' Advertising Claims](#)," the U.S. Federal Trade Commission urges consumers to look for specific information on product labels. The Canadian Competition Bureau's recent publication, "[Environmental Claims: A Guide for Industry and Advertisers](#)," states that "environmental claims should be clear, specific, accurate and not misleading." As a positive example, the Competition Bureau urges consumers and businesses to look for wood "that was certified to a sustainable forest management standard," specifically mentioning SFI and other standards. And a recent study from the Yale School of Forestry and Environmental Studies and GfK Roper Public Affairs found that the majority of consumers believe it is either essential or important to have eco-labels that describe environmental impacts.

"The new SFI labels, which demonstrate the company has been third-party certified to the SFI Standard, will go a long way toward educating consumers and businesses and raising confidence in the environmental choices they make," said Abusow. "We have seen record growth in the use of the SFI labels in 2008 and expect this trend to continue." The Yale/Roper study showed that about one in five consumers are familiar with the SFI program, making it the most recognized forest certification standard in the United States and among the most recognized eco-labels in the U.S. and Canada.

Commenting on SFI's new labels, Tom Hinton, president and CEO of the 82,000-member American Consumer Council said: "We support the good work of SFI and applaud the positive and progressive things SFI is doing, including these new labels. When it comes to environmentally friendly claims, consumers want to see the proof and not just the sizzle."

The new labels were unveiled at SFI Inc.'s annual conference held in Minneapolis this week. It marks the third time the SFI program has updated its labels to ensure they are easy to understand and convey essential information. "We are committed to continuous improvement by maintaining integrity and transparency in our labels," said Abusow.

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### **Editors Note: backgrounder attached**

#### **About SFI Inc.**

SFI Inc. is a 501c(3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program ([www.sfiprogram.org](http://www.sfiprogram.org)), which is internationally recognized and among the largest in the world. It is one of the fastest growing forest certification programs with over 150 million acres (60 million hectares) of SFI-certified forests across North America. The SFI Standard also includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands and a chain-of-custody certification, which can be used to tell buyers how much certified fiber is in a specific product. The SFI forest standard is endorsed by the Programme for the Endorsement of Forest Certification ([www.pefc.org](http://www.pefc.org)), a global umbrella organization that has strict requirements for endorsement. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. For more information about the SFI program, visit [www.sfiprogram.org](http://www.sfiprogram.org)



## Backgrounder -- SFI Label and Claims September 24, 2008

Starting September 25, all SFI participants can start utilizing the new labels below. Participants must transition to the new labels by the end of 2009 or until existing stock is depleted. If a company is unable to transition to the new labels by the end of 2009, a letter must be sent to the SFI Office of Label Use and Licensing requesting an extension.

### SFI Labels for Certified Forest Claims

The SFI program has 2 chain of custody labels, each showing that some or all of the product's fiber content comes from forests that are certified to the SFI 2005-2009 Standard, CSA CAN/CSA Z809 Standard, or the American Tree Farm System Standard. Chain-of-custody certification to Annex 2 of the *SFI Requirements for Fiber Sourcing, Chain of Custody and Product Labels* document is required before the labels can be used.

- 1. CERTIFIED CONTENT LABEL FOR VOLUME CREDIT OR AVERAGE PERCENTAGE CALCULATIONS** - Any company that is certified under the SFI Chain of Custody standard and is using either the volume credit or average percentage method can use the new SFI certified content label as shown below. In addition, it is now a requirement that the company communicate the actual percentage of certified content to its customer when using the average percentage method. This can be communicated via label wrap, invoices, bill of lading, shipping documents, or letters. This is not a complete list and other forms of communications may be acceptable. If a company is using a multi-site certification, it may take an average of the entire production batch.



- 2. CERTIFIED CONTENT LABEL FOR AVERAGE PERCENTAGE CALCULATIONS** Any company that is certified under the SFI Chain of Custody standard and is using the average percentage method can use the new SFI combination label as shown below.





3. **RECYLED CONTENT CLAIMS** - Either of the chain of custody labels above (#1 and #2) can include a mobius loop stating the percentage of recycled content in the product. An example is provided below.



### **SFI Labels for Certified Fiber Sourcing Claims**

A certified fiber sourcing label shows that the manufacturer has been certified to objectives 8-13 in SFI's 2005-2009 Standard and/or is certified to Annex 1 of SFI Requirements for Fiber Sourcing, Chain of Custody and Product Labels. Fiber sourcing labels do not make claims about certified content.

4. **FIBER SOURCING/PROCUREMENT LABEL** - Any company that is certified under the procurement requirements of the 2005-2009 SFI Standard or Annex 1 of the Fiber Sourcing Requirements can use the new fiber sourcing/procurement label as shown below.



**Other Items on the SFI Label** – Below is a list of other items that are either mandatory or optional on the SFI label

- a. The SFI website is always mandatory.
- b. Either the words “Sustainable Forestry Initiative” or “SFI” are mandatory
- c. The claim (i.e. “Certified Fiber Sourcing,” “Promoting Sustainable Forest Management” or the x% taglines) is mandatory.
- d. When using the chain of custody labels, the additional tagline “Chain of Custody” is mandatory.
- e. When the job isn't 100% certified, the product must clearly communicate what portion of the job the label applies to (i.e this label only applies to the cover stock).
- f. When selling the product as SFI COC certified, the SFI COC number must be communicated to the customer at the time of sale. Communication methods include, , but are not limited to, label wrap, invoices, bill of lading, shipping documents, or letters.

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