



PENNSYLVANIA SFI® IMPLEMENTATION COMMITTEE INC.

Guidelines Related to Public Claims & the Use of SFI Inc. Owned Marks

The Sustainable Forestry Initiative® is a service of SFI Inc.
SFI marks are registered marks owned by the Sustainable Forestry Initiative Inc.

These guidelines are designed to provide information regarding public claims and the rules for using SFI on-product labels and off-product marks for individuals and organizations that are associated with the Pennsylvania Sustainable Forestry Initiative® (SFI) Implementation Committee Inc. These guidelines do not replace or supersede any rules or licensing agreements established by SFI Inc. and are intended for informational purposes only.

SFI Inc. owns the on-product labels related to certified sourcing and chain-of-custody certification. These labels can be found in Appendix 1, [Section 6 of the 2022 SFI Standards and Rules](#)¹. The SFI “tree/leaf” design is a registered mark in the United States and Canada as well as many international jurisdictions. 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. These marks also include the word marks, “Sustainable Forestry Initiative®”, “SFI®” the tagline “Better Choices for the Planet®”, and the SFI Implementation Committee logo. SFI Inc. owns all rights, title and interests in these on-product labels and off-product marks, and exercises legitimate control over their use.

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 and/or possess a valid licensing agreement with SFI Inc. In addition, all uses of the SFI on-product labels or off-product marks require approval from SFI Inc. to ensure accuracy and appropriate use.

☐ **“SFI CERTIFIED ORGANIZATION”** – Any organization certified by an accredited certification body to be in conformance with the 2022 SFI forest management standard, and/or 2022 SFI fiber sourcing standard, and/or 2022 SFI chain of custody standard.

YOU MAY...
<ul style="list-style-type: none"> Use the SFI on-product labels and off-product marks upon receiving authorization from the SFI Office of Label Use and Licensing and in strict adherence to the conditions and limitations outlined in the Rules for Use of SFI On-Product Labels and Off-Product Marks¹.
YOU MAY NOT...
<ul style="list-style-type: none"> Use an SFI on-product label or off-product mark in any way that violates the Rules for Use of SFI On-Product Labels and Off-Product Marks or your individual company’s SFI licensing agreement.

☐ **“PENNSYLVANIA SFI IMPLEMENTATION COMMITTEE (SIC) PARTNERS & SUPPORTERS”** – An entity that cannot publicly claim to be in conformance with the SFI standards, to be participants in the SIF program, or to claim third-party certification, but who agrees with the 2022 SFI Standards and Rules and supports the efforts of the Pennsylvania SIC by making an annual contribution to the Pennsylvania SIC.


YOU MAY...	
<ul style="list-style-type: none"> State your support for SFI Inc.’s Sustainable Forestry Initiative program and/or the Pennsylvania SFI Implementation Committee (SIC) as a Pennsylvania SIC Partner or Supporter. Use the SFI supporter icon (right) on your website, advertising or collateral; available online at https://bit.ly/3WDTHVp. Use of this icon does not require approval from SFI Inc. 	

(Continued on reverse side)

¹ https://forests.org/wp-content/uploads/2022_SFI_StandardsandRules_section6.pdf

YOU MAY NOT...	
<ul style="list-style-type: none"> • Use any of the SFI on-product labels or off-product marks, including the Pennsylvania SIC logo, as part of your letterhead, in conjunction with the sale of your products or services, in conjunction with your name or logo, on any product, to promote any product, in any sales brochure, or in any other manner that may create the impression that your products or services provide an environmental benefit because of your support of the SFI program or the Pennsylvania SFI Implementation Committee. • Make any express or implied claims that you are in conformance with the SFI Standard(s), a participant in the SFI program, or claim third-party certification. • This is not a complete listing of the conditions and limitations related to SFI on-product labels or off-product marks. For complete details refer to Section 6 of the 2022 SFI Standard and Rules². 	

□ **“PENNSYLVANIA SFI PROFESSIONAL TIMBER HARVESTER TRAINING PROGRAM PARTICIPANTS”** – *Loggers, foresters, landowners and other individuals who participate in or complete any portion of the PA SFI Professional Timber Harvester Training Program. The Pennsylvania SFI Implementation Committee (SIC) does not audit the work of those who participate in the program and therefore does not “certify” individuals. The Pennsylvania SIC does not endorse the work of individual participants or businesses but verifies that they have met the requirements described in the [Training Program Policy](#)³.*

YOU MAY...	
<ul style="list-style-type: none"> • Publicly claim to be “SFI Trained” or “SFI Qualified” or a “SFI Qualified Logging Professional” if you have completed the core training requirements and maintain a current training status in conformance with the Training Program Policy³. • Use the SFI supporter icon (right) on your website, advertising or collateral; available online at https://bit.ly/3WDTHVp. Use of this icon does not require approval from SFI Inc. 	
YOU MAY NOT...	
<ul style="list-style-type: none"> • Publicly claim to be SFI “Certified.” The Pennsylvania SFI Implementation Committee (SIC) does not audit the work of those who participate in the program and therefore does not “certify” individuals. • Publicly claim to be “SFI Trained” or “SFI Qualified” or a “SFI Qualified Logging Professional” unless you have completed the core training requirements and maintained a current training status in conformance with the Training Program Policy³. • Use any of the SFI on-product labels or off-product marks, including the Pennsylvania SIC logo, as part of your letterhead, in conjunction with the sale of your products or services, in conjunction with your name or logo, on any product, to promote any product, in any sales brochure, or in any other manner that may create the impression that your products or services provide an environmental benefit because of your support of the SFI program or the Pennsylvania SFI Implementation Committee or your participation in the Pennsylvania SFI Professional Timber Harvester Training Program. • Make any express or implied claims that you are in conformance with the SFI Standard(s), a participant in the SFI program, or claim third-party certification. • This is not a complete listing of the conditions and limitations related to SFI on-product labels or off-product marks. For complete details refer to Section 6 of the SFI 2022 Standard and Rules². 	

SFI Implementation Committees are required by SFI Inc. to protect the integrity of the SFI Program by ensuring proper mark usage and being alert for improper communications or misleading claims regarding the SFI program or its program participants. In the event that the Pennsylvania SFI Implementation Committee (SIC) learns of any misuse or infringement, or potential misuse or infringement of the SFI licensed marks, the Pennsylvania SIC must notify SFI Inc. of such misuse or infringement, or potential misuse or infringement.

² https://forests.org/wp-content/uploads/2022_SFI_StandardsandRules_section6.pdf

³ www.sfiopa.org/requirements