

HOW TO CERTIFY

to the SFI Chain of Custody Standard



→ STEP 1 - PREPARE FOR AN AUDIT:

Ensure your operations meet SFI COC Standard requirements and contact a third-party accredited certification body to schedule an audit. sfiprogram.org/certification-bodies

→ STEP 2 - GET

AUDITED: The certification body you have selected will visit your operations and determine if you meet the SFI COC standard requirements. Your auditor will register your new certificate with SFI.

→ STEP 3 - USE THE SFI LABEL:

SFI will provide you with the necessary artwork to use the SFI promotional and on-product labels when your auditor registers your certificate.

The SFI Chain-of-Custody (COC) Standard is for any organization that processes or trades products certified to SFI. These organizations include manufacturers of forest products, paper merchants, converters, wood dealers, wood yards, wholesalers, brokers and printers. The SFI COC is an accounting system that tracks certified forest content through the production and manufacturing process to the end product.

Certified organizations must have processes in place to track the source of raw materials, such as inventory control, employee training, reporting and invoicing, and meet the requirements in the SFI 2015-2019 Chain of Custody Standard.

THE SFI 2015-2019 CHAIN-OF-CUSTODY STANDARD APPLIES TO ANY ORGANIZATION GLOBALLY AND IS PUBLICLY AVAILABLE ON THE SFI WEBSITE.



QUESTIONS:

Q: WHAT ARE THE COSTS OF CERTIFICATION?

A: Chain-of-custody certification for a single site usually is between \$2,000 and \$3,000 per year. For cost estimates, interested organizations should contact an SFI-accredited certification body (sfiprogram.org/certification-bodies). SFI does not charge a separate administrative fee for chain-of-custody certification.

Q: HOW LONG IS MY CERTIFICATE GOOD FOR?

A: SFI COC certificates are valid for five years. A check-up (surveillance) audit is needed every 12 months to maintain SFI COC certification.

Q: WHERE CAN I FIND MORE INFORMATION ON SFI LABEL USE?

A: The SFI Rules for Use of SFI On-Product Labels and Off-Product Marks outlines all the details on SFI trademark use.

Q: WHAT IS BEHIND THE LABEL?

A: Supporting forest certification programs is one of the best things you can do for forests. And choosing SFI shows you care in so many ways. SFI's commitment to forests is exemplified not only by our standards, but in the work we do that benefits conservation, communities and education. We are the only certification program that takes such a holistic approach to the dynamic values of our forests.

Q: ARE CONSUMERS INTERESTED IN SEEING THE LABEL?

A: Yes. SFI COC helps companies address the growing demand from governments, customers, and consumers for forest products from responsible sources. But don't take it from us — according to a 2017 Natural Marketing Institute survey, 41% of 80,000 U.S. consumers recognized the SFI Logo. Over 20% of Fortune 100 companies use the SFI on-product label.



THE SFI ON-PRODUCT LABEL indicates the paper comes from a company certified to the SFI standard. The SFI on product label can be used on professionally printed brochures, catalogs, books, flyers, and lumber and wood products.



THE SFI PROMOTIONAL LOGO can be used by a certified organization to promote their affiliation with SFI. The SFI promotional logo is typically used in newsletters, on websites, social media, news releases, business cards, teaching materials, workshop flyers, and other similar spots.



FOR MORE INFORMATION AND QUESTIONS ON SFI CERTIFICATION AND LABEL USE, CONTACT:

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FOR THE PLANET**

