GUIDE TO UNDERSTANDING SFI'S ON-PRODUCT LABELS

SUSTAINABLE FORESTRY INITIATIVE
SFI-00001



The Sustainable Forestry Initiative® (SFI) is an independent nonprofit that develops and promotes standards that provide an assurance of sustainable forestry and responsible sourcing of forest products. All SFI-certified organizations follow strict environmental, social, and economic requirements that help ensure forests across North America remain healthy and resilient.

SFI labels are important because they give consumers trusted, third-party verification that wood, paper, and packaging products come from responsibly managed forests. They offer assurance that forest-based products help address risks such as illegal logging, deforestation, and forest degradation while supporting positive conservation outcomes.

These labels provide a helpful way to identify products that support responsible forestry, sustainable supply chains, and healthy forest ecosystems.

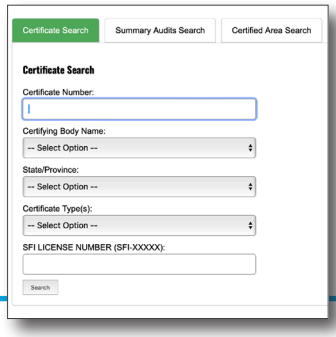
UNDERSTANDING THE DIFFERENT SFI LABELS:

SFI on-product labels communicate details about the wood fiber in the product and if the wood fiber in that product comes from certified forests, recycled material, and other responsible sources in a product. Only organizations with a valid SFI certificate issued by an accredited certification body may apply the on-product labels.



DID YOU KNOW?

You can search the unique SFI Label ID Number on our website to connect your product back to the SFI-certified organization who manufactured it!



BEHIND EVERY LABEL

The SFI Standards and Rules are developed through an open, balanced, and consensus-based process that brings together individuals and organizations with a range of perspectives and expertise. This includes environmental and conservation organizations, Indigenous representatives, government officials, academic experts, professional foresters, family forest owners, independent logging professionals, labor representatives, and the forest products industry. This collaborative approach ensures the Standards are scientifically credible, transparent, and reflective of diverse perspectives.

THE SFI STANDARDS HELP ADVANCE SUSTAINABLE FORESTRY THROUGH REQUIREMENTS THAT SUPPORT:

- BIODIVERSITY CONSERVATION
- PROTECTION OF WATER QUALITY
- FOREST RESEARCH AND INNOVATION
- RESPONSIBLE HARVESTING PRACTICES
- COMMUNITY INVOLVEMENT AND LANDOWNER OUTREACH
- LEGAL AND REGULATORY COMPLIANCE
- AVOIDANCE OF CONTROVERSIAL SOURCES



SFI CHAIN OF CUSTODY LABEL

The SFI Chain-of-Custody labels communicate the amount of fiber from certified forests, certified sourcing, and recycled content.



SFI-CERTIFIED SOURCING LABEL

The SFI Certified Sourcing label is unique to SFI and is for manufacturers that procure from non-certified sources using the SFI 2022 Fiber Sourcing Standard, promoting sustainability across entire forest landscapes.

LOOK BEFORE YOU BUY!

The next time you're shopping for paper products, packaging, tissue products, books, or wood products, look for the SFI label. Whether it highlights certified forest content, recycled material, or responsibly sourced forest practices, the label helps connect your purchasing decisions to details about the wood fiber in the product.

