



CertiPUR-US® Program Terms of Use Manual

Including Terms of Use Agreement Form B

May, 2017

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The CertiPUR-US® foam certification program is administered by the not-for-profit Alliance for Flexible Polyurethane Foam, Inc.

www.certipur.us

Even if your company is buying certified foam, your company does not have permission to use the CertiPUR-US® name/logo/or mark unless the company is officially registered with the program and abides by the rules and requirements set forth in this manual.

Retailers

If you are selling brands containing certified foam that are already listed on our website at certipur.us/listings, you only need to submit Form B on page 6 of this document to become a participating retailer.

Be sure to list the specific brands you sell.

Eligibility for Participation in the CertiPUR-US® program

The CertiPUR-US® mark may only be used in conjunction with flexible polyurethane foam, merchandise containing flexible polyurethane foam, and flexible polyurethane foam products used in bedding and upholstered furniture that comply with the requirements associated with the CertiPUR-US® program including the *Physical Performance and Environmental Guidelines for Prime Flexible Polyurethane Foam for Use in Furniture and Bedding*.

The Alliance for Flexible Polyurethane Foam, Inc., the not-for-profit organization that manages the CertiPUR-US® program, reserves the right to inspect and test merchandise and products that are designated as containing CertiPUR-US® certified foam to determine if they are in compliance with CertiPUR-US® program requirements.

How to Register and Get Listed on the Website

Registration is free, but you must follow these steps:

- #1** You must sign the agreement, Form B, on page 6 of this document indicating that you understand and will abide by the rules governing use of the CertiPUR-US® name/logo/mark.
- #2** We must have on file, directly from the company from whom you buy certified foam, "Verification Form A", that confirms the company is selling you certified foam. If your verification letter comes directly from one of our registered foam producers your file will be complete and you will receive a letter of permission to use the CertiPUR-US® name/logo/mark according to the rules set forth in this document.

If you are purchasing certified foam indirectly, i.e. from a distributor, fabricator, or other company, that company must have gone through the process above before you can be registered. All supply chain information is kept completely confidential.

- #3** You will receive a letter of permission to use the CertiPUR-US® logo/mark/name from program administrators, have access to art files of the logo, and the opportunity to order hangtags and other merchandise.

Rules for Participating Manufacturers, Distributors, & Retailers

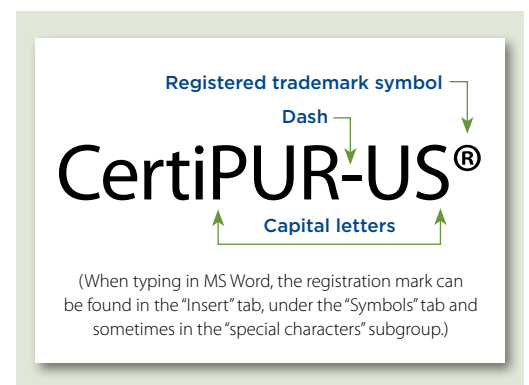
Pre-Approval of Promotional Material Required

Pre-approval of all ads, brochures, signage, sales sheets, web pages, marketing materials, news releases, or any other promotional materials that use the CertiPUR-US® logo/name/mark **MUST** be sent to approvals@certipur.us for approval before printing or publishing. Approval or required revisions will be sent back within two business days.

Correct use of CertiPUR-US® Name

Note that the CertiPUR-US® program should never be referred to as just "CertiPUR," since the latter is the European program from which CertiPUR-US® was adapted and is a separate and distinct program.

In addition, the CertiPUR-US® name must never be used on its own. In text and in print form, the CertiPUR-US® must always be used as an adjective modifying an appropriate noun. In copy, some examples of correct use would be CertiPUR-US® mark, CertiPUR-US® guidelines, CertiPUR-US® certification, or CertiPUR-US® program.



Misleading or false statements made in connection with the CertiPUR-US® program will result in termination of permission to use the logo/mark/seal.

The Alliance for Flexible Polyurethane Foam, Inc. (AFPF) has an aggressive program in place to monitor use of the CertiPUR-US® mark. The integrity of the CertiPUR-US® program and its value to participating companies is enhanced through vigilant protection of the CertiPUR-US® mark. If you suspect misuse, please write to us at info@certipur.us.

■ **Claims**

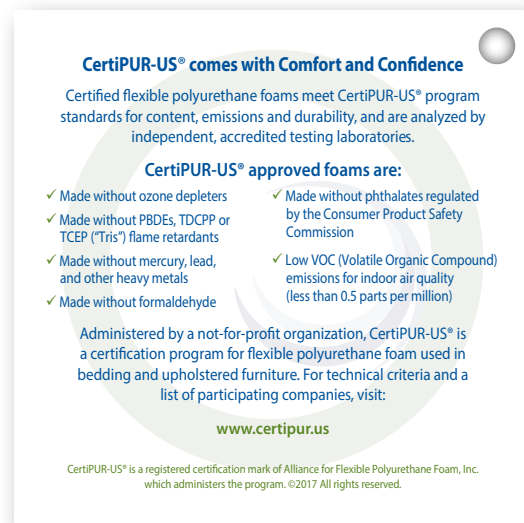
Be careful about claims. Be sure it is clear that it is the foam that is certified – *not* the mattress, upholstered furniture, product line, or company.

Avoid positioning the CertiPUR-US® logo, or language in any way that implies an endorsement and/or relationship between the CertiPUR-US® and any other claim.

Flame retardant claims: Certified foams are made without *PBDEs, TDCPP or TCEP* (“Tris”) flame retardants (FRs). Other prohibited FRs are listed in *The Technical Guidelines* and at www.certipur.us/FAQ. You cannot claim or imply that certification means there are no FRs in the product.

■ **Language**

Whenever possible, use copy as it appears on hangtag or website.



| When making claims in connection with the CertiPUR-US® program ... | | |
|---|--|--|
| ... you can say: | | ... you cannot say: |
| <p>The foam is:</p> <ul style="list-style-type: none"> ✓ Made without ozone depleters ✓ Made without PBDEs, TDCPP or TCEP (“Tris”) flame retardants ✓ Made without mercury, lead and heavy metals ✓ Made without formaldehyde ✓ Made without phthalates regulated by the Consumer Product Safety Commission ✓ Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million) | <ul style="list-style-type: none"> No chlorofluorocarbons (CFCs) Performance-tested Durability-tested Emissions-tested Content-tested Analyzed by independent, accredited testing laboratories Meets CertiPUR-US® standards for content, emissions and durability, and are analyzed by independent, accredited testing laboratories | <ul style="list-style-type: none"> Chemical-free Safe Non-toxic No flame retardants/Free of FRs, etc. Hypoallergenic Environmentally safe* No carcinogens Soy, agri- or bio-based Renewable* Recycled* Green* Sustainable* Environmentally friendly* Eco-friendly* |

*Avoid using these or other similar unqualified environmental benefit claims.

■ **Labels on Products**

The CertiPUR-US® logo, mark or name cannot be the only identification on a product label or package as this may lead a consumer to mistakenly believe that the CertiPUR-US® program is the manufacturer of the product. The mark, logo or name must be used *only when in addition* to the name, website, or some contact point, of the manufacturer of the product.

■ **Links**

To provide additional information about the program, you may link to the CertiPUR-US® website at www.certipur.us.

■ **When Multiple Foams are Used in One Product**

If a product contains a combination of CertiPUR-US® certified foam and polyurethane foam that is not certified, you cannot use the CertiPUR-US® name or logo in association with that product. However, as long as all the *polyurethane* foam in a product is certified, or if a combination of certified polyurethane foam and a *non-polyurethane* foam such as latex is used, you may use the CertiPUR-US® mark/logo/name because the CertiPUR-US® program relates only to flexible polyurethane foam as stated on the logo.

Graphics & Style Guidelines

Overview

This CertiPUR-US® Program Terms of Use Manual was created to promote and protect the image and use of the CertiPUR-US® mark/logo/seal by achieving a consistent look across all materials, including printed publications, downloadable PDFs, written correspondence, as well as all website content (www.certipur.us). When the same logo, colors, and fonts are used, CertiPUR-US® materials offer a unified image to consumers, thereby enhancing recognition of the certification name and program.

The CertiPUR-US® Mark/Logo/Seal

The logo that represents compliance with the CertiPUR-US® program is shown in the column to the left. This CertiPUR-US® logo should be used with the program's hangtag and any representational images of the hangtag, or a label that appears directly on a compliant product. It may also be used in a printed or electronic representation of a specific product that contains CertiPUR-US® approved foams exclusively. If a company offers any products containing flexible polyurethane foams that are not registered with the CertiPUR-US® program, care must be taken to use the logo only on pages and in close association with the specific products or product lines containing only CertiPUR-US® registered foams. In cases where a company only offers CertiPUR-US® registered foams in all its products containing flexible polyurethane foams, the logo may be used in a broader context in print or electronic promotional matter.

The green-and-blue version of the logo should be used in two-color and four-color publications. Please see the Colors section in this document for the Pantone numbers of the logo colors and their four-color equivalents (as well as other color schemes).

In the case of a black-only publication, a "grayscale" version of the logo may be included. This version uses screens of black ink to create different tones of gray.

In professionally designed publications, the EPS (vector) file of the logo should be used, as it will produce the sharpest resolution. With correspondence and internal documents, a JPG or PNG may be used, as they provide better results with Microsoft Office software.



The only correct CertiPUR-US® program logo is shown here in color, and in black and white.

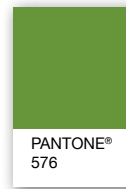


Request logo art files in various formats at forms@certipur.us.

Branding Elements

Colors

The green and blue from the CertiPUR-US® logo should be used as prominent colors in a publication. The spot colors for a two- or three-color document are:



- ▶ **Green:** Pantone 576
- ▶ **Blue:** Pantone 287

In four-color **coated** publications, the Cyan, Magenta, Yellow, and Black (CMYK) equivalents of these colors are:

- ▶ **Green:** Cyan 54%, Magenta 5%, Yellow 94%, and Black (K) 24%
- ▶ **Blue:** Cyan 100%, Magenta 75%, Yellow 2%, and Black (K) 18%

In four-color **uncoated** publications, the Cyan, Magenta, Yellow, and Black (CMYK) equivalents of these colors are:

- ▶ **Green:** Cyan 50%, Magenta 4%, Yellow 92%, and Black (K) 20%
- ▶ **Blue:** Cyan 92%, Magenta 62%, Yellow 0%, and Black (K) 0%

The Red, Green, and Blue (RGB) equivalents are:

- ▶ **Green:** Red 92%, Green 135%, and Blue 39%
- ▶ **Blue:** Red 0, Green 83%, and Blue 155%

For Microsoft Word users, these RGB numbers may be applied to create colors that fit with the CertiPUR-US® logo. (The title and main headings in this document are formatted in the logo's green.) To use these colors in MS Word, select text, then click Format > Font ... > Font Color: > More Colors ... and the Colors dialogue box will appear. In this dialogue box, click the Custom tab and fill in the RGB boxes with the numbers above.

Finally, the Hexadecimal values for website design are:

- ▶ **Green:** #5c8727
- ▶ **Blue:** #00539b

Typefaces

The typefaces in the logo are **Myriad Pro** for the CertiPUR-US® name and **BANK GOTHIC** for the tagline and website address.

For professionally designed materials, use Myriad Pro as the prominent typeface. If Myriad Pro is not available, a sans serif typeface such as News Gothic, Helvetica, or Arial may be applied.

For written correspondence and internal documents, the typeface **Times New Roman** should be used in body copy, as it is widely available on PC platforms. Use Arial in the title and heading levels.

Using the CertiPUR-US® Mark within Text

The registered certification mark ® should be added adjacent to the “S” (example: CertiPUR-US®) in the use of the CertiPUR-US® name.

In addition, the CertiPUR-US® name must never be used on its own. In text and in print form, the CertiPUR-US® name must always be used as an adjective modifying an appropriate noun. In copy, some examples of correct use would be CertiPUR-US® mark, CertiPUR-US® guidelines, CertiPUR-US® certification, or CertiPUR-US® program.

CertiPUR-US® Program Terms of Use Agreement Form B

Name: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Email: _____ Website: _____

Office phone (ext.): _____ Mobile phone: _____

Customer service contact* (if different than above):

Name: _____ Phone (ext.): _____ Email: _____

Check all that apply:

- Bedding Mfrg Upholstered Furniture Mfrg Foam Distributor Foam Fabricator

List the supplier(s) that sell you certified foam**: _____

***We must receive Verification Form A from your supplier(s) before you can be registered, use the CertiPUR-US® name or logo, and be listed on our website.*

Do you use CertiPUR-US® certified foam in all your products containing flexible polyurethane foam†? YES NO

†You do not have to use certified foam exclusively to participate.

- Bedding Retailer Upholstered Furniture Retailer: List specific brands (already listed at www.certipur.us/listings) that you sell**:

***If the brand you sell is listed at certipur.us/listings, you only need to submit this Form B to be registered and listed on our website.*

How do you want your company or brands listed on the CertiPUR-US® website? If you are doing business under additional company names, please list them here. List any name a consumer would search for:

| Name of company | Website link |
|-----------------|--------------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

As an authorized representative of _____, I agree to the conditions and terms of usage of the CertiPUR-US® logo/name as set forth herein and including the following terms (check each box indicating agreement):

- I have read and understand the *CertiPUR-US® Program Terms of Use Manual* (which I realize is subject to change) and agree to the conditions and terms of usage of the CertiPUR-US® mark.
- I understand that any advertising, packaging, website content, labeling, news release or other promotional materials that carry the CertiPUR-US® mark **must be submitted to and approved by prior to use.** (send to approvals@certipur.us).
- I understand that the CertiPUR-US® name or logo can only be used in association with products in which all the flexible polyurethane foam in the product is CertiPUR-US® certified.
- I understand that it is our company's responsibility to inform our employees, contractors, and/or consultants of the Terms of Use of the CertiPUR-US® mark.
- I understand that CertiPUR-US® certifies flexible polyurethane foam, not the finished product.

Signature _____ **Date** _____

Please submit online (perferred), or scan and email signed agreement to forms@certipur.us, or fax to 248.659.1531.

www.certipur.us

The *CertiPUR-US® Program Terms of Use Manual* is subject to change. Notification of changes will be sent via email to the primary contact listed on this page.

*CertiPUR-US® administrators reserve the right to share the name of your contact or customer service representative with consumers who have product questions or concerns.