



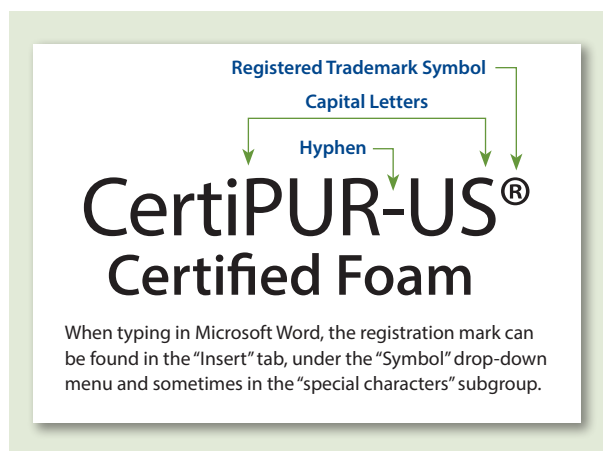
CertiPUR-US® Program Terms of Use Manual

How to Correctly Display the CertiPUR-US® Name and Logo and Make Accurate Claims about Certified Foam

Updated: June 15, 2024

For permission to use the trademarked CertiPUR-US® name or logo and to make claims in association with the program, you must be currently registered (it's free) and listed in the directory as a company on record as selling certified foam or products containing certified foam. You also must adhere to the rules outlined in this document. CertiPUR-US® registration must be renewed annually. Information about registration is available at certipur.us/register. Companies already listed in the directory may renew their registration at certipur.us/renew.

#1 Spell and punctuate the CertiPUR-US® program name correctly. Do not misspell or mispunctuate the CertiPUR-US® name. Include the registered trademark. Note: CertiPUR is a separate program in Europe, so it is especially important to spell the name in full to avoid confusion between the two programs.

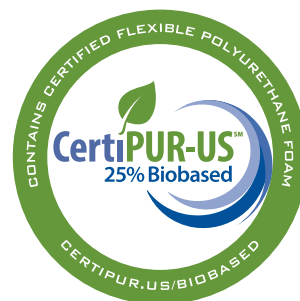


#2 Be clear that only the foam is certified. Language used in association with the CertiPUR-US® program must be clear that only the foam is certified by using the phrase "CertiPUR-US® certified foam." Do not imply that the whole product is CertiPUR-US® certified by using the term "CertiPUR-US® certified" alone.

#3 If multiple types of foam are used in one product: All of the flexible polyurethane foam in the product must be CertiPUR-US® certified to use the name and logo in association with the product. You cannot have one layer of certified flexible polyurethane foam and one layer that is not certified flexible polyurethane foam and still use the name or logo. If your product has a layer of certified flexible polyurethane foam and a layer of latex foam, you may use our logo because the CertiPUR-US® logo only applies to flexible polyurethane foam.

#4 If the foam is biobased: The biobased logo must be used as-is, with the percentage of 25% biobased content clearly indicated in the inner circle. To use the CertiPUR-US® certified 25% biobased foam logo, your supplier must be listed at certipur.us/biobased as a company that certifies biobased foam.

Note: If the product contains both CertiPUR-US® certified and CertiPUR-US® certified 25% biobased foam, that must be made clear by using language such as "contains a combination of CertiPUR-US® certified foam and CertiPUR-US® certified 25% biobased foam."



#5 Use only high-resolution art of the CertiPUR-US® logo. Request high-resolution art of the CertiPUR-US® logo via email to info@certipur.us. Include “request logo” in the subject line. For information about how to display the logo, typefaces and colors, see the CertiPUR-US® Graphics and Style Guide.

#6 Send promotional copy for pre-approval before use. Before you print, post, package, publicize or promote anything with text in addition to the logo, you must send a preview of the materials to approvals@certipur.us for preapproval.

#7 Use approved copy. When drafting copy, it is advised and allowed to use these copy points verbatim:

Certified foams meet CertiPUR-US® program standards for content, emissions and durability. Foam samples are taken at the manufacturing stage and are analyzed by independent, accredited laboratories.

CertiPUR-US® certified foams are:

- Made without formaldehyde
- Made without ozone depleters
- Made without phthalates regulated by the U.S. Consumer Product Safety Commission
- Made without mercury, lead or other heavy metals
- Low VOC (volatile organic compound) emissions for indoor air quality (less than 0.5 parts per million)
- Screened for relevant chemicals, including flame retardants, that are classified as carcinogens, mutagens or reproductive toxins and are harmful to human health

When possible, provide a link or refer consumers to the CertiPUR-US® website at www.certipur.us for more information about the program and technical criteria for certification.

#8 Avoid making unsupported claims. Do not attribute claims to the CertiPUR-US® program that are not supported by our certification. For instance, we do not certify that foams are “chemical-free,” “hypoallergenic,” “non-toxic” or “safe” or other unqualified benefit claims. We follow the [Federal Trade Commission’s Green Guides](#), which provide guidance to help marketers avoid making environmental claims that are unfair or deceptive.

#9 Do not use restricted copy. The tagline “Foams that feel good and you can feel good about®” is a registered trademark and can only be used expressly by the CertiPUR-US® program. Participating companies cannot use this tagline.

#10 Report Misuse. The CertiPUR-US® program has an aggressive program in place to monitor the trademarked CertiPUR-US® name and logo. The integrity of the program and its value to participating companies is enhanced through vigilant protection. If you suspect misuse, please email us at info@certipur.us.

Misleading or false statements associated with the CertiPUR-US® program will result in termination of permission to use the name and logo and removal from the CertiPUR-US® directory.

Avoid These Common Mistakes

- Misspelling or mispunctuating CertiPUR-US® Program.
- Implying the whole product is CertiPUR-US® certified. It must be clear only the foam is certified.
- Saying “no” when the correct term is “made without.” Made without formaldehyde, made without lead, etc.
- Using terms that are not certifiable. Examples: comfortable, safe, non-toxic, hypoallergenic, chemical-free, etc.

Tools for Participating Companies

Free Marketing and Sales Tools. We encourage participating companies to use the many free resources available on our website, including information sheets, videos and frequently asked questions.

Free Training. Encourage your sales, marketing and customer service teams to earn their CertiPUR-US® Certificate of Knowledge by taking our free, 20-minute, online certificate course.

Free Directory Listings. When you register, your company or brand is listed in the CertiPUR-US® online directory of participating companies. Access the directory at certipur.us/directory or download the mobile app at the Apple App Store or Google Play Store. You may list as many brands as you like at no cost. We encourage you to list any brand, model or collection that a consumer would look for — because they do!



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



Black plus white ink or knockout on white paper



Black overprint only to be used on cardboard or solid packaging. No images should ever show through the logo.

Graphics Overview

The CertiPUR-US® Graphics and Style Guide was created to promote and protect the image and use of the CertiPUR-US® name and logo by achieving a consistent look across all materials, including printed publications, downloadable PDFs, written correspondence and all website content. 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® Logo

The logo that represents compliance with the CertiPUR-US® program is shown in the column to the left. Only this CertiPUR-US® logo should be used on a label on a compliant product. It may also be used in a printed or electronic presentation of a specific product that contains CertiPUR-US® certified foams exclusively.

Logo Usage

The green-and-blue version of the logo should be used in two-color and four-color publications whenever possible. Please see the Brand Colors section at right for the Pantone numbers of the logo colors and their four-color equivalents. In the case of a black-ink-only publication, a “grayscale” version of the logo may be used. This version uses screens of black ink to create different tones of gray. The center of the logo should always be white without any background color showing through. (Exception: When using a black-and-white logo on cardboard packaging, the cardboard can show through.)

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

Brand Colors

The green and blue from the CertiPUR-US® logo should be used as prominent colors in a publication.

The **Pantone® spot colors** for a document that allows ink colors to be chosen are:

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

In **four-color** publications using coated (glossy) paper, the CMYK (cyan, magenta, yellow and black) equivalents of these colors are:

- **Green:** C54 M5 Y94 K24
- **Blue:** C100 M75 Y2 K18

In **four-color** publications using uncoated paper, the CMYK (cyan, magenta, yellow and black) equivalents of these colors are:

- **Green:** C50 M4 Y92 K20
- **Blue:** C92 M62 Y0 K18

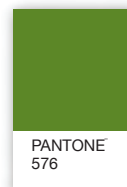
For **web documents**, the RGB (red, green and blue) equivalents are:

- **Green:** R92 G135 B39
- **Blue:** R0 G83 B155

For **Microsoft Word** users, these RGB numbers may be applied to create colors that fit with the CertiPUR-US® logo. (As an example, the title and main headings in this document are formatted in the logo's green and blue.) To use these colors in Microsoft Word, select the text that will change color, click the caret for the font color drop-down menu, click “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 (making sure “RGB” is selected as the color model).

For **HTML/CSS coding**, the hexadecimal values for website design are:

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



The CertiPUR-US® program is administered by the nonprofit Alliance for Flexible Polyurethane Foam. The Technical Guidelines, which provide details on criteria for certifying a foam, are available on our website.

Questions? We are happy to help. Contact info@certipur.us.

www.certipur.us