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

www.certipur.us
Eligibility for Participation in the CertiPUR-US® program

The CertiPUR-US® logo or name 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 Certification of Slabstock (or Molded) Flexible Polyurethane Foam for Use in Furniture and Bedding (Technical Guidelines).

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 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 4 of this document indicating that you understand and will abide by the rules governing use of the CertiPUR-US® logo or name.

NEW: On the agreement, you must enter your course certificate number, indicating that you have successfully completed the 20-minute, online CertiPUR-US® Certificate of Knowledge course. The course is available at www.certipur.us/certificatecourse. Others on your team, including retail sales associates and customer service staff are encouraged to take the free course.

#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® logo or name 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 or 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 or name 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.

- 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 4 of this document to become a participating retailer. Be sure to list the specific brands you sell.
Misleading or false statements made in connection with the CertiPUR-US® program will result in termination of permission to use the logo or name.

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

Using the CertiPUR-US® Name 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® name, CertiPUR-US® guidelines, CertiPUR-US® certification, or CertiPUR-US® program.

### 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 this hangtag.

### When making claims in connection with the CertiPUR-US® program...

**... you can say:**

- The foam is:
  - Made without ozone depleters
  - Made without PBDEs, TDCPP or TCEP (“Tris”) flame retardants
  - Made without mercury, lead, and other 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)

- 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

**... you cannot say:**

- 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® name or logo 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 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® logo or name because the CertiPUR-US® program relates only to flexible polyurethane foam as stated on the logo.
CertiPUR-US® Program Terms of Use Agreement Form B

Name: ____________________________ Date: ____________________________

Company: ____________________________

Address: ____________________________

City: ____________________________ State/Province: ____________________________ Zip/Postal code: ____________________________

Email: ____________________________ Website: ____________________________

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

Customer service contact* (if different than above):

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

Check all that apply: 

☐ Bedding Mfr

☐ Upholstered Furniture Mfr

☐ Foam Distributor

☐ Foam Fabricator

☐ Foam Producer

☐ Bedding Retailer**

☐ Upholstered Furniture Retailer

☐ Other: ____________________________

**List specific brands (already listed at certipur.us/listings) that you sell*:
________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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

List the supplier(s)/distributor(s) that sell you certified foam or products containing certified foam*:
________________________________________________________________________

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

Do you use CertiPUR-US® certified foam in all your products containing flexible polyurethane foam†? 

☐ YES ☐ NO

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 or brand(s) to be listed ____________________________ Website link (write n/a if no link preferred) ____________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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, it is our responsibility to inform employees, contractors, and/or consultants about the Terms of Use rules and I agree to the conditions and terms of usage of the CertiPUR-US® logo or name.

☐ I understand that any advertising, packaging, website content, labeling, news release or other promotional materials that carry the CertiPUR-US® logo or name must be submitted to and approved by CertiPUR-US® administrators 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 CertiPUR-US® certifies flexible polyurethane foam, not the finished product.

☐ We agree to indemnify, hold harmless, and defend AFPF, Inc., its officers, directors, and employees against any damages, liability, costs, or expenses, including attorneys’ fees and costs, arising out of third party claims in connection with our use of the CertiPUR-US® logo or name.

Signature __________________________________ Date ____________________________

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

www.certipur.us

*CertiPUR-US® Program Terms of Use are subject to change. By registering, you are giving CertiPUR-US® administrators express permission to email program updates and information to representatives of your company.

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