



CertiPUR-US[®] Program Terms of Use Manual

Including Terms of Use Agreement Form B

June 1, 2020

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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/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 4-5 of this document to become a participating retailer.

Be sure to list the specific brands you sell.

Restricted:

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, not participating companies.

Eligibility for Participation in the CertiPUR-US® program

The CertiPUR-US® name/logo/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 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 4-5 of this document indicating that you understand and will abide by the rules governing use of the CertiPUR-US® name/logo/mark.

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 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® 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® name/logo/mark from program administrators, have access to art files of the logo and have the opportunity to order hangtags and other merchandise.

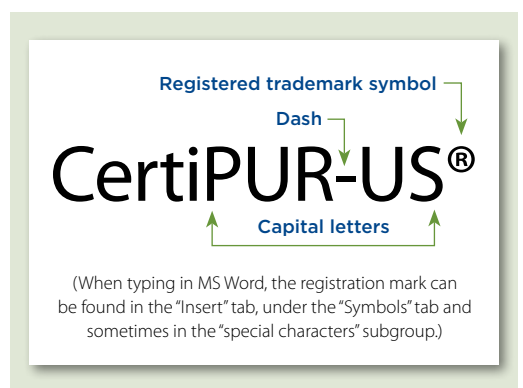
Rules for Participating Manufacturers, Distributors and Retailers

Pre-Approval of Promotional Material Required

Pre-approval of all ads, brochures, signage, sales sheets, webpages, 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.



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 email 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

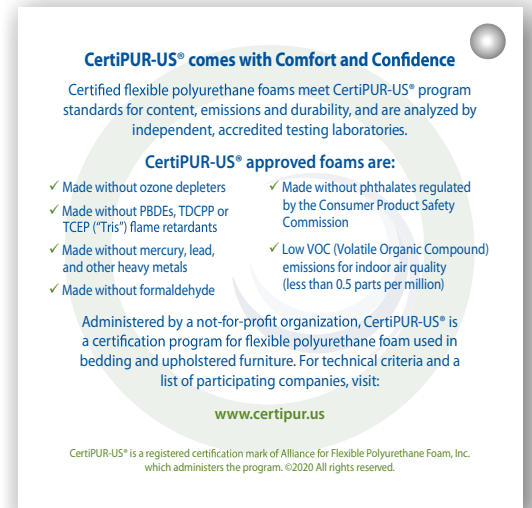
Be careful about claims. Be sure it is clear that it is the foam that is certified—not the mattress, upholstered furniture, product line or company.


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 TCEPC (“Tris”) Flame-retardants (FRs). Other prohibited FRs are listed in *The Technical Guidelines* and at 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 TCEPC (“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) ✓ No chlorofluorocarbons (CFCs) ✓ Performance-tested ✓ Durability-tested ✓ Emissions-tested ✓ Content-tested ✓ Environmentally innovative ✓ Analyzed by independent, accredited testing laboratories ✓ Meets CertiPUR-US® standards for content, emissions and durability and is 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® name/logo/mark 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 name/logo/mark must be used *only 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/logo/mark 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® name/logo/mark because the CertiPUR-US® program relates only to flexible polyurethane foam as stated on the logo.

CertiPUR-US® Program Registration | Form B

Terms of Use Agreement



A signed copy of this completed Form B, agreeing to the *CertiPUR-US® Program Terms of Use*, along with a **Verification Form A** from your supplier of CertiPUR-US® certified foam, is required for you to register and gain permission to legally use the trademarked CertiPUR-US® name/mark/logo in association with products containing certified foam.

Section A

Course Certificate Number:

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Before you complete Form B, you will need to successfully complete the CertiPUR-US® free 20-minute online Certificate of Knowledge course at certipur.us/certificatecourse. When you complete the course, follow the COMPLETED prompts until you reach the DOWNLOAD CERTIFICATE button. Your certificate will include the 16-digit number required for this section.

Section B: Basic Information

Date: _____

First Name: _____ Last Name: _____

Company: _____

Identify Brands/Sub-brands (if any): _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Email: _____ Website: _____

Direct Phone (ext): _____

Customer service contact, if different than above.

This is the contact information we will share with consumers if they contact us with inquiries about your products:

First Name: _____ Last Name: _____

Phone (ext): _____ Email: _____

About Your Company (check all that apply)

- Bedding Mfr Upholstered Furniture Mfr Foam Distributor Foam Fabricator Foam Producer
- Bedding Retailer* Upholstered Furniture Retailer* Other: _____

***Retailers Only:** If the brand(s) you sell is listed at certipur.us/listings, and you don't sell a house/private label, you only need to submit Form B to be registered, **but identify those listed brands here:** _____

About Your Supplier(s)

List the supplier(s)/distributor(s) that sell you certified foam or products containing certified foam and that will be submitting a separate Verification Form A on your behalf:



CertiPUR-US® Program Registration | Form B | Terms of Use Agreement

Section C : Your Listing and Links for Online Directory (Required)

Please provide the names of all companies or brands to be listed on the CertiPUR-US® website in the online Consumer Directory. Please include 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)

_____	_____
_____	_____
_____	_____
_____	_____

Section D: Agreement to Terms and Signature

As an authorized representative of _____, I agree to the conditions and terms of usage of the CertiPUR-US® name/logo/mark 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.
- I understand that a requirement of the program is to list the company or brand in the CertiPUR-US® online consumer directory at certipur.us/listings.
- I understand that any advertising, packaging, website content, labeling, news release or other promotional materials that carry the CertiPUR-US® name/logo/mark **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/logo/mark 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.
- I understand if we change or add certified foam supplier(s), updated Verification Form A(s) must be submitted.
- 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® name/logo/mark.

Signature

Date

Questions? Visit certipur.us/register or contact info@certipur.us

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.