



# CertiPUR-US® Program Terms of Use Manual

## Including Terms of Use Agreement Form B

October 1, 2021

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**Submit Agreement Form B online at [certipur.us/FormB](https://www.certipur.us/FormB)**

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

**[www.certipur.us](https://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](https://certipur.us/listings), you only need to submit Form B on pages 4–7 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 pages 4–7 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](https://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, e.g., 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.

**NEW!** Beginning in 2022, all registered companies must update their directory listing annually.

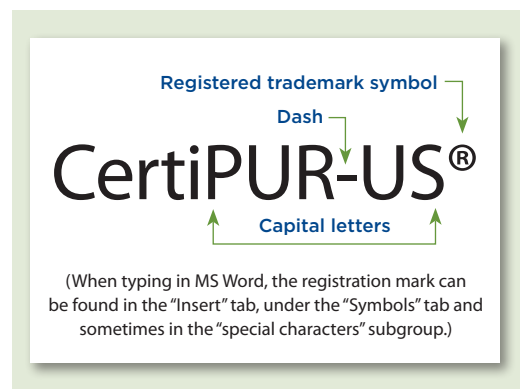
## Rules for Participating Manufacturers, Distributors and Retailers

### 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® name/logo/mark **MUST** be sent to [approvals@certipur.us](mailto: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 name/logo/mark.

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](mailto: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

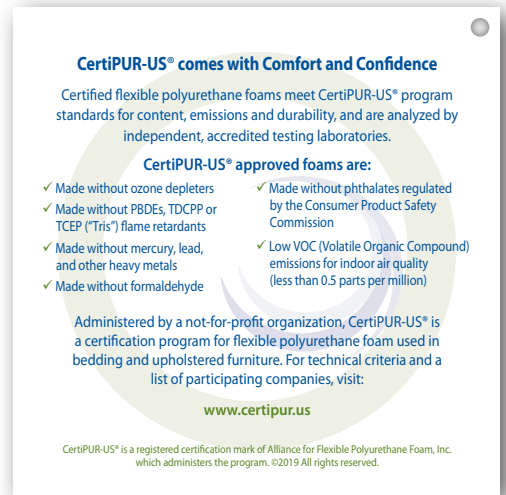
Be careful about claims. Be sure it is clear that it is the foam that is certified—not the mattress, upholstered furniture, product line or company.

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](http://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><b>The foam is:</b></p> <ul style="list-style-type: none"> <li>✓ Made without ozone depleters</li> <li>✓ Made without PBDEs, TDCPP or TCEP (“Tris”) flame retardants</li> <li>✓ Made without mercury, lead and heavy metals</li> <li>✓ Made without formaldehyde</li> <li>✓ Made without phthalates regulated by the Consumer Product Safety Commission</li> <li>✓ Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)</li> <li>✓ No chlorofluorocarbons (CFCs)</li> <li>✓ Performance-tested</li> <li>✓ Durability-tested</li> <li>✓ Emissions-tested</li> <li>✓ Content-tested</li> <li>✓ Environmentally innovative</li> <li>✓ Analyzed by independent, accredited testing laboratories</li> <li>✓ Meets CertiPUR-US® standards for content, emissions and durability and is analyzed by independent, accredited testing laboratories</li> </ul>	<ul style="list-style-type: none"> <li>✗ Chemical-free</li> <li>✗ Eco-friendly*</li> <li>✗ Environmentally friendly*</li> <li>✗ Environmentally safe*</li> <li>✗ Green*</li> <li>✗ Hypoallergenic</li> <li>✗ Made without chemicals</li> <li>✗ Made without flame retardants</li> <li>✗ No carcinogens</li> <li>✗ No flame retardants/free of FRs</li> <li>✗ Non-toxic</li> <li>✗ Recycled*</li> <li>✗ Renewable*</li> <li>✗ Safe</li> <li>✗ Soy-, agri- or bio-based</li> <li>✗ Sustainable*</li> </ul>

\*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](http://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



- To register, please fill out this form on behalf of the company you represent only if you are purchasing CertiPUR-US® certified foam or products containing certified foam. A company must be registered to be granted permission to use the CertiPUR-US® program's trademarked name/logo/mark.
- There is no cost to register, but in addition to this Form B, your supplier of CertiPUR-US® certified foam, or products containing certified foam, must submit CertiPUR-US® Program Supplier Verification Form A available at [certipur.us/FormA](http://certipur.us/FormA).
- Please remember that you do not have permission to use the CertiPUR-US® name/logo/mark until your company or brand is registered and listed on our website. Once registered, if you do not adhere to the Terms of Use, permission to use the CertiPUR-US® name/logo/mark will be rescinded and your listing on our website will be removed.
- **NEW!** Beginning in 2022, all registered companies must update their directory listings annually via **Form C**. Details to follow.

### 1. Certificate of Knowledge Requirement

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](http://certipur.us/certificatecourse). When you complete the course, keep following prompts to download certificate. Your certificate will include the 16-digit number required below:

Course Certificate Number:     -     -     -

### 2. Basic Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Parent Company: \_\_\_\_\_

Other company names you may be doing business as (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

*If possible, provide unique email rather than generic/role email (e.g., sales@, support@).*

Direct Phone (with ext. and/or country code if applicable): \_\_\_\_\_

Alternate Phone: \_\_\_\_\_ Website: \_\_\_\_\_

### 3. Customer Service Contact (if different from above)

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

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

*If possible, provide unique email rather than generic/role email (e.g., sales@, support@).*

#### 4. Company Type (for online directory — check all that apply)

Only check a company type if that division of your company sells CertiPUR-US® certified foam or products containing certified foam.

- |   |   |
|---|---|
| <input type="checkbox"/> Foam distributor   | <input type="checkbox"/> Pet bed manufacturer               |
| <input type="checkbox"/> Foam fabricator  | <input type="checkbox"/> Pet bed retailer                   |
| <input type="checkbox"/> Foam producer certifying foams and listed here:<br><a href="https://certipur.us/producers">certipur.us/producers</a> (skip sections 5, 6, 7 below) | <input type="checkbox"/> Pillow manufacturer                |
| <input type="checkbox"/> Mattress/bedding manufacturer  | <input type="checkbox"/> Pillow retailer                    |
| <input type="checkbox"/> Mattress/bedding retailer  | <input type="checkbox"/> Upholstered furniture manufacturer |
| <input type="checkbox"/> Medical product supplier   | <input type="checkbox"/> Upholstered furniture retailer     |
|   | <input type="checkbox"/> Other (specify) _____              |

#### 5. About Your Supplier of CertiPUR-US® Certified Foam (Confidential. For use by CertiPUR-US® administrators only.)

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

\_\_\_\_\_

#### 6. Identify the CertiPUR-US® Certified Foam Families You Purchase or Your Products Contain (check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Conventional foams                                    | <input type="checkbox"/> Viscoelastic (memory) foams   |
| <input type="checkbox"/> Conventional FR foams                                 | <input type="checkbox"/> Viscoelastic (memory) foams with gel  |
| <input type="checkbox"/> High resilience foams                                 | <input type="checkbox"/> Branded foams (any of the categories above with an exclusive branded name), specify _____ |
| <input type="checkbox"/> High support foams                                    | <input type="checkbox"/> _____   |
| <input type="checkbox"/> Molded foams  | <input type="checkbox"/> Other foams, specify _____  |
| <input type="checkbox"/> Super-soft (low density/low index) conventional foams | _____  |

#### 7. Do you use only CertiPUR-US® certified foam in all your products, brands and sub-brands that contain flexible polyurethane foam? Check one.

- Yes    No

If no, please be sure your corporate, sales, marketing and customer service teams do not state, imply or promote that a product contains certified foam if it does not.

(More)

## 8. Company, Brand(s), Listing(s) and Link(s) (for online directory)

For the directory, include ALL company names/brands/sub-brands (with links, if desired) a customer would search for to confirm participation in the CertiPUR-US® program. *To list more companies, brands, or sub-brands, please write us at [info@certipur.us](mailto:info@certipur.us).*

Name of Company, Brands or Sub-brands to be Listed	Website Link (write n/a if no link preferred)
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

## 9. Product Categories (for online directory — check all that apply)

For the directory, your company will only be listed in the categories you check. Check at least one. Only check a category in which you sell products containing CertiPUR-US® certified foam. *Example: If you manufacture mattresses and furniture, but only use CertiPUR-US® certified foam in your mattresses, please do not check the upholstered furniture category.*

- |  |  |
|--|--|
| <input type="checkbox"/> Décor pillows/cushions  | <input type="checkbox"/> Medical-related products                    |
| <input type="checkbox"/> Foam distributor  | <input type="checkbox"/> Outdoor furniture/cushions                  |
| <input type="checkbox"/> Foam fabricator   | <input type="checkbox"/> Pet beds                                    |
| <input type="checkbox"/> Foam producer certifying foams and listed here:<br><a href="http://certipur.us/producers">certipur.us/producers</a> | <input type="checkbox"/> Pillows                                     |
| <input type="checkbox"/> Mattress pads/toppers/protectors  | <input type="checkbox"/> Sleeper sofas                               |
| <input type="checkbox"/> Mattresses for adults   | <input type="checkbox"/> Upholstered sofas/sectionals/loveseats      |
| <input type="checkbox"/> Mattresses/adjustable   | <input type="checkbox"/> Upholstered chairs/recliners/glider-rockers |
| <input type="checkbox"/> Mattresses for cribs  | <input type="checkbox"/> Upholstered headboards/bed frames           |
| <input type="checkbox"/> Mattresses for youth  | <input type="checkbox"/> Youth furniture                             |
|  | <input type="checkbox"/> Other (specify) _____                       |

## 10. Geographic Locations Served (for online directory)

For the directory, your company will only be listed in the locations you check. Check at least one.

- |   |  |
|---|--|
| <input type="checkbox"/> USA, nationally  | <input type="checkbox"/> <b>Southwest</b> (Arizona, New Mexico, Oklahoma, Texas)   |
| <input type="checkbox"/> USA, select regions only, please specify:  | <input type="checkbox"/> <b>West</b> (Alaska, Colorado, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming) |
| <input type="checkbox"/> <b>Mid-Atlantic</b> (Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington, D.C.)                                       | <input type="checkbox"/> USA, select states only, please specify _____   |
| <input type="checkbox"/> <b>Midwest</b> (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)         | _____  |
| <input type="checkbox"/> <b>Northeast/New England</b> (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)   | <input type="checkbox"/> Outside USA, please specify region/province/country _____   |
| <input type="checkbox"/> <b>South</b> (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, West Virginia) | _____  |

## 11. Agreement to Abide by the Rules Set Forth in the CertiPUR-US® Program Terms of Use Manual

- I have read and agree to the CertiPUR-US® Program Terms of Use Manual, which is available at [certipur.us/TermsOfUse](http://certipur.us/TermsOfUse), and understand it is our responsibility to inform employees, contractors and/or consultants that they must abide by the Terms of Use.
- I understand that any advertising, packaging, website content, labeling, news release or other promotional materials that carry the CertiPUR-US® name/logo/mark or claims must be submitted to and approved by CertiPUR-US® administrators prior to use. Email [approvals@certipur.us](mailto: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 only flexible polyurethane foam, not the finished product, and I must not characterize a whole product or my company as being CertiPUR-US® certified.
- I understand that if we change or add foam supplier(s), an updated Verification Form A(s) must be submitted by that supplier.
- I understand that the following claims CANNOT be made in association with CertiPUR-US® certified foams:
  - Chemical-free
  - Eco-friendly
  - Environmentally friendly
  - Environmentally safe
  - Green
  - Hypoallergenic
  - Made without chemicals
  - Made without flame retardants
  - No carcinogens
  - No flame retardants/free of FRs
  - Non-toxic
  - Recycled
  - Renewable
  - Safe
  - Soy-, agri- or bio-based
  - Sustainable
- 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.
- I understand that, beginning in 2022, I must update my directory listing annually via Form C in order to continue to have permission to use the CertiPUR-US® name/logo/mark.
- I have entered my electronic signature below — signed and submitted a copy of this document — and I understand that in either case my signature is legally binding.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print First Name \_\_\_\_\_ Print Last Name \_\_\_\_\_

*By submitting this document, permission is granted to CertiPUR-US® program administrators to email periodic program updates.*

**Submit this form online at [certipur.us/FormB](http://certipur.us/FormB) (preferred)**

or via email at [forms@certipur.us](mailto:forms@certipur.us) or fax at 248.659.1531

**Questions?** Contact [info@certipur.us](mailto:info@certipur.us)



CertiPUR-US® is a registered trademark of Alliance for Flexible Polyurethane Foam, Inc.

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