

Use of the Furntech-AFRDI logo

Following a number of cases which have required corrective action, this information is provided as a guideline.

AFRDI Blue Tick, the **Furntech Orange Tick** and the **AFRDI 146 Leather** logos are only to be used adjacent to **product** that has been assessed and which satisfies all of the Institute's criteria. Companies whose product satisfies these requirements enter into legal agreements with the Institute.

The Blue Tick, Orange Tick and the Leather logos are **not** to be used on covers of brochures, letterheads or Website home pages to indicate in a commercial sense that some or all of the product contained therein complies and of course are **not** to be used on any product which has not been certified by the Institute.

As a point of clarification, if a product once being approved is renamed, it still requires separate approval from Furntech-AFRDI to be advertised with these logos under the new name.

The Blue Tick, Orange Tick and Leather logos in conjunction with the words 'selected products' is also not to be used.

We wish to encourage the use of the logos to promote certification but it must be done properly. We must also protect our certification programs and those clients who use our logos according to the conditions detailed in our certification agreements.

The Trade Practices Act makes no distinction between cases where misleading behaviour is intentional or inadvertent. The issue is whether the consumer would be misled by the behaviour.

Furntech-AFRDI Member Logo

This is available to all financial Institute members and may be used on items of correspondence like letterheads and facsimiles, on brochures and Web pages but **not** on products. Members will be sent the Member logo in electronic form.

It is our intention to monitor the use of our logos and to investigate cases of alleged misuse that come to our attention.

Would you please check that your company is correctly using our AFRDI Blue Tick and Furntech Orange Tick logos, and the Leather 146 logo?

If you are unsure about the correct use of our logos please contact us on (03) 6326 6155 or at info@furntech.org.au



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