

## Use of Furntech-AFRDI Trademarks

### *Product Logos and Trademarks (including certification marks)*

**AFRDI, AFRDI Blue Tick, AFRDI Rated Load, AFRDI Green Tick, the Furntech Orange Tick and the AFRDI 146 Leather** trademarks/certification marks are only to be used appropriately and in a manner which is neither intentionally or unintentionally misleading<sup>1</sup>.

Examples of acceptable uses are as follows:

1. Adjacent to **products** that hold current, relevant AFRDI certification. Companies whose products satisfy these requirements enter into legal agreements with the Institute.
2. In conjunction with a description of what the applicable certification scheme means. Please contact the Institute for example descriptions. Use in this way should only be made by companies with currently certified products (see also example 4 below).
3. When used as a 'link' in a webpage or brochure. The trademark/certification mark must be accompanied by a reasonable explanation of its purpose e.g. "follow this link to find our AFRDI certified product range" or " look for this logo next to AFRDI certified products". Use in this way should only be made by companies with currently certified products.
4. Other uses as explicitly deemed appropriate by AFRDI. The principle applied in determining unacceptability will be "would a reasonable person be likely to infer product certification where none exists?". An example of logo/mark use in apparent conflict with clause 2 above, but likely to be considered appropriate by AFRDI, would be when a logo/mark is used by a specifier on a tender document (including an appropriate description of what the certification scheme means). In this case the specifier is unlikely to be representing a company with 'currently certified products'. However, given this type of use is clearly not implying certification where none exists, it would typically be deemed appropriate. Please contact us for further advice.

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<sup>1</sup> Australian Consumer Law makes no distinction between cases where misleading behaviour is intentional or inadvertent. The issue is whether the consumer would be misled by the behaviour.



Examples of unacceptable uses are as follows:

1. On covers of brochures, letterheads or website home (or other) pages to indicate, in a commercial sense, that **some** of the products contained therein are certified when no clear distinction is made between those products which are certified and those which are not.
2. On items of correspondence like letterheads, facsimiles, brochures and web pages where it is used without appropriate description, or does not serve a linking function (as outlined previously), or is used by companies without current certified product.
3. Adjacent to any product which is not currently certified by the Institute.

As a point of clarification, if a product having once been approved is renamed, it still requires separate approval from Furntech-AFRDI to be advertised with any of these trademarks/certification marks under its new name. (Explanation: an office chair, for example, has a named identity when tested, the name encapsulating all the mechanical components which make up the chair. If the name is changed, or the chair is re-badged for marketing reasons by a third party, it is difficult for a consumer (or AFRDI) to check that it is the same chair originally tested and certified by AFRDI – the result being the purpose of the certification has been effectively lost. Furntech-AFRDI believes consumers and specifiers should be able to check on a product's certification status by visiting the Furntech webpage).

Furntech-AFRDI wishes to encourage the use of its trademarks/certification marks to promote certification but it must be done properly. We must also protect the integrity of our certification programs and those clients who use our trademarks/certification marks according to the conditions detailed in this policy and in our certification agreements.

### ***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 on request.



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