

FREQUENTLY ASKED QUESTIONS

Question 1 – WHERE CAN I USE THE MARK?

Answer: A Licensee may use the Mark on: (1) the certified product itself; (2) certified product packaging, tags, labels and packaging inserts such as owner's manuals and product specification sheets; (3) certified product promotional materials (as long as such use is in compliance with these Guidelines); (4) certified product sample cards; and (5) on your website and social media pages specifically promoting a certified product (as long as such use is in compliance with these Guidelines).

Question 2 – CAN I USE THE MARK ON GENERAL COMPANY PROMOTIONAL MATERIALS?

Answer: No. Use of the Mark is specific to certified product. Use of the mark on general company promotional materials may be misinterpreted by the public to mean that all of the company's products are certified by CFFA, when this may not be the case.

Question 3 – CAN I USE THE MARK ON CERTIFIED PRODUCT PROMOTIONAL MATERIALS?

Answer: Yes, with the appropriate license agreement. The Mark must appear in the document in close proximity to the certified product's name, logo, or product image, or product description. A fabricator must sign a License Agreement and comply with the Guidelines in order to use the certification mark on its own materials, such as its website, social media, or advertisements.

Question 4 – CAN I USE THE MARK ON MY COMPANY WEBSITE OR SOCIAL MEDIA PAGE?

Answer: Yes, with the appropriate license agreement. The Mark must appear in close proximity to the certified product's name, logo, or product image, or product description. The Mark cannot be used on your website or social media page in a manner that, in CFFA's sole discretion, could be misinterpreted to mean that products that have not met the certification criteria have been certified or that all of the company's products are certified by CFFA.

Question 5 – CAN I GROUP THE MARK WITH OTHER ORGANIZATIONS' CERTIFICATION LOGOS?

Answer: Licensees may do so, but only under the following criteria: (1) the Mark must stand alone and cannot appear connected to the other organizations' certification marks; and (2) the Mark cannot appear in proximity to other organizations' certification marks such that the Marks would be construed as a co-brand.

Question 6 – WHAT HAPPENS IF I DO NOT FOLLOW THESE GUIDELINES?

Answer: These Guidelines have been incorporated into the license agreement by reference. Failure to adhere to these Guidelines may constitute a breach of the license agreement. Breaches of the license agreement may result in the revocation of your license to use the Mark, or in some cases, legal action.

Question 7 – HOW CAN I CONFIRM THAT I AM COMPLYING WITH THE GUIDELINES?

Answer: You may contact CFFA with any questions at cffa@coatedfabricsandfilm.com. Participants must comply with all procedures in these Guidelines. Certifying participants and licensees may be asked to submit lab results from an accredited lab confirming products meet the CFFA-P-101 Standard.

Question 8 – WHAT IF ONE OF MY PRODUCTS IS CHALLENGED AS NOT MEETING THE CFFA-P-101 STANDARD?

Answer: Please see Section 4 for the Challenge process.