

amfori Supplier Toolkit Guidelines

October 2024



Content

| | |
|--|----------|
| Introduction | 3 |
| Chapter 1: Supplier (Business Partner) boilerplates | 3 |
| Chapter 2: Where to use the boilerplate | 6 |
| 2.1. Communication | 6 |
| Chapter 3: How to use the boilerplate | 7 |
| 3.1. The principles | 7 |
| 3.2. Do not use the boilerplate near product information | 7 |
| 3.3. Do not use the boilerplate on packaging | 8 |
| 3.4. Do not use the boilerplate as a certification | 8 |
| 3.5. Do not use the boilerplate on a product label | 9 |
| 3.6. Do not refer to FTA | 9 |
| 3.7. Do not use old logos | 9 |

Introduction

Highlighting your relationship with an amfori member is a **powerful way to demonstrate your commitment** to building a more sustainable and responsible supply chain.

These guidelines offer an overview of the promotional materials (boilerplates) along with instructions on their correct and incorrect usage.

Questions or assistance:

If you have any questions or need assistance, please contact our membership team at info@amfori.org.

Chapter 1: Supplier (Business Partner) boilerplates

For whom: Companies that supply (offer goods or services) to a member of amfori.

What: The supplier boilerplate can be used by companies that are suppliers of members of amfori, across online and offline communication channels. It is a combination of our logo with standard copy lines. The member boilerplate is provided in English and should only be used in its original form.

Options:

- **amfori and products:** we have developed several options, including a generic and product-specific boilerplates
- **Format:** we have created multiple versions in both portrait and landscape orientations, available in various formats

amfori brand



amfori BSCI



amfori BEPI



amfori BSCI and amfori BEPI



Chapter 2: Where to use the boilerplate

2.1. Communication

The amfori boilerplate, and other explanatory information about amfori (if any), may be used in the **communication** about the company and/or its efforts with regard to open trade and sustainability, but not in communication linked to a specific product(s) or service(s).

Examples are:

- **Corporate websites:** in particular on a dedicated page on sustainability, compliance, or memberships to (trade or other) associations.
Link the boilerplate to the amfori website (www.amfori.org).
- **Corporate reports:** in particular the (annual) corporate responsibility report, the (annual) corporate sustainability report and/or the (annual) activity report.
- **Company page on social media:** this should only be secondary to the primary use of the member's own corporate logos when indicating amfori membership.
- **Company brochures:** e.g., in a section “How our company contributes to a better world”.
- **Corporate presentations:** e.g., a presentation at a convention on company efforts for sustainable supply chain.
- **Fairs and exhibitions:** amfori suppliers may also use the boilerplate on roll ups or backdrops.
- **Submission for a public tender:** e.g., in the section on efforts in terms of sustainability especially if the tendering public body has requested information on sustainability efforts of the company.



Chapter 3: How to use the boilerplate

For information purposes and to clarify the principles and guidance, below we provide some examples of what not to do. Please note, these are only examples, and the list is not exhaustive.

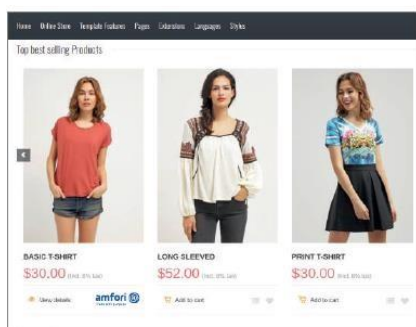
3.1. The principles

The amfori boilerplate must be used as provided and should not be altered. **The amfori logo should not be used on its own.**

amfori suppliers should **not** use the boilerplate nor the logo:

- to indicate any kind of **certification** or endorsement (by amfori or otherwise) of any product or service
- to indicate that amfori has officially approved or is connected with any product or service
- to show any kind of relationship with amfori aside from those permitted

3.2. Do not use the boilerplate near product information



Example: You should not use the amfori logo nor the boilerplate on an e-commerce website in such a way that it is, or appears to be, linked to a specific product or product line.

Example: Do not use the amfori logo in the “footer” on e-commerce website, as that footer is visible on all pages and may suggest an endorsement by amfori of the products.

3.3. Do not use the boilerplate on packaging



Example: You should not use the boilerplate nor the amfori logo on any food wrapping.



Example: You should not use the boilerplate nor the amfori logo on shoe boxes.



Example: You should not use the boilerplate nor the amfori logo on shipping boxes used to deliver your products to customers.



3.4. Do not use the boilerplate as a certification

Example: You should not use the amfori logo nor the boilerplate to create a ribbon that seems to indicate amfori is a certification body. It is not a certification body, and such logo use is not permitted.



3.5. Do not use the boilerplate on a product label



Example: You should not use the boilerplate nor the amfori logo on a label attached to clothing or other textiles.



Example: You should not use the boilerplate nor the amfori logo on the label of beverages.



3.6. Do not refer to FTA

amfori suppliers should not refer to the old name of amfori, the Foreign Trade Association or the FTA, unless in the single exception to indicate or explain that amfori was formerly known as the Foreign Trade Association or the FTA.

3.7. Do not use old logos

amfori suppliers must not use old logos, such as:



amfori

Avenue de Tervueren 270
1150 Brussels, Belgium

T +32 (0)2 741 64 76

E info@amfori.org

amfori.org

