

## *Business and Ethical Standards of the American Fence Association*

The American Fence Association, together with our members, recognizes our obligation to serve our industry and the public, including our customers, employees and communities. We are committed to the highest standards of honesty, integrity and responsibility in the ethical conduct of our business. A member's conduct in all matters shall reflect positively upon the industry. No member of AFA shall engage in any action that might bring the Association and its members into disrepute/dispute.

Each Member Company Agrees to:

Demonstrate and maintain the integrity of the fence, deck and railing industry through fair, ethical and honest conduct in all situations and in a manner that complies with local, state and federal laws;

Properly, effectively and professionally serve the needs of the ultimate user or consumer of the company's products or services;

Advertise or communicate to all person and companies, by conversation, correspondence, newspaper, magazine, radio, television, or any other means of communication:

\* True and proper representation of all policies, products, and any other important information which has influence on the consumer;

\* Ethical consumer advertising, to avoid any misleading claims including false comparisons; untrue, unproven, or exaggerated statements; trick photography; or omission of pertinent facts;

\* Factual information only concerned with the growth of the company or its number of operating outlets at the time of communication;

\* Published price lists, catalogs, and mailings which indicate the variety of differences in gauges, weights, sizes, grades, etc., in steel, wood, and vinyl fences, deck and railing materials;

Never, in any way, copy or represent the trademark or other distinguishing marks of other companies or associations with intent to mislead the public;

Furnish and sell to consumers through, by, or upon the recommendations of the company, products that are represented and manufactured with ingredients or materials of acceptable standards approved by the trade, profession, or industry;

Use sound accounting and business practices in financial reporting and comply fully with contracts and agreements; and

Assume the obligation to conduct continuing research, education and training in order to increase its knowledge with respect to all phases of its business operation and to achieve better performance, quality and successful transactions.