

Understanding FSC Labels

With the expansion and demand of FSC-certified products, the need for simpler guidance as well as dealing with new market needs, led to the decision in 2009 to undertake a review of the trademark standards.

The 'Requirements for Trademark use by Certificate Holders FSC-STD-50-001', launched in March 2010, outlines requirements for on-product labeling, promotional use of the trademarks and graphical requirements.

After receiving feedback on the Standard, FSC International has made several changes to the graphical requirements (size, color, border, background) for FSC on-product label use, which are now included in FSC-STD-50-001 V1.2.

Companies that are currently FSC-certified will be assessed against this new standard (FSC-STD-50-001 V1.2) from July 1, 2011 (previously January 1, 2011). If a company would like to be assessed against the new standard prior to this date, they may choose to do so. For all new FSC-certification candidate companies this new standard is in effect as of December 1, 2010.

- **FSC Labels on products**
- **Mobius Loop**
- **Certificate Code vs License Code**
- **Trademark Registration Marks**
- **Promotional Logo Use**
- **Minimum Label**
- **Approvals**
- **Graphical Requirements (color, background)**

FSC Labels on products

The FSC on-product label identifies products that meet FSC's strict environmental and social standards. The FSC on product label includes information as to: the type of fibre in the product (i.e. FSC-certified, pre/postconsumer recycled, controlled, or a mixture of these); the identity of the certified company producing the product (i.e. certification code); and where to go for more information on FSC (i.e. FSC website). The FSC trademark may be used on a product to identify it as FSC-certified. This is called the FSC Label. ONLY FSC-certified companies may place an FSC Label on a product.

Mobius Loop

This change pertains to both FSC Mix and FSC Recycled labels however this does not change the rules for eligibility for FSC labeling. The standard way to use the Moebius loop (ISO) is to combine both pre and post consumer reclaimed material. It was becoming confusing, when another loop was added next to the label giving a bigger percentage than the one in the FSC label loop. Additional statements alongside the label about the percentage of post-consumer waste can be made.

Certificate Code or License Code?

When should the certificate number be used?

As previously, it should be used on invoices and sales documents to indicate the FSC certified status of products.

Understanding FSC Labels

Case	License code	Cert number
On-product label	X	
Promotional panel	X	
Other promotional use of the logo	X	
Text reference to certification	X	
Invoice: promotional logo for template	X	
Invoice: identifying the FSC certified products		X
Other sales and shipping documents		X

Trademark Registrations: ™ or ®

The correct symbol is the one for the country in which the products will be sold or distributed, not necessarily where they are produced. Products that are globally distributed should use the TM symbol. See annex 1 of the standard (http://fscscanada.org/docs/fsc-std-50-001_v1-2%20trademark_ch.pdf) for further details.

FSC Promotional Logo Use for Certificate Holders

Who can use the FSC Promotional Panel

The FSC promotional panel can be used by FSC-certified companies to promote the fact that they are certified, or to promote FSC-certified products that they manufacture.

“ Certification Code (XXX-COC-#####): A unique identifier given to FSC-certified companies for use on INVOICES.

“ Trademark License Code (C#####): A unique identifier given to FSC-Certified companies for use on FSC PRODUCT LABELS and/or with the FSC logo when used promotionally.

Access to FSC Promotional Panel

Use the online 'Label Generator' at www.info.fsc.org/CHLogin to download high-resolution graphics of the FSC Promotional Panel in white, black or 'FSC Green'. Access codes and passwords are available from your certifier. (www.fscscanada.org/fsccertifiers.htm)

Approval of FSC Promotional Trademark Use

FSC-certified companies must send a sample of the FSC Promotional Panel use (electronic) to their certifier for approval. For a list of FSC certifiers visit www.fscscanada.org/fsccertifiers.htm

Placement of FSC Promotional Panel

The FSC Promotional Panel may be placed anywhere on the promotional materials as long as it is clearly visible. For example, on brochures, websites, point of sales materials etc.

For Promotional logo **graphical requirements** visit:

Understanding FSC Labels

http://fscCanada.org/docs/fsctrademark_certholders.pdf

FSC Promotional Logo Use for End Users

The FSC check tree logo can be used by non-certified companies or individuals for educational and promotional purposes.

Non-certified companies **cannot** place the FSC label on a product. Only companies that are FSC chain of custody certified are allowed to place the FSC label on a certified product.

Non-certified companies may only use the FSC Trademark if they have received prior permission from FSC to do so.

Minimum label

The FSC mini label is now smaller than before. The Minimum version of the FSC labels, is the smallest label possible, and can be used when there are space limitations (e.g. Paper size A5 or smaller). Other small items can be brought to the certification body for approval.

What if a product is so small that even the mini label cannot be used?

An image of the product and description can be submitted to the certification body for special approval.

Approvals

All Certified companies must get approval for the use of the FSC On-product labels and promotional panels by sending an electronic copy of the design to their FSC Certifier.

Graphical Requirements

Colour (foreground and background):

Labels must be printed in the standard FSC colours: black, white or 'FSC green'. Alternative colours may be used if a print item does not include the standard colours.

FSC Green =

Pantone 626C

CMYK: 100C 60M 100Y 20K

RGB: 50R 80G 60B

If a printing process uses CMYK or RGB instead of Pantone, the equivalent color to Pantone 626C shall be used in CMYK or RGB. The FSC Label generator allows you to download in CMYK.