



USING THE FSC LOGO AND LABELS - REWARDING RESPONSIBLE FOREST PRACTICES

The FSC logo and on-product labels have become the globally trusted mark for businesses and individuals looking for products from forests that benefit people, the environment and that also provide ongoing business value. You can find our logo on an ever growing assortment of products around the world.

Recognition of FSC has never been higher. In countries like The Netherlands and Switzerland consumer surveys report high levels of recognition of the FSC logo with over 50% reporting they know what it is and support FSC.

Using the logo and label can help generate continued demand for products from FSC certified forests. There are many ways to use the FSC logo. Knowing the rules and using the logo and label correctly helps protect the investments we have all made in the FSC system.

The Trademark Services Unit (TSU) of FSC Global Development manages this work for the FSC Network.

What kinds of uses are allowed?

There are two categories of use that will demonstrate your commitment to responsible forestry:

1. Promotional use

This shows that a company supports FSC by using or selling FSC certified products. It is usually accompanied by a statement that indicates what and how the company is supporting FSC or where an interested party can learn more about the company's commitment to FSC. Both retailers and other non-certificate holders as well as certificate holders may use promotional claims.

However there is a set of rules we have developed to ensure there can be no confusion regarding the status of products they offer.

2. On-product use

An on-product label indicates that the labeled item represents material that comes from FSC certified forests, recycled or other controlled materials.

Only FSC certificate holders with valid certificates can use an on-product label.

FSC offers an 'Online Labeling and Publication System' to all certificate holders that generates correct on-product labels in over 20 languages. Certificate holders should contact their FSC accredited certification body (CB) for more information.

Who can use the logos and labels?

We encourage active and credible use of both promotional and on-product labeling as long as an important set of rules are followed. We support a wide variety of users including:

1. Certificate holders

- May integrate the logo into sales and promotional materials. This can attract the attention of buyers looking for products from FSC certified forests.
- Are the **only users who can apply an 'on-product label'**.
- Have access to the 'Online Labeling and Publication System' that creates on-product labels in over 20 languages.
- As a general rule if you transform or sell forest products you are likely to be required to be a certificate holder to promote or label FSC products. If you are required to be a certificate holder you must do so before you can use the logo or the label.
- Should contact their CB for more information

2. Retailers and other companies who have no requirement to participate in FSC certification

- Are only allowed promotional use.
- Can use the logo (not the label) to promote their support of FSC or to highlight their purchase of certified products.
- This is often used in conjunction with procurement policies that support FSC use.
- Must register with TSU or their national FSC



Nominated Agent and obtain pre-approval for each use.

- For information online, visit: www.fsc.org/retailers.html

3. Media, academia and other public institutions

- Are only allowed promotional and informational use.
- Can incorporate the logo into articles that discuss FSC, research etc.
- Must register with TSU or their national FSC Nominated Agent and obtain pre-approval for each use.
- For information online, visit: www.fsc.org/media.html

4. National Initiatives

- Must be accredited by FSC – includes both Contact Persons and Working Groups.
- Must obtain pre-approval from TSU.

5. Certification bodies

- Must be accredited by Accreditation Services International (ASI), the company managing the FSC accreditation program.
- Label must include their registration number.
- Must obtain pre-approval for use from TSU.

What do the various graphics tell me?

1. Promotional use

Indicates support for FSC but does not indicate the status of a particular product. These always include a code that identifies who issued the approval and can be used to verify the company approved to use the label.

2. On-product use

Indicate the status of the product itself. These labels always identify who the certificate holder is and also provide information on the content of the product to which the label is applied.

What do the codes on the labels mean and how can I check them?

1. A code that is issued by TSU will look like this: FSC-SECR-####; where # represents a number.
2. FSC Nominated Agents who represent FSC in their country also issue codes to retailers and other non-certificate holders. This code is structured like this: FSC-XX-####; where XX is a country code such as DE (Germany) or US (United States), and # is a number.

What are the 3 'On-product Labels?'



100%
Products only contain material from FSC Certified forest that meet the environmental and social standards of FSC.



Mixed sources
Products with material from FSC certified forests, recycled material or other controlled sources.



Recycled
Products only contain post consumer material and may include some pre-consumer material content.

3. FSC certificate holders each have a unique certification code that they must use whenever they make a claim of any kind about FSC. The code is structured to indicate:
 - i. Certification body:** a code that identifies which FSC accredited certification body issued the certificate.
 - ii. Type of certificate:** FM – forest management; FM/CoC – forest management/chain of custody; CoC – chain of custody; CW – Controlled Wood
 - iii. Numerical code:** a unique number between 4 and 6 digits.

The only place to verify the validity of each certificate holder code is in our real time online certificate database: www.fsc-info.org

Useful resources

- **FSC policies, standards and advice notes:** www.fsc.org/internationalpolicies.html
- **Contact the FSC Trademark Services Unit of FSC Global Development:** trademark@fsc.org
- **Contact FSC certification bodies:** www.accreditation-services.com/CertificationBodies.htm
- **Contact FSC Nominated Agents:** www.fsc.org/trademarkcontact.html