



**FORESTS
FOR ALL
FOREVER**



FSC® IN PRINT

Contents

02 About FSC	16 How can you use the FSC trademarks?
03 We stand for forests	17 Retailers and non-manufacturers: FSC trademark licensing
04 Welcome to our FSC in Print pack	18 Get FSC certified
05 FSC in numbers	20 Graphic requirements for the use of the FSC labels
06 Driving the highest standards	22 Specifying FSC printed materials – for those purchasing paper and board
07 Forest management certification	24 Publishers and FSC
Chain of custody certification	28 Designers and FSC
08 Why choose FSC?	30 Packaging and FSC
10 Print for the real world	32 Choose FSC
12 FSC can support your business	
15 What do the FSC labels mean?	

Cover image of FSC labelled printed materials: © FSC IC

Explanatory Notes

This document is intended to be used as an introduction to the Forest Stewardship Council® for organisations who are FSC certified and for those who are considering becoming FSC certified, specifying FSC printing or working on behalf of an FSC certified organisation.

For latest figures on FSC certificates and presence worldwide, please visit the FSC International website at <https://ic.fsc.org>

For advice and guidance on the FSC system and standards, please contact FSC UK.

Please recycle this publication once it is no longer needed. The hot foil blocked print used is pulvable.



© Eric Goethals

ABOUT FSC

For over 20 years, FSC's work in developing, defining, and implementing rigorous certification standards has earned us the highest global reputation in forest management and made us a leading body that sets the standards for what is a responsibly managed forest, both environmental and socially. Today we are a credible and trusted international non-governmental organisation with a powerful track record in driving responsible management of the world's forests.



WE STAND FOR FORESTS

FSC works to take care of the world’s forests for future generations – to help ensure we have ‘Forests For All Forever’. We support this through a global forest certification system that awards forest management and chain of custody certificates. In practice, this means that when timber leaves an FSC certified forest, companies along the supply chain have been audited against our best practice standards and that when a product bears the FSC logo, customers can be sure it has been made with material from responsible sources.

The FSC forest management standards have been developed through broad stakeholder engagement and provide leading guidelines for responsible forest management. Responsible

forest management as promoted by FSC maintains and enhances biodiversity and ecological processes. From the social aspect, it aims to protect the rights of workers, communities, and Indigenous Peoples while respecting the economic viability of forest management operations.

By offering credible, simple ways for more people to make ethical choices, we are helping societies recognise the value of forests for a sustainable future.

OUR VISION

The world’s forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

OUR MISSION

Forests For All Forever – FSC shall promote environmentally appropriate, socially beneficial, and economically viable management of the world’s forests.

HOW WE DO IT

We provide an internationally recognised global certification scheme that helps ensure socially, economically, and environmentally responsible management of the world’s forests. We operate as a multi-stakeholder organisation and have been doing so since 1994.





WELCOME TO OUR FSC IN PRINT PACK

Despite all the talk of a paperless society, global consumption of paper continues to grow. Although paper can be both biodegradable and easily recyclable, it can be the product of deforestation or poor forestry practices.

The paper and publishing industries rely on thriving forests to meet demand. Deforestation and unsustainable forestry are a threat both to the world's forests and to the industry itself.

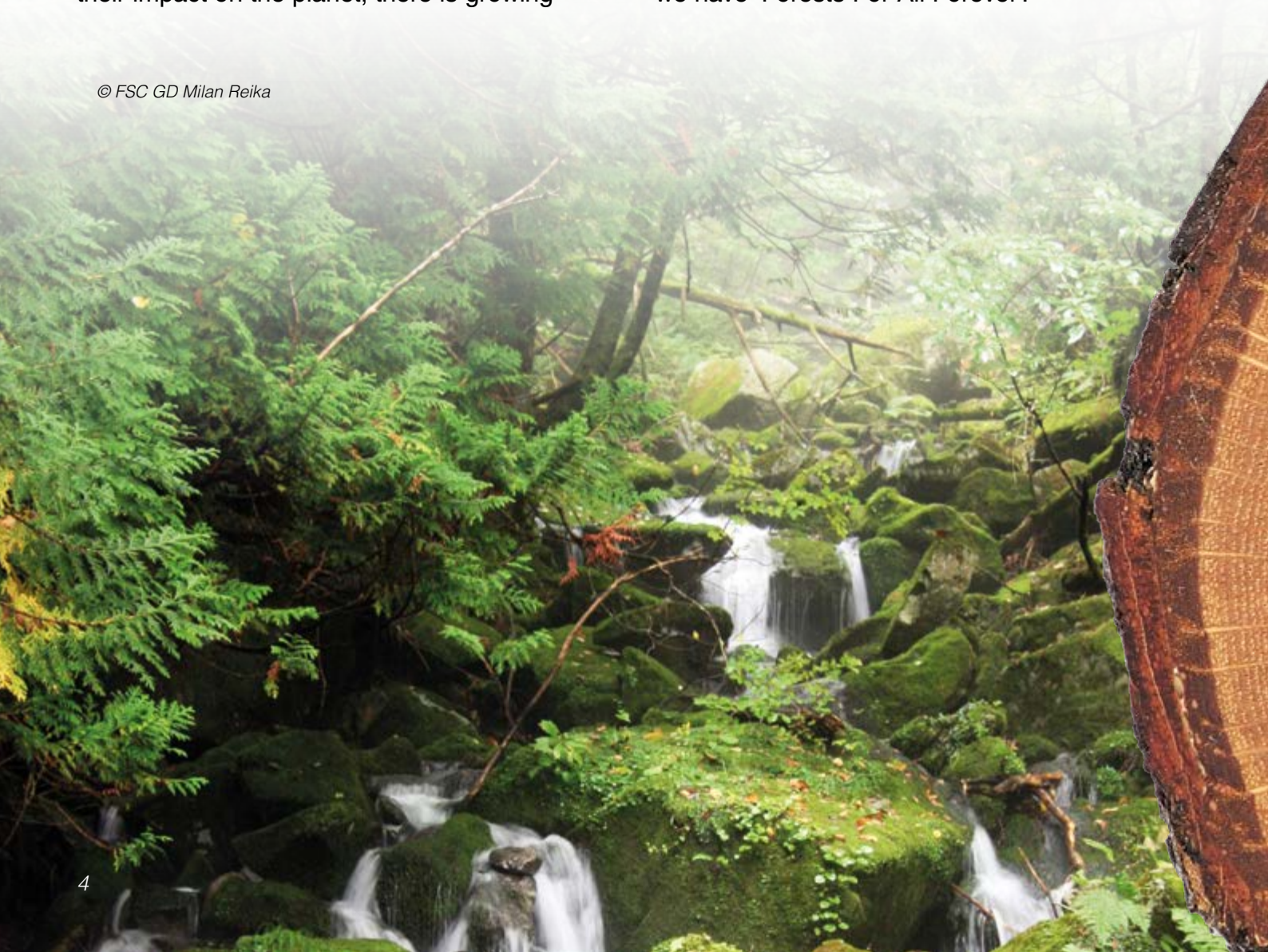
Through responsible management of forests, the FSC certification system can help to secure a long-term source of paper. FSC can enable you to demonstrate your commitment to responsible forestry to your customers. As consumers and businesses seek to reduce their impact on the planet, there is growing

demand for sustainable products. FSC can help you meet this demand.

FSC UK is a registered charity working to promote FSC in the UK and we are delighted that there has been such an uptake of FSC certification within the print and paper sector. We recognise the challenges that printers and publishers face in their day-to-day business and we appreciate that FSC certification can be perceived as an additional burden. This publication aims to demonstrate the benefits that FSC can bring to your business and your clients, and outlines some of the services and support we can offer.

We want to work with you to help ensure that we have 'Forests For All Forever'.

© FSC GD Milan Reika



FSC IN NUMBERS

We track our performance to ensure our influence and positive outcomes continue to grow and that we are living up to our ambition of 'Forests For All Forever'.



**Total FSC-certified forest area worldwide:
201,521,251 hectares**



**Total FSC-certified forest area in the UK:
1,603,877 hectares**



**Total FSC chain of custody certificates
worldwide:
34,288**



**Total FSC chain of custody certificates
in the UK:
2,333**



**FSC trademark licences worldwide:
865 licences**



**FSC trademark licences in the UK:
102 licences**

Figures correct as of July 2018



© FSC Denmark Brian Kyed

DRIVING THE HIGHEST STANDARDS

FSC provides multiple routes for organisations of different sizes to certify their operations, including offering options for groups of smaller businesses to operate under one certificate. We also support certificate holders of all sizes with a range of tools and services that empower them to promote their commitment to responsible forest management.

We have the highest standards, giving users the strongest assurance that certified forests are being managed responsibly. The FSC Principles and Criteria outline what we have identified as the essential elements or rules of environmentally appropriate, socially beneficial, and economically viable forest management.

The FSC system provides certification for forest management, chain of custody, multi-site chain of custody, single projects, groups, and verification of controlled wood.

FOREST MANAGEMENT CERTIFICATION

Our forest management certification is awarded to operators that manage their forest operations in socially, environmentally, and economically responsible ways. As part of the certification process, the applicant's current forest management undergoes an in-depth review to check for any areas of nonconformity with FSC's leading standards. Once certification is awarded, the certificate holder's compliance is checked by independent FSC accredited certification bodies conducting regular audits. The management of both natural and plantation forests falls under forest management certification. We also offer streamlined certification procedures for small or low-intensity managed forests for small-scale producers.

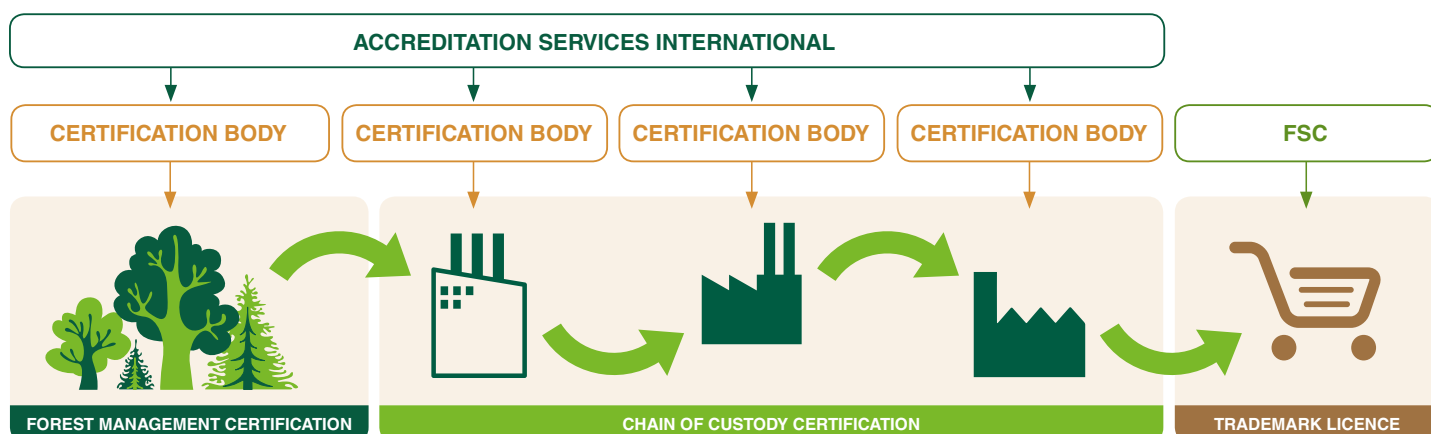
CHAIN OF CUSTODY CERTIFICATION

Chain of custody certification applies to manufacturers, processors and traders of FSC-certified forest products. It ensures that FSC materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified.

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest-based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

Principles for responsible forest management

There are 10 principles overall and each one is supported by several criteria that provide a way of determining whether the principle has been met in practice. They include complying with relevant laws, respecting the rights of workers and Indigenous Peoples, improving community relations, protecting workers' health and safety, minimising negative environmental impacts, maintaining high conservation values, and implementing ecologically and socially appropriate forest management and restoration techniques.





TEN REASONS TO CHOOSE FSC®



1. WE'RE GOVERNED BY OUR MEMBERS

We're democratically governed, and over 800 social, economic, and environmental members help us to set the right policies to protect the world's forests.



2. WE HAVE THE HIGHEST STANDARDS

We set higher standards than any other forest certification scheme, which gives users the best assurance that certified forests are being managed responsibly.



3. WE'RE RESPECTED AND CREDIBLE

We are the preferred certification scheme for business and the one most widely used by members of the Fortune 500.



4. OUR IMPACT IS FAR-REACHING

Operating in over 100 markets, we issue more certificates globally than any other forest certification scheme.



5. WE HAVE A POSITIVE IMPACT

Of any existing forest certification scheme, we provide the highest level of protection for endangered species and natural forests.



6. WE HAVE INFLUENTIAL SUPPORT

Our membership includes the world's largest and most respected environmental NGOs such as WWF who are vocal in their support of FSC over others.



7. WE'RE TRANSPARENT

Every process and decision we make is open to public review and our product claims are independently audited.



8. OUR STANDARDS ARE GLOBALLY CONSISTENT

Wherever we operate in the world, our standards are based on the same principles and criteria.



9. WE THINK LOCAL

Every FSC forest certification process is open to local consultation so the people who live there can always have their say.



10. WE'RE RECOGNISED

FSC is recognised by LEED Green Building Certification and is a member of ISEAL Alliance, the global association for sustainability standards.



MIX
Packaging from
responsible sources
FSC® C109033





PRINT FOR THE REAL WORLD

“Print is an important vehicle for advertising, education, entertainment and information. It serves all parts of the UK economy – including central and local government, financial services, retailing, distribution, travel and tourism and manufacturing industries.” – (British Printing Industries Federation)

Although much of the print sector has contracted over recent years, the accessibility, longevity, and authority of print is an increasingly important differentiator in a world dominated by electronic communications.

“The environmental impacts of our ever-increasing digital world cannot be ignored. The ICT industry accounts for approximately 2% of global emissions, on par with emissions from the global aviation sector.” – (Two Sides)

The UK publishing industry had a record-breaking year in 2017, with income up 5% to £5.7bn and sales of physical books to Europe up by 13% to £489m, and to East and South Asia by 8% to £248m (Publishers Association)

“The longevity of a book and its cultural importance as something to gift, to keep and to return to, means it is hard to throw away and an attractively designed and printed book will be cherished.” – (Print Business)

Print for forests

Paper and other print substrates made from trees are both renewable and recyclable, but only when they are responsibly sourced and sensitively processed. FSC-certified printers offer their clients the ability to demonstrate their commitment to responsible sourcing through the use of FSC-certified papers and the application of the FSC labels.

Research conducted in 2018 on behalf of FSC UK, revealed that three-quarters of respondents thought it important for products to be responsibly sourced and 55% recognised the FSC logo. When comparing two identical products, 75% said they would rather purchase the one bearing an FSC label (Face-to-Face survey of 1102 UK adults (16-65+) conducted by TNS).

To ensure that printed materials can carry the



FSC label it is essential that they are produced on FSC-certified paper by a printer covered by a valid FSC chain of custody certificate.

Print for protection, promotion and plastic reduction

As public awareness of the impact of plastics reaches new heights, businesses, organisations and the government itself have announced ways in which they will change and innovate to counter the tidal wave of waste.

In addition to reduction and re-use initiatives, these moves away from plastic inevitably mean a step towards the customer-favoured renewable and recyclable materials: paper and cardboard.

When questioned, UK consumers show a clear preference for paper and cardboard packaging. In 7 out of 11 categories, consumers stated that they preferred paper/cardboard over glass, metal and plastic packaging. (Two Sides).

As this renaissance takes hold, it is important that organisations making the transition do so in a responsible manner. Switching from plastic to cardboard packaging is promising, yet if not implemented correctly it can have a major impact on the environment.

Including the FSC label on packaging is a great way to capitalise on one of the key functions of print: promotion.

Pimp my print

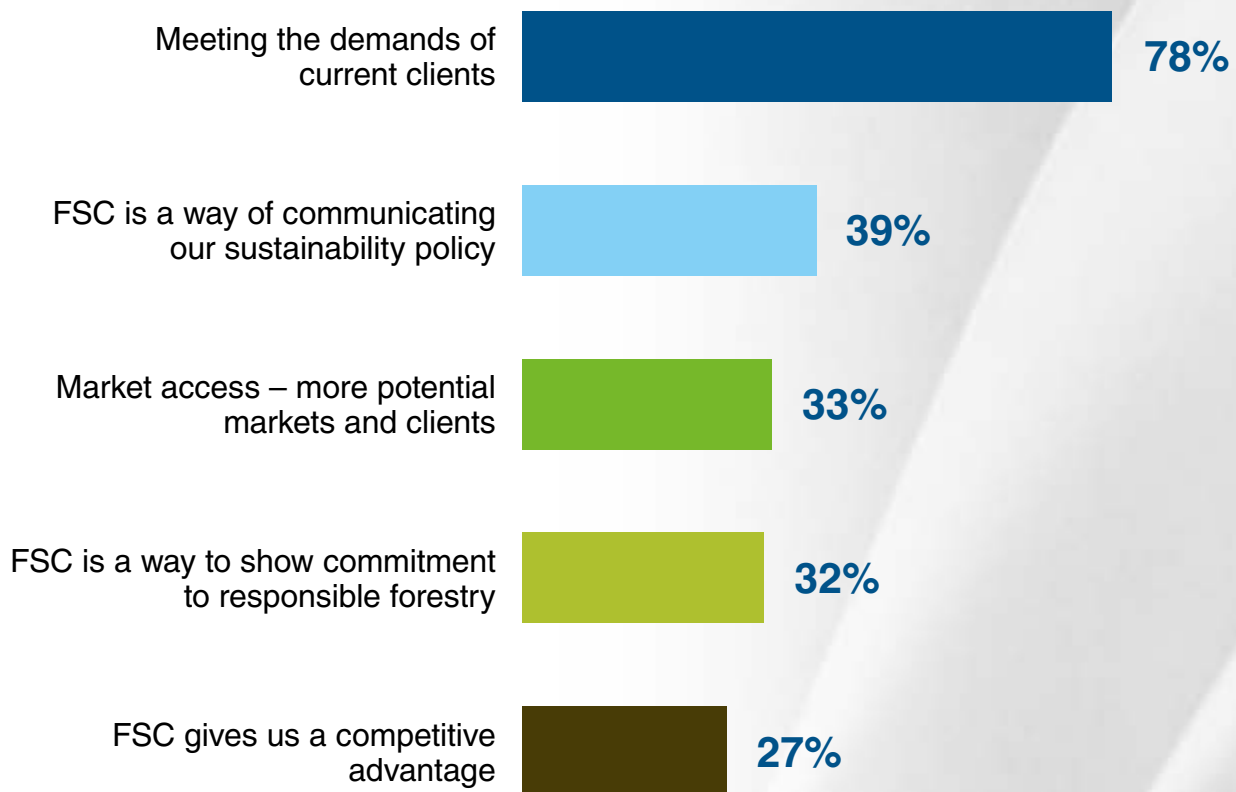
FSC certificate and licence holders have access to the FSC marketing toolkit (<https://marketingtoolkit.fsc.org/>), which features the FSC 'Forests for All Forever' brandmarks and associated assets. The use of these assets, which add further information and a more emotive angle to the promotion of FSC, can increase the influence of the FSC label. This is particularly important in packaging and other applications where sustainability can be a key differentiator. Brands that use FSC-labelled printed materials can be granted authorisation to promote them using the iconic FSC trademarks under an FSC trademark licence, thus facilitating online, offline and in-store promotions.





FSC CAN SUPPORT YOUR BUSINESS

When asked what the most important benefits were of being FSC certified, certificate holders said:



Benefits of being FSC certified – Q. [certificate holders that have been certified for more than a year] What are the most important benefits for you from being FSC certified? Please indicate up to 3 benefits in order of importance, 1 being the most important benefit. Total Respondents = 2,434, multiple responses possible.

Label Value

The FSC label adds value to our products

FSC-certified companies:
64% agree
(Respondents = 3,472)

Retailers and non-manufacturers:
76% agree
(Respondents = 89)

Social Responsibility

FSC helps us communicate our corporate social responsibility initiatives

FSC-certified companies:
71% agree
(Respondents = 3,470)

Retailers and non-manufacturers:
88% agree
(Respondents = 89)

Positive Image

FSC certification helps to create a positive corporate image

FSC-certified companies:
82% agree
(Respondents = 3,548)

Retailers and non-manufacturers:
88% agree
(Respondents = 89)

FSC Global Market Survey 2016, N = 3713.

Please indicate the extent to which you agree with the following statements:

- The FSC label adds value to our products
- FSC helps us communicate our corporate social responsibility initiatives
- FSC certification helps to create a positive corporate image



While fewer than half of consumers feel that companies communicate honestly about corporate responsibility, most are interested to learn more about companies' efforts

Only
45%

of consumers feel that companies communicate honestly about social and environmental responsibility

But
71%

of consumers are interested in learning about how companies are trying to be more responsible

Consumers value independent certification. Seven in ten consumers (**71%**) feel that sustainability claims should be independently certified

Certification is key to overcoming gaps in trust and transparency

GlobeScan on behalf of FSC International, Global Consumer Insights, 2017. 10,435 consumers sampled in 13 countries. On the full global sample, the results are considered accurate within +/- 1.3% (at a 95% confidence level)

Includes Argentina, Brazil, Canada, Chile, China, Germany, Ghana, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, Spain, Turkey, UK, and USA

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:

- I am very interested in learning more about the ways that some companies are trying to be more socially and environmentally responsible.
- Companies communicate honestly and truthfully about their social and environmental performance

Q. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:

- Information about sustainability on products should be certified by an independent organisation

WHAT DO THE FSC LABELS MEAN?



FSC
www.fsc.org

100%

From well-
managed forests

FSC® C117990

FSC 100%

All of the timber or fibre in the product comes from an FSC certified forest. FSC certified forests are managed with consideration for people, wildlife and the environment. They are independently audited to meet FSC's Principles and Criteria for Forest Management. FSC 100% products are processed using the FSC 'transfer system'.



FSC
www.fsc.org

MIX

From responsible
sources

FSC® C117990

FSC MIX

The timber or fibre in an FSC Mix product is a mixture of some/all of the following:

- Virgin timber/fibre from an FSC certified forest
- Reclaimed/recycled timber/fibre
- Virgin timber/fibre from other controlled sources (controlled wood)
- When produced under the FSC 'percentage system' the product must contain a minimum of 70% FSC certified wood/fibre and/or recycled input, and the balance must be controlled wood. If the product is produced under the FSC 'credit system', there is no minimum FSC input, however, only a proportion of products can be labelled and/or promoted as FSC certified.



FSC
www.fsc.org

RECYCLED

Made from
recycled material

FSC® C117990

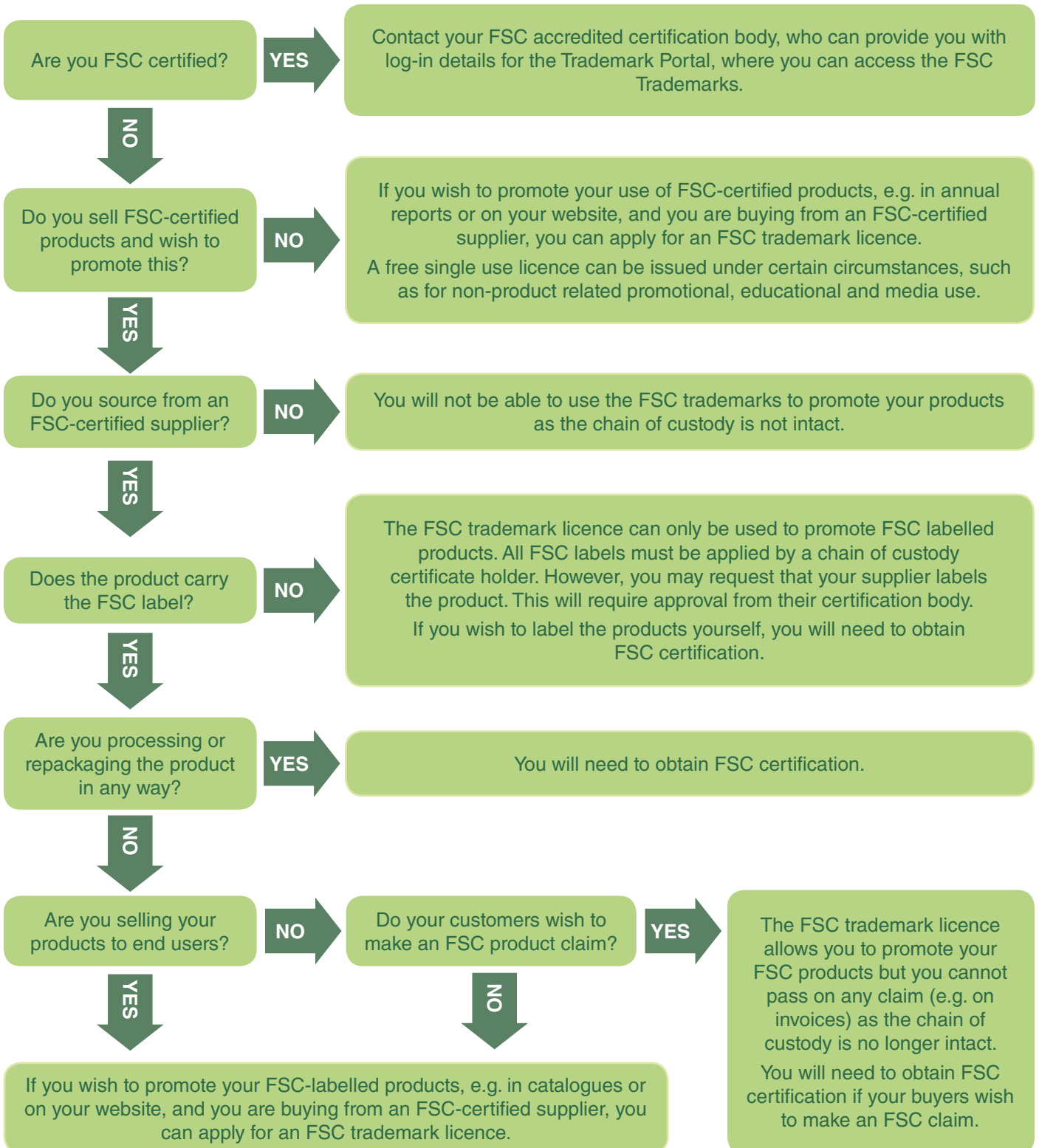
FSC RECYCLED

All timber or fibre must be pre-consumer or post-consumer reclaimed. For wood products produced under the FSC 'percentage system' a minimum of 70% of the inputs must be post-consumer reclaimed; there is no threshold for paper products, but all inputs must be verified as reclaimed. FSC Recycled products can also be produced under the FSC 'credit' or 'transfer' systems.



HOW CAN YOU USE THE FSC TRADEMARKS?

The name Forest Stewardship Council, the acronym FSC and the FSC logo are all registered trademarks, and there are strict controls on their use.



RETAILERS AND NON-MANUFACTURERS: FSC trademark licensing

Retailers who buy finished, FSC-labelled products from an FSC-certified company and sell these on, unchanged, to end users may apply to FSC for a trademark licence to enable them to use the FSC trademarks to promote these products. Similarly, organisations that use, but do not sell, FSC-certified products within their business can apply for a licence to promote this, e.g. companies who have sourced FSC-certified office paper or furniture.

We make our logo available to FSC trademark licence holders for promotional materials and marketing campaigns, giving retailers, brand owners, and other organisations with no FSC certification the opportunity to promote FSC-labelled products.

By signing an FSC trademark licence agreement and joining the FSC trademark service programme, companies can create their own unique and powerful point-of-sale materials, signalling their commitment to responsible forest management to their customers. The programme also helps retailers and non-manufacturers enhance the transparency of their supply chain and communicate their corporate responsibility

In order to apply for a trademark licence, you should contact FSC UK as the Trademark Service Provider for the UK: info@fsc-uk.org





GET FSC CERTIFIED

FSC chain of custody (CoC) certification ensures that FSC materials and products have been checked at every stage of processing, so customers purchasing products sold with FSC claims can be confident that they are genuinely FSC certified.



WPG only buy FSC certified paper, this is because it gives us peace of mind to know that our paper supply comes from responsible sources. This is a boost for WPG and a source of confidence for our clients from all sectors of commerce. WPG gained FSC certification early on and we've seen the FSC brand develop over the years. It makes great business sense to be able to market this to our clients and new prospects, who increasingly want to know where paper comes from and that it's environmentally sound.

Claire Prince, WPG Group Ltd.

© Arjo Wiggins Graphic

Who needs FSC chain of custody certification?

Any company involved in the processing or transformation of FSC-certified products (e.g. manufacturing, repackaging, pack-splitting, relabelling, cutting to size or adding other forest based components to the product) must be FSC certified in order to apply an FSC label to their products and/or sell them with an FSC claim.

Any change of ownership in the supply chain requires chain of custody certification if the receiving organisation wants to make an FSC claim about their products. Organisations

that do not take ownership (legal title) of FSC-certified products (e.g. transport, sales agent) do not normally need chain of custody certification. Companies with multiple operating facilities can apply for multi-site certification.

Although a high percentage of paper and board used in printing is FSC certified, printed items can only carry an FSC label if they are produced and labelled under a valid FSC chain of custody certificate. Therefore, in order to apply an FSC label to printed materials and/or sell the materials on with an FSC claim (through sales and delivery documents), FSC certification is required.

WHY GET CERTIFIED?

Corporate
Social
Responsibility
compliance

Enhanced
public
image

Use of the
iconic FSC
trademarks and
supplementary
marketing
assets

Improved
market
access

Meeting
customer
expectations

Government
Procurement
Policy
compliance

STEPS TO BECOMING FSC CERTIFIED

Step 1

Contact FSC accredited certification bodies (and/or small business group schemes if appropriate) to request quotes.

Step 2

Submit a certification application to the FSC certification body of your choice.

Step 3

Ensure that an appropriate chain of custody management system is in place, in line with the requirements of FSC-STD-40-004.

Step 4

Undergo an on-site audit by your chosen certification body.

Step 5

Gain certification approval and receive an FSC certification code (XXX-COC-000000) and an FSC trademark licence code (FSC-C000000).



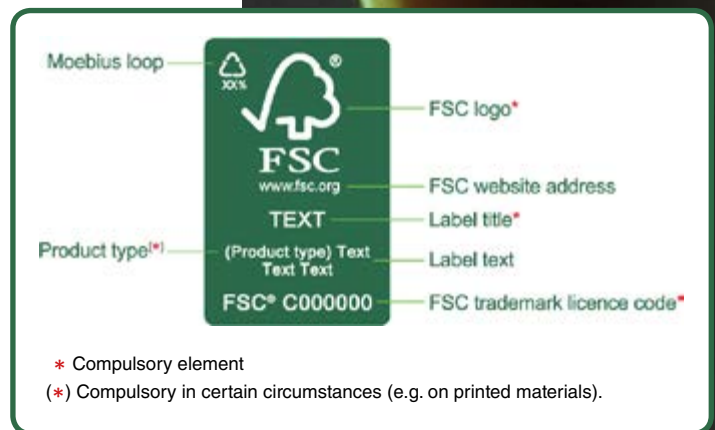
GRAPHIC REQUIREMENTS FOR THE USE OF THE FSC LABELS

In order for a product to carry an FSC label, or be promoted using the FSC trademarks (e.g. in a catalogue or website), the FSC chain of custody from the forest must be intact.

The FSC logo, the name Forest Stewardship Council and the acronym FSC are all registered trademarks. There are strict requirements for the use of these trademarks and these must be observed when creating designs that include them.

It is the responsibility of the appropriate FSC certified or licensed company to ensure that the trademarks are used correctly. All uses of the FSC trademarks will need to be approved by the relevant FSC accredited certification body or FSC UK (in the case of UK trademark licence holders).

An FSC-certified or licensed company will have access details for the FSC Trademark Portal. Here you can create and download labels featuring your unique licence code, and the FSC logo for promotional use. If you are creating artwork on behalf of an FSC-certified company, they will be able to provide ‘for placement only’ graphics for you to incorporate into your designs.







SPECIFYING FSC PRINTED MATERIALS

If you want to use FSC-certified paper or board for your printed materials or packaging – here's how:

Using FSC-certified papers

FSC-certified papers are widely available and most carry either an FSC Mix or an FSC Recycled claim. FSC Mix products can contain a mix of virgin and recycled fibre and may also include limited amounts of controlled wood. FSC Recycled products are made using verified reclaimed materials.

Using an FSC-certified printer

Printed materials and packaging can only carry an FSC label if they are produced and labelled under a valid FSC chain of custody certificate. Therefore, in order to have an FSC label applied to your printed materials, your printer must be FSC certified and source the paper on your behalf. Text-only claims such as 'Printed on FSC certified paper' are not permitted. An FSC label must be used and only an FSC certified printer can apply this.

To check the validity of FSC certificates you can use the FSC international database: <http://info.fsc.org/>

To ensure your printed materials carry an FSC label you should:

- Use an FSC-certified printer.
- Specify FSC-certified materials from the outset and request that the printer apply the appropriate FSC label.
- Ensure any supplementary text about FSC is approved.

Why is it important to apply the FSC label and specify FSC from suppliers?

Specifying FSC materials and asking your printer to apply an FSC label to them gives your customers an assurance that your business has chosen to source responsibly. It can also enhance your Corporate Social Responsibility (CSR) policy and increase credibility with stakeholders, governments, NGOs, and the general public.

If your organisation's procurement policy states that you must source FSC printed materials, an FSC-certified printer can issue an invoice to you which will include the FSC claim for each item and their FSC certificate code in order for you to verify that you have implemented this policy.



Design: USW Print and Design
www.uswprintanddesign.co.uk

Print: Zenith Print & Packaging
www.zenpak.com



At NTU we are passionate about enabling a culture of sustainable development, enhancing the student experience and creating a global legacy. So for us, using FSC paper shows the importance we attach to supporting sustainably managed forests. The FSC logo demonstrates this to prospective and current students alike and they are assured that NTU is a sustainable university, even in the paper we use.

**Charmaine Morrell,
Sustainable Development
Manager, Nottingham Trent
University**

Coast image on page 9,
on page 12, and flood in
provided by Thinkstock
image on page 8: CT



PUBLISHERS AND FSC

Are you a publisher? Do you produce print publications in-house or contract external printers to produce your materials? Read on to learn how you can use FSC-certified materials and the FSC trademarks.

Products can only carry an FSC label if they are produced and labelled by a company with a valid FSC chain of custody certificate. You can use the FSC certificate database to search for FSC-certified printers and to verify that a company holds a valid certificate. To ensure your printed materials are FSC certified:

- Use an FSC-certified printer
- Specify FSC-certified materials
- Request that the printer applies the FSC label

Using the FSC trademarks

Only companies that hold FSC certification or an FSC trademark licence can use the FSC logo and promote their products as being FSC certified. So, what is the difference between the two?

Chain of custody certification

Companies that hold FSC chain of custody certification have their own FSC licence number and are able to label products and pass on the FSC claim to their customers. An FSC product can only carry an FSC label if each company in the supply chain holds chain of custody certification. This ensures that products have been checked at every stage of processing. Publishers holding chain of custody certification have the advantage of being able to use their



own FSC licence number and are free to source their own FSC paper with any printer (certified or uncertified) under an outsourcing policy.

FSC trademark licences

FSC trademark licences are aimed at companies that are selling on finished, FSC-labelled products to end users. The licence allows the use of off-product FSC trademarks in promotional materials, both digital and print. The FSC trademark licence does not allow you to label products or pass on FSC claims to your customers.

Do I need chain of custody certification or a trademark licence?

Many publishers are certified as it enables them to use their own licence number on materials. If this is not a priority and you are not looking

to pass on the FSC claim (re-sellers such as bookshops are unlikely to request this), a trademark licence might be more suitable if you wish to use the FSC trademarks in your promotional materials.

Getting FSC certified

1. Contact an FSC accredited certification body or small business group scheme (bear in mind that charges may vary so it's worth shopping around).
2. Select a body or scheme and arrange for them to audit your company.

Obtaining a trademark licence

Please email info@fsc-uk.org for an application form. Further information on trademark licences can be found on the FSC UK website at www.fsc-uk.org

HarperCollins Publishers UK have adopted high standards for the manufacture of our printed books and FSC match these high standards so help us fulfil our aim that no illegal or unsustainable wood fibre enters our supply chain. Globally, 97% of paper used in the printing of our books is FSC certified and our aim is that by 2020 all paper will be FSC certified. The environmental impact of our supply chain is incredibly important to HarperCollins and working with FSC enables us to effectively minimise our impact on forests globally.

**Adrian Sutcliffe,
Production Procurement Manager,
HarperCollins Publishers UK**

FAQ's

Q: Do I have to hold FSC certification to publish FSC labelled materials?

A: No, but your printer must be FSC certified and must source the paper on your behalf.

Q: Can I make a text claim instead of using a label?

A: No. The FSC trademark standards do not permit the use of text-only claims such as 'printed on FSC certified paper'.

Q: We do not hold FSC certification and neither does our printer but, as they are printing on FSC paper, can I just state 'Printed on FSC certified paper'?

A: No. Text claims are only allowed in addition to an FSC label. An FSC label can only be applied by an FSC certified organisation. The acronym FSC and name Forest Stewardship Council are registered trademarks.

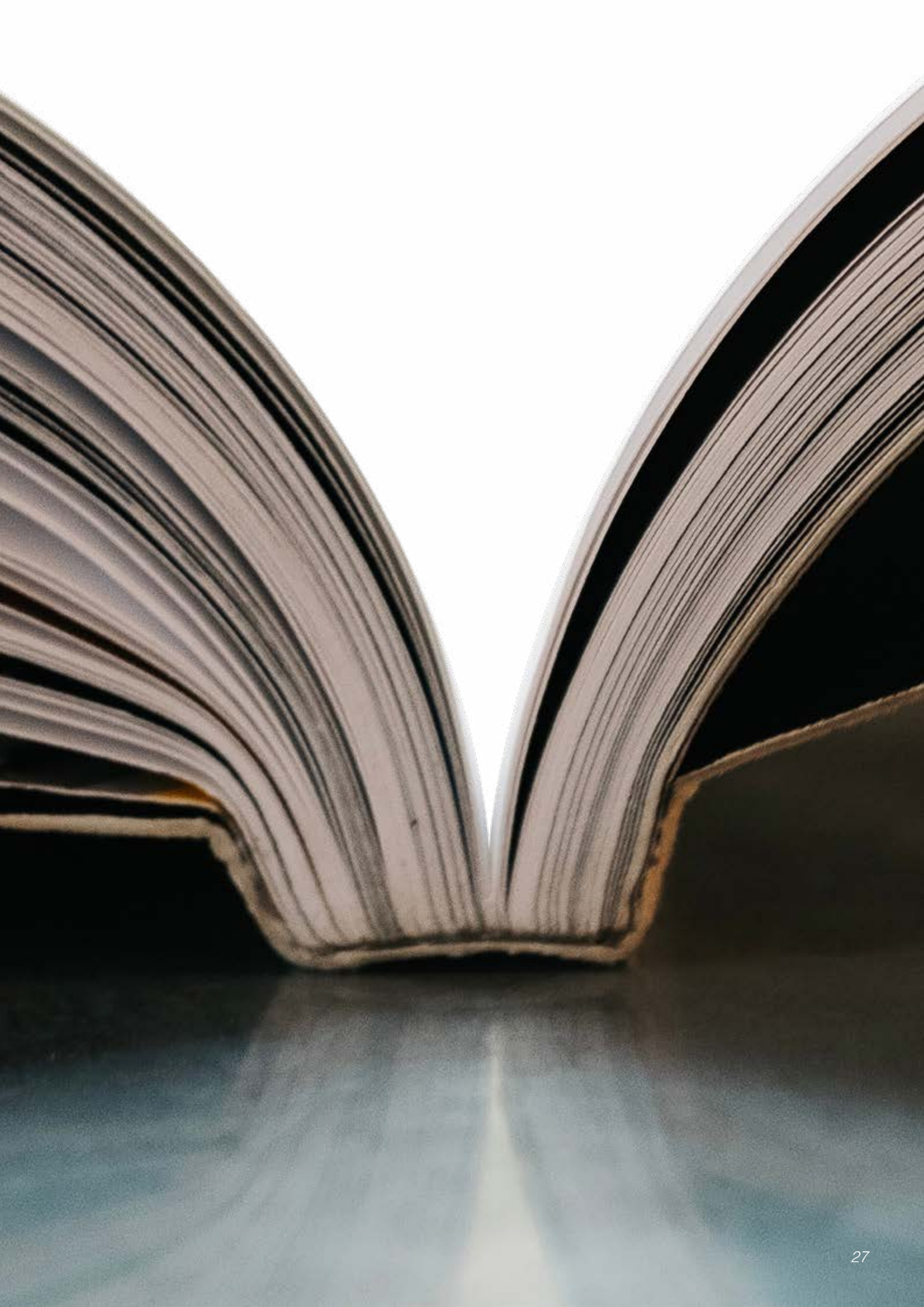
Q: Does my finishing company need to be FSC certified?

A: No, by this time the products have already been printed with the label.

Q: Can I use the FSC trademarks on my website or in a catalogue?

A: Yes, as long as you hold either FSC certification or an FSC trademark licence. Contact FSC UK for further details: info@fsc-uk.org.

Benefits – allowed to...	FSC chain of custody certification	FSC trademark licence
Label your products (with your own licence code).	✓	✗
Use any printer (certified or uncertified) or print-in-house.	✓	✗
Source your own paper.	✓	✗
Pass on claims to your customers.	✓	✗
Use the FSC trademarks in brochures, point of sale materials, on websites and in press releases.	✓	✓





DESIGNERS AND FSC

Are you a graphic designer? Have you been asked to use the FSC trademarks in artwork for a client? This section will give you an overview of how the trademarks can be used.

Using the FSC trademarks

In order for a product to carry an FSC label, or be promoted using the FSC trademarks (e.g. in a catalogue or website), the FSC chain of custody from the forest must be intact.

The FSC logo, the name Forest Stewardship

Council and the acronym FSC are all registered trademarks. There are strict requirements for the use of these trademarks and these must be observed when creating designs that include them. It is the responsibility of the appropriate FSC certified or licensed company to ensure that the trademarks are used correctly. All uses of the FSC trademarks will need to be approved by the relevant FSC accredited certification body or FSC UK (in the case of UK trademark licence holders).



FAQs

Q. I need to use the FSC logo in one of my designs. How do I obtain this?

A. The FSC logo may only be used by an FSC certified company or an FSC trademark licence holder. If you are certified or hold a trademark licence, you will have log-in details to the FSC Trademark Portal. If you are designing on behalf of a company authorised to use the FSC trademarks, they can provide you with them in the format that you require.

Q. Who is responsible for ensuring that the FSC trademarks are used correctly?

A. The certified company or trademark licence holder, whose licence code is being used is

responsible for ensuring that the trademark use complies with the FSC standards, and that appropriate approval for the use has been granted.

Q. Are there colour restrictions on using the FSC trademarks?

A. Green, black, and white are the FSC standard, label colours, with positive green Pantone 626C being the preferred version. The equivalent colour may be used in CMYK or RGB. If the print process uses a limited number of colours, the FSC label can appear transparent on a solid colour background (provided that the contrast allows legibility).



PACKAGING AND FSC – for companies using and/or producing FSC certified packaging materials.

Whether you source printed or non-printed customer facing packaging or transport packaging, there is an FSC certified option available for you.

Do I need chain of custody certification?

Any company involved in the transformation or processing of a forest-based product, who wishes to apply an FSC label to their products and/or sell them with an FSC claim, must be FSC certified.

Companies that use FSC certified packaging produced by a certified company do not normally need to hold their own FSC certification.

Fillers or packers of products (e.g. a company who encloses a sandwich within an FSC labelled sandwich pack), who do not transform or label the FSC packaging product, do not need FSC chain of custody certification – unless they are adding timber based products.

Retailers and brands can apply for a trademark licence to promote FSC labelled packaging. However, some brands choose to hold their own FSC chain of custody certification in order that the licence code (contained within the FSC label applied to their products) links back to themselves rather than their supplier.



© Tetra Pak UK



'Packaging that does not cost the Earth' isn't just our slogan, this is the core of our business. For nearly 10 years Curtis Packaging have been strong advocates of FSC material, reassuring environmentally aware customers that their packaging is sustainable, with minimum impact on the environment.

Johanna Forster, Project Director, Curtis Packaging

© Benjamin Ealovega WWF UK

FSC products and packaging

It is possible for both a product and its packaging to be FSC certified e.g. a wooden hairbrush packed in a cardboard sleeve. Alternatively, it may be that an FSC product is packed in uncertified packaging or vice versa; in cases such as these it must be made clear to which element the FSC label refers. FSC labels can include a range of product types, including 'wood', 'paper', 'board' and 'packaging'.

The FSC labels

The FSC label is generally printed directly onto the packaging. Each use of the FSC trademarks must be approved by the FSC accredited certification body of the company applying the label.



FSC IN PRINT

CHOOSE FSC

Become a member of FSC

Visit the FSC UK website

Take part in public consultations

Follow us on Twitter @ FSCUK

Enhance public image

Ask FSC UK for guidance

Buy FSC

Get certified

Ask for the label

Promote FSC through FSC

Get FSC training

Apply the FSC label

Connect with the consumer

Read Forest Matters

Benefit from increased market access

Let us know!



FSC IN PRINT



The Billiard Room
Town Hall
Great Oak Street
Llanidloes
Powys
SY18 6BN
01686 413916

www.fsc-uk.org