



FAQ for FSC Certificate Holders on ‘Requirements on FSC trademark use by certificate holders’ (FSC-STD-50-001)

We hope that you find the new standard to be clear and user-friendly. If you have any questions that are not answered either by reading the standard or by these FAQs, please contact your certification body.

1. Why has FSC introduced new label designs?

The main reasons are:

- The different Mixed Sources labels were confusing to use and the text beginning ‘Product group...’ was found not meaningful to consumers.
- Novel situations had required exceptions to the label rules, leading to cases where the label elements were separated.
- There was a need to make the use of the label more flexible to cover different product types and to avoid the need for additional statements.
- To speed up the process – the new designs cover nearly all possible uses so that CBs will not have to seek special approval from FSC.

2. Can a certificate holder use the new labels with the old standard rules, or the new rules with the old label designs?

No. New designs shall be only used with the new rules and if you are still using the old designs you should follow the old standards for on-product labeling and promotional uses.

3. Why is there a new license code and how do we get ours?

FSC is introducing the license code as part of the overall unification of trademark use authorization. The new license code is shorter and better linked to FSC. The license code will be used together with the certificate number on the certificate database so the organization details can still be easily checked. The code is generated automatically for all existing certificate holders, and can be checked from the label generator re-



leased when the standard becomes effective, or from the database. The label generator adds the code automatically to the artwork.

4. 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.

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

5. Can we add our group members' sub-codes to the license code on labels or promotional artwork?

No. But they should be added to documents as above (4).

6. How is “sufficient space” for the standard label defined? When is the mini label permitted?

The standard label must be used if there is enough space for the label at minimum size and with a clear space around it.

7. If a product is so small that even the mini label can't be used, what should I do?

An image of the product, including the proposal for incorporating the FSC label, should be submitted to the CB who will discuss it with FSC.

8. What counts as a “visible” place for the label?

The front of the product/packaging of the item is the ideal place as this appears on display to the consumer. Otherwise, it can be placed anywhere on the outside of the product or packaging which is normally used for product information. This could in



some situations be the base, providing the FSC label is not the only information printed there.

9. Do old special approvals remain in force?

All those with major exceptions (i.e. not just a color change or use of old mini label) will have to be discussed when the client is changing to the new standard. Any existing stocks can be used up, as with any other previously approved old labels or promotional materials.

10. Can more than one language be included in the label?

Yes, up to four languages may be selected and added from the label generator. The label title appears once, in the first language selected. If it is required by law, the title can also be translated.

11. Can the product type be specified in an extra statement next to the label?

It is not essential to use a product type word if there is no possibility of confusion, for example on a solid wooden product with no paper-based packaging. If it is needed, and is for example so long that it does not fit nicely into the label, an extra statement may be added next to the label as was previously allowed.

12. Can we use our brand name as a product type in the label?

No. Only generic terms may be used. Brand names may not be combined with the FSC trademarks in a label or elsewhere.

13. Why does the Moebius loop recycled symbol now cover both pre- and post-consumer reclaimed fiber?

This change was necessary to conform to ISO requirements. There has not been any change to the eligibility for labeling as stated in FSC-STD-40-004. However, the labeling change does mean that the FSC Recycled label will always state “100%” when the Moebius loop is used. If wished, the post consumer reclaimed fiber percentage can be communicated independently next to the label.

14. If a certificate holder is based in a country where TM should be used but makes products which are distributed exclusively in ® countries (or the reverse), which should be used in the labels?



The correct symbol is the one for the country in which the products will be sold or distributed, not necessarily where they are produced. See annex 1 of the standard for further details and the chart below for examples of different cases.

On product use	Symbol
Product produced in a country with or without registration, distributed only in country/countries with registration	®
Product produced in a country with or without registration, distributed simultaneously in countries with and without registration	TM
Distribution of the product is not known	TM
Promotional use	Symbol
Website of a company based in a country with registration	®
Website of a company based in a country with no registration	TM
Language version for a website with local contact details for a country with no registration (e.g. a European website addressed to European clients and consumers with a dedicated sub site addressed to Russian clients or consumers)	TM
Brochure of a company based in registered country for global distribution	®
Brochure of a company based in non registered country for global distribution	TM
Brochure of a company based in non registered country for local distribution in a country with registration.	®
Brochure of a company based in non registered country for local distribution in a country without registration.	TM

15. Can the label designs be used for promotional materials (“off-product” use)?

No. Labels can no longer be used for promotional use. This was found to be confusing, for example when the label design was passed on to unregistered retailers. Instead, we have provided a promotional panel which is more clearly linked to the FSC label design and is easy to use.