



## FSC Promotional Trademark Licences

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 promotional 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.

### What is FSC?

FSC helps take care of forests and the people and wildlife who call them home. The FSC system can help you to specify and procure timber, paper and other forest products like cork, latex or viscose from well-managed forests and/or recycled sources.

### The FSC System

Independent certification bodies are accredited by Accreditation Services International (ASI) to audit organisations against the FSC standards and award FSC certification.

FSC-certified forests are audited against the appropriate national FSC standard, which is based on our global Principles and Criteria for responsible forest management.

Organisations between the forest and the end-user must be FSC Chain of Custody certified in order to pass on FSC claims and use the FSC trademarks.

Retailers promoting finished, FSC-labelled products can choose to hold FSC Chain of Custody

certification or an FSC promotional trademark licence, which allows the use of the FSC trademarks but not the passing on of FSC claims.

### Applying for a Promotional Trademark Licence

This straightforward process assures your customers that each FSC product you sell has been verified.

In order to apply for a promotional trademark licence, you should contact your local Trademark Service Provider. FSC UK ([trademark@fsc-uk.org](mailto:trademark@fsc-uk.org)) is the Trademark Service Provider for the UK.

Each promotional licence holder is issued with a unique licence number, copies of the FSC promotional panel, the FSC logo and full guidelines for the use of the FSC trademarks.

### Verifying your FSC-Certified Products

As part of the application process, we will ask you to provide proof that the products you wish to promote are FSC certified and have come directly from an FSC-certified supplier. We need to do this because many suppliers sell both FSC and non-FSC products.

The proof should be in the form of an invoice from your certified supplier(s), stating the FSC products being supplied, their associated FSC claim(s) and the certificate number of the supplier. Financial information can be blacked out. If invoices are not available, a letter from your supplier(s) may be acceptable. Invoices or letters will be required for any new FSC products to be promoted.

## Using the Licence

You can use your promotional trademark licence to include the FSC trademarks in brochures, point of sale materials, on websites and in press releases.

Promotional licence holders must comply with the FSC Trademark Use Guide for Promotional Licence Holders.

Artwork should be designed in line with the guidelines and a draft version submitted to FSC UK for approval. Evidence must be submitted for each new FSC certified product.

As a registered Trademark Service Provider, FSC UK can approve trademark use and help with questions. You should also ask us to check any other text about FSC, such as press releases or articles in newsletters or annual reports.

Under certain circumstances, organisations with a good proven track record may be granted self-approval status, allowing a named individual within the organisation to approve their own trademark use. In such situations, FSC UK will undertake regular checks to ensure compliance with the FSC standards.

Note: You cannot use your promotional trademark licence to make labels which are actually attached to products. All FSC labels must be applied by a Chain of Custody certificate holder. However, you may arrange with them to have packaging which includes an FSC label made to your design. This will then need approval by their certification body.

## Promotional Panel

Promotional licence holders are issued with a promotional panel which includes their unique licence number, the FSC web address and the strap-line “The mark of responsible forestry”.



This panel should be included on any material or website promoting FSC products. If FSC is explained within the text, the strap-line may be omitted. Individual products can be identified using the FSC logo or acronym, as long as all the elements of the promotional panel are included elsewhere within the document or website.

If space is limited, the promotional panel does not have to be used as shown above, but the various elements must be included.

## Annual Administration Fee

There is an annual fee for the administration of the promotional trademark licence. Fees are calculated on a scale from £90 to £750 per annum for a UK licence, based primarily on the estimated workload to FSC UK. A proven track record in the correct use of the trademarks could reduce the annual charge.

An element of the fee is used to police the use of the FSC trademarks by organisations operating outside the FSC system.

## Marketing Toolkit

All FSC promotional licence holders are granted free access to the FSC Marketing Toolkit which features the FSC *Forests For All Forever* brandmark and associated assets.

