


Understanding the New FSC Labels | June 15th
11 am PT / 2 pm ET





www.tembec.com

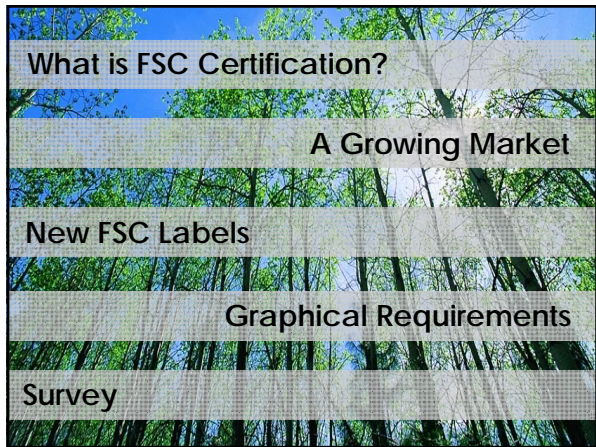




Monika Patel
FSC Canada's Program Officer









How certification works

Tracking of products from forest to shelf.

Responsible Forest Management
Healthy Forests & Communities
Supply Chain Tracking
OUR Forests. YOUR Choice. BUY FSC.
Product Label

✓ Independent, third-party auditing.
✓ Certification code (e.g. XXX-COC-#####)

FSC Certified BC Forest
SW-FM/COC-001348

Supporting Healthy Forests

Protection of High Conservation Value forests
Waterways are protected
Wildlife habitat & species protected
Transparent and independent verification.

FSC is the ONLY forest certification system supported by

and many more First Nations, labour and environmental organizations.

Forest Stewardship Council | Canada



YOUR CHOICE.

“Designers purchase or specify over \$9 billion in printing and paper annually.”



FSC in the Marketplace

The FSC label is your guarantee that a product comes from a forest- friendly source and that

-  **100%**
From well-managed forests
www.fsc.org Cert no. COC-COC-0488
© 1996 Forest Stewardship Council
-  **Mixed Sources**
Product group from well managed forests, controlled sources and recycled wood or fiber
www.fsc.org Cert no. COC-COC-0488
© 1996 Forest Stewardship Council
-  **Recycled**
Supporting responsible use of forest resources
www.fsc.org Cert no. COC-COC-0488
© 1996 Forest Stewardship Council

FSC On Product Labeling Standard: FSC-STD-40-201 Forest Stewardship Council | Canada



FSC Today

- 1500% increase in the number of FSC-certified papers. (2005-2010)
- Over 300 FSC-certified papers available in North America.
- 1200% increase in the number of FSC-certified printers. (2005-2010)
- Over 500 FSC-certified printers and over 600 locations in Canada.

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NEW FSC Labels

FSC 100% LABEL

For papers that are made of 100% FSC-certified virgin fibre.

FSC MIX LABEL:

For papers that are made of a combination of FSC-certified virgin fibre mixed with controlled virgin fibre and/or recycled fibre.

FSC Recycled LABEL:

For papers that are made with 100% recycled fibre; at least 85% of which is post-consumer recycled.

FSC Trademark Standard for Certificate Holders: FSC-STD-50-001

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A fresh NEW look.

Current Labels



FSC
Mixed Sources
Product group from well-managed forests, controlled sources and recycled wood or fiber


Cert no. www.fsc.org
© 1996 Forest Stewardship Council

New Labels



FSC
www.fsc.org
MIX
From responsible sources
FSC® C000000

New Label Components



The FSC Label must include

- ⇒ FSC 'check-tree' logo
- ⇒ FSC website address: www.fsc.org
- ⇒ Label title: FSC Mix, FSC Recycled or FSC 100%
- ⇒ Label text: For e.g. '[Product type] from responsible sources'
- ⇒ Trademark License Code: This is a unique code provided to a company when they become FSC-certified. FSC® C#####

Note: Chain of Custody codes should be used on invoices and sales documents to indicate the FSC certified status of products.

Minimum Requirements Label

Current Labels



- FSC 'check-tree' logo
- Label title: FSC Pure, FSC Mixed Sources, or FSC Recycled
- Certificate Code: (XXX-COC-#####)
- FSC Copyright Claim: © 1996 FSC

New Labels



- FSC 'check-tree' logo
- Label Title: FSC Mix, FSC Recycled or FSC 100%
- Trademark License Code (FSC® C#####)



Graphical Requirements

Orientation, Size & Exclusion Zone: Full Label

Current Labels

11 mm

19 mm

New Labels

12 mm

17 mm

Orientation and Size: Minimum Label

Current Labels

10 mm

15 mm

New Labels

8 mm

11 mm


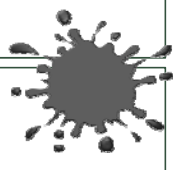
Font, Color & Border

Arial Unicode MS

Color:
Currently only available in FSC Green, Black and White
FSC Green:

Pantone C	CMYK	RGB
Pantone 626	100% Cyan 60% Magenta 100% Yellow 20% Black	50 Red 80 Green 60 Blue

Border: The use of a border around the FSC label is required.

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Languages

The FSC Labels are available in multiple languages (e.g. English, French, Spanish etc.), and can be used in a single language or multilingual format.



FSC
www.fsc.org

MIXTE

Issu de sources responsables
From responsible sources

FSC® C000000



FSC
www.fsc.org

RECYCLED

Made from recycled material
Fabriqué à partir de matériaux recyclés
Hecho de material reciclado


FSC® C000000



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Placement of FSC Label

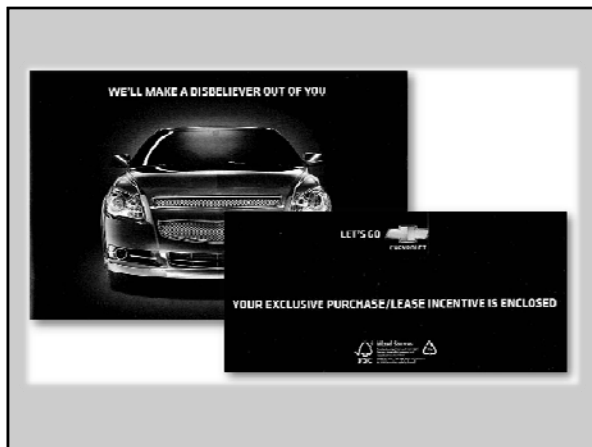
The FSC label may be placed on the printed document as long as it is clearly visible. For example, back inside cover, table of contents, acknowledgements page, etc.



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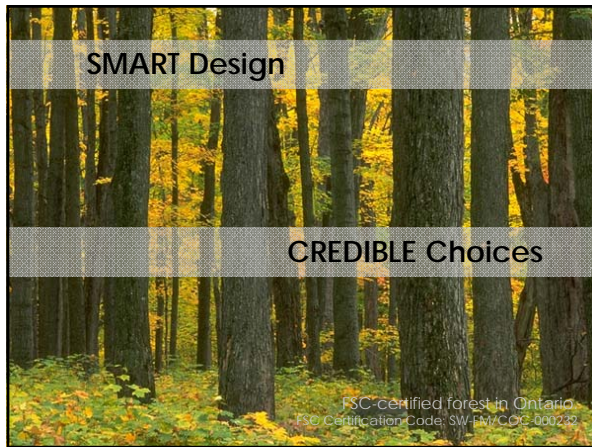
Label Access & Approvals

Access to FSC Label Graphics for Certificate Holders
 Certificate Holders can use the online 'Label Generator' at www.info.fsc.org/CHLogin to download high-resolution graphics of the FSC Label in white, black or 'FSC Green'. Access codes and passwords are available from your certifier.

Access to FSC Label Graphics for Designers
 Designers can use low res images of the FSC labels available on our website: www.fscscanada.org/productlabel.htm

Approval of FSC label use
 FSC-certified printer (or print broker) must send the electronic file to their certifier for approval. For a list of FSC certifiers visit www.fscscanada.org/fsccertifiers.htm

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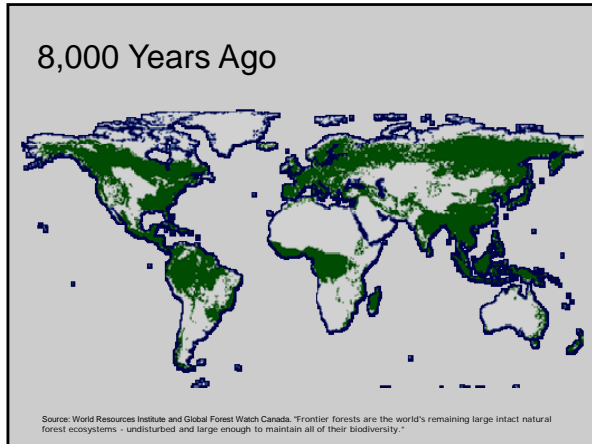
SMART Design

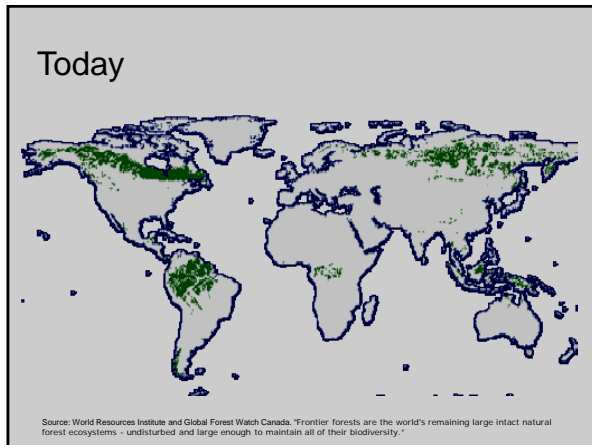
CREDIBLE Choices


FSC-certified forest in Ontario
 FSC Certification Code: SW-ENV-COC-000239



A dense collage of various brand logos including Johnson & Johnson, Manulife Financial, Microsoft, Aveda, Google, IKEA, Random House, Inc., Scholastic Canada, The Coca-Cola Company, Dell, TriDel, Bell, RBC Financial Group, L.L.Bean, CIBC, RONA, EDC, Chapters, Indigo, Ontario, Suncor, Ford, Hydro Quebec, Staples, Canada Post, HSBC, Alberta, Sun Media, Scotiabank, Patagonia, Lowe's, Time Warner, AOL, Wal-Mart, BMO, Groupe financier, Office Depot, Home Depot, Vancity, Minto, Environment Canada, Power Financial Corporation, Williams-Sonoma, and Disney.



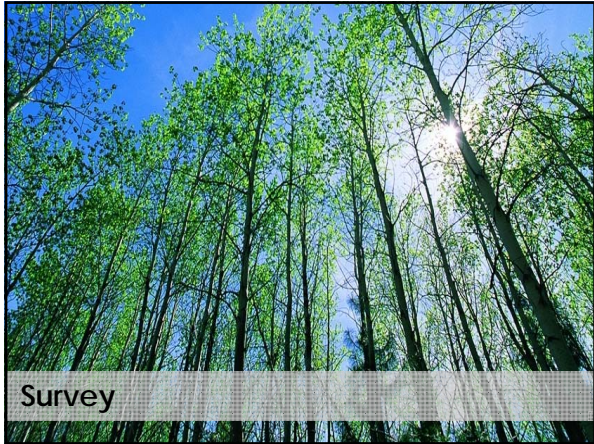





Resources

- Current 'FSC On-Product Labeling Requirements' FSC-STD-40-201
www.fscscanada.org/docs/551CD30C7F71ADC9.pdf
- New FSC 'Requirements for use of the FSC Trademarks by Certificate Holders'
www.fscscanada.org/docs/fsc-std-50-001_v1-0_en_trademark_requirements_for_chs.pdf
- FSC Canada Factsheet: Graphical Requirements for New FSC Labels
www.fscscanada.org/docs/fsclabeling_graphicalreq_2010.pdf
- FSC Canada Printers List: www.fscscanada.org/fscprinters.htm
- FSC US Printers List:
www.fscus.org/images/documents/FSC%20certified%20printers.pdf
- FSC North American Paper List: www.fscscanada.org/fscpaper.htm

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Q&A Session
Please submit your questions to our speaker using the "chat" box on your console

