

Rules for Trademarks use - Forestry

For: FSC[®], SFI[®], PEFC[™] and CERTFOR

Your organization has been certified by SAI Global. You now possess an invaluable edge in the marketplace and enhanced credibility with stakeholders. We want to help you promote these benefits.

Promotion of your certification is a privilege extended only to companies whose certification is in good standing. Companies are only permitted to promote their certification if they hold valid SAI Global certificate.

These Marketing Guidelines are intended to be a tool to answer most general questions associated the use of Trademarks and logos. Specific questions are best addressed to your Lead auditor who is most familiar with your business and industry; additional assistance can be requested through marketing.services@saiglobal.com

FSC Logos and trademarks

The FSC trademarks are the primary communication tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC. Therefore it is essential that they are used correctly, do not misguide customers and the public about certification claims and are not associated with quality aspects beyond those covered by FSC certification.

The FSC trademarks can be used on products only by holders of FSC chain of custody (CoC) certificates or joint FSC forest management and chain of custody (FM/CoC) certificates.

All certificate holders must comply with the FSC-STD-50-001 V1-2 Requirements for use of the FSC trademarks by Certificate Holders. This standard is available at <http://ic.fsc.org/standards-interpretation.441.htm> look under Trademarks

Ground rules for using the FSC trademarks

1.1 The Forest Stewardship Council A.C (FSC) owns three registered trademarks: the FSC “checkmark-and- tree” logo (pictured below), the initials “FSC” and the name “Forest Stewardship Council”.

1.2 In order to use the FSC trademarks, the organization shall have signed the FSC trademark license agreement and hold a valid certificate.

1.3 Holders of group, multi-site or project certificates shall refer to Annex 2 of FSC-STD-50-001 V1-2 for additional requirements for the use of the FSC trademarks.

1.4 The name Forest Stewardship Council and the FSC “checkmark-and-tree” logo shall not be used in connection with sales or promotion of FSC Controlled Wood. The initials FSC shall only be used to pass on FSC Controlled Wood claims to FSC certified organizations in sales and shipping documentation, in conformity with FSC-STD-40-005 V2-1 annex 4.

1.5 The FSC trademark license code assigned by FSC shall be included with all applications described in this standard, unless stated otherwise.

1.6 The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.

1.7 The FSC trademarks shall not be used in a way that implies that FSC endorses, participates in or is responsible for activities performed by the company, outside the scope of certification.

1.8 The use of FSC trademarks shall not imply that FSC is responsible for the production of any products, documents or promotional materials.

1.9 The products which are intended to be labeled or promoted as FSC certified shall be included in the organization’s certified product group schedule and shall meet the eligibility requirements for labeling as stipulated by the respective FSC standard.

1.10 Only the FSC label artwork provided on the label generator or otherwise issued or approved by the SAI Global or FSC shall be used.

1.11 If the organization wishes to include more information about FSC in any materials, this shall be approved by SAI Global. You may send your request to fsclabel.approvals@saiglobal.com

1.12 The FSC trademarks shall not be used to promote product quality aspects not covered by FSC certification.

1.13 The FSC trademarks shall not be used in product brand names, company names or website domain names. The FSC trademarks can be used to describe the certification of the product.

1.14 The name “Forest Stewardship Council” shall not be replaced with a translation.

1.15 The use of the FSC “checkmark-and-tree” logo shall be directly accompanied by the trademark symbols ® or ™ (in superscript font). The symbol, which represents the registration status of an FSC trademark in the country in which FSC certified products or materials are to be distributed, is an intrinsic part of the logo. The appropriate symbol shall also be added to “FSC” or “Forest Stewardship Council” for the first use in any text.

1.16 The organization shall submit artwork of all new reproductions of FSC trademarks to SAI Global for approval. You may send your request for approval to fsclabel.approvals@saiglobal.com

Once you are certified, you will receive an access code from FSC via an email. This code will allow you to access the FSC logo Generator directly from FSC to create your logos. Your license code that must appear with your logo will be given to you at that time.

FSC logo for On-product labeling



FSC Logo for promotional use



PEFC Logos and Trademarks

The PEFC logo / label provide information relating to the origin of forest based product in sustainably managed forests and other non-controversial sources. Purchasers and potential purchasers can use this information in choosing the product based on environmental, as well as other considerations. The overall goal of the PEFC logo / label usage is, through communication of accurate and verifiable information that is not misleading, to encourage demand for and supply of those products originating in sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world's forest resource.

The PEFC Logo is copyrighted material and is a registered trademark owned by the PEFC Council. The initials “PEFC” are covered by the copyright and are registered. Unauthorized use of this copyrighted material is prohibited and may lead to legal action.

All certificate holders must comply with the PEFC ST 2001:2008 V2 PEFC Logo usage Rules –Requirements. This standard is available at www.pefc.org

PEFC Logo usage rights

The PEFC Logo shall be used under the authority of a PEFC Logo usage license which is issued by the PEFC Council or other body authorized by the PEFC Council relevant to the country in which the PEFC Logo user is registered.

The PEFC Logo license applies to an individual legal entity. The authorized body is either a PEFC National Governing Body or other entity having permission from the PEFC Council to issue the licenses on behalf of the PEFC Council. For the purposes of off-product PEFC Logo usage, the PEFC Council or other authorized body can also issue permission for one-off logo usage of the PEFC Logo.

Rights to use “PEFC” initials

“PEFC” initials shall be used with correct reference to the PEFC Council, PEFC members and their schemes. The usage of the “PEFC” initials referring to product or its raw material shall be supported by the PEFC recognized forest management or chain of custody certificate.

Please contact PEFC Canada or PEFC US to get the authorization to use the logos

PEFC National Governing Body in Canada and USA can be reached at the address below

PEFC Canada website <http://www.pefccanada.org>

PEFC US website www.sfiprogram.org

PEFC logo for On-Product labeling



PEFC logo for Off-Product labeling



SFI Logos and Trademarks

Logo marks may only be used by program participants in good standing whose operations have been certified by an SFI certification body such as SAI Global to be in conformance with the SFI 2015-2019 Standard and Rules. Copy of the Requirements for the SFI 2015-2019 Standard and Rules can be downloaded from the SFI web site at: www.sfiprogram.org

Organizations that want to use SFI program labels must contact the [SFI Office of Label Use and Licensing](#), which must approve the use of all SFI labels and claims.

Chain-of-Custody Labels for Average Percentage Method

The average percentage method allows manufacturers to label 100% of their product with the SFI Certified Chain-of-Custody label. If an organization wishes to use the SFI chain-of-custody label or make a chain-of-custody claim on 100% of an organizations product, the content must be at least 70% composed of certified forest content and/or recycled material. If recycled content is not used, then the label must just state “Promoting Sustainable Forestry.”



If an organization does not meet the 70% threshold, it must transparently disclose the actual percentage of certified forest content or recycled material on the product label. The following two labels may be used by any chain-of-custody certificate holder that drops below the 70% threshold and uses the average percentage chain-of-custody method.



Chain-of-Custody Label for Volume Credit Method

Under the volume credit method, an organization can only make claims or use the SFI label on the amount of certified input (certified forest content and/or recycled content) they have. So if the input of certified content is 30%, the organization can only make claims or use the SFI label on 30% of the output. This is consistent with all global chain-of-custody standards.

The labels used for the volume credit method are shown below. If recycled content is used, then the label must state "Promoting Sustainable Forestry and Recycled Content." If there is no recycled content, then the label must simply state "Promoting Sustainable Forestry."



SFI logo for on product for SFI Certified sourcing label

The SFI Certified Sourcing label and claim do not make claims about certified forest content. They tell buyers and consumers that company that is certified to the SFI 2015-2019 Fiber Sourcing Standard, or comes from recycled content, or from a certified forest. All fiber must be from non-controversial sources.



Adding the Mobius Loop

If a chain-of-custody certificate holder uses recycled content, they can choose to incorporate a Mobius loop showing the percentage of recycled content in the product. Below are examples of the Chain-of-Custody label with the Mobius loop.



SFI log for Off-Product labeling



CERTFOR - Marcas registradas / Logos and Trademarks

PROPIEDAD DEL LOGO CERTFOR /PROPERTY OF CERTFOR LOGO

El nombre y logo CERTFOR son marcas registradas propiedad de CERTFORCHILE. El uso de la marca CERTFOR es normado y regulado exclusivamente por CERTFORCHILE. El uso no autorizado o indebido del logo CERTFOR está prohibido y, por tanto sujeto a la normativa y acciones legales vigentes.

The name and CERTFOR logo are trademarks that the property of CERTFORCHILE. The use of the brand CERTFOR is regulated and governed exclusively by CERTFORCHILE. Unauthorized use or misuse of the logo CERTFOR is forbidden and therefore subject to the rules and current legal actions.

CONTRATO DE USO DEL LOGO /LOGO USAGE AGREEMENT

La posesión de un certificado vigente de Manejo Forestal/Cadena de Custodia es una condición indispensable para obtener y conservar la licencia de uso del logo.

Possession of a valid certificate of Certified Forest Management/Chain of Custody is a prerequisite for obtaining and retaining the license to use the logo.

NORMAS GENERALES/GENERAL RULES

El logo es la forma gráfica registrada que representa oficialmente la manera en que debe ser reproducido el nombre del Estándar, por lo tanto, son formas inalterables respecto de sus proporciones y relaciones espaciales.

The logo is a graphically registered form that represents the Standard name officially. It should be therefore reproduced unchanged with respect to the forms, proportions and spatial relationships.

USO EN PRODUCTO / ONPRODUCT LABEL

El uso del logo CERTFOR “en producto” comprende la utilización, tanto en el producto certificado, como en la documentación asociada a éste, donde el uso del logo CERTFOR alude al mismo producto certificado (facturas, guías de despacho, órdenes de compra, listas de productos, entre otros).

El logo puede acompañarse del texto:

“Certificación Chilena de Manejo Forestal Sustentable”



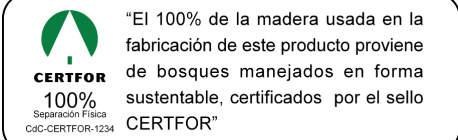
and/or y/o
www.certfor.org


The use of the On-product label can be on the product itself but also on the documentation associated with the product such as (invoices, waybills, purchase orders, bills of products, etc.)

The logo may be accompanied by the text:

“Certificación Chilena de Manejo Forestal Sustentable”

and/or y/o
www.certfor.org

Ejemplo/Example	Condiciones	Conditions
	<p>En etiquetas, para productos individuales y/o paquetes de productos, en productos certificados y embalados.</p>	<p>On tags for individual products and / or packages of products, certified products and packaged.</p>
	<p>Estampado en trozos o en el producto final mismo.</p> <p>El logo puede imprimirse en una troza o rollizo, siempre que se distinga su forma y se conserve la apariencia del mismo. En estos casos no se requiere que el logo sea coloreado</p>	<p>Printed on pieces or on the final product itself</p> <p>The logo can be printed on a log in this case the logo must retain its shape and appearance. It is not required for the log to be in colored</p>
	<p>Declaraciones de productos certificados según su modalidad de contabilización.</p>	<p>Claims of certified products is based on the accounting (control) system in place.</p>

	En la documentación que acompaña al producto certificado	With the documentation accompanying the certified product
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USO FUERA DE PRODUCTOS / OFF PRODUCT LABEL

El uso fuera de productos comprende el uso del logo CERTFOR sin que guarde relación o referencia con un producto certificado CERTFOR en particular. Por ejemplo, puede ser utilizado por usuarios de Cadena de Custodia que, aún no alcanzando el porcentaje mínimo para etiquetar producto, quieran promocionar su cadena de custodia no haciendo referencia a un producto certificado específico.

El logo puede acompañarse del texto:

“Certificación Chilena de Manejo Forestal Sustentable”


[and/or](#) [y/o](#)
www.certfor.org

Off products label usage includes the use of the CERTFOR logo without a reference to a CERTFOR certified product. For example, it can be used for chain of custody product that has not reached the minimum percentage to label product, or to promote a chain of custody without referring to a specific certified product.

The logo may be accompanied by the text:

“Certificación Chilena de Manejo Forestal Sustentable”

[and/or](#) [y/o](#)
www.certfor.org

Ejemplo/Example	Donde usar/Condiciones	Where to use/Conditions
	<p>En documentación general (material promocional, folletos, presentaciones internas o en documentos de difusión)</p> <p>En caso de utilizarse la URL www.certfor.org, ésta deberá ubicarse preferentemente bajo la palabra CERTFOR.</p> <p>Acompañando al logo se puede incluir el número de certificado.</p>	<p>In general documents (promotional material, brochures, internal presentations or documents diffusion).</p> <p>When using the URL www.certfor.org, it must be located under the word CERTFOR. The certificate number can accompany the logo.</p>



Para más información consulte la Guía de uso del logo CERTFOR, Código Procedimiento: DN-02-13 - www.certfor.org/english/documentacion_ulc.html

For more information consult the Guide on the CERTFOR logo use, document number DN -02-13 "Guía de uso del logo Certfor Código Procedimiento: DN-02-13 www.certfor.org/english/documentacion_ulc.html

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