



Forest Stewardship Council®



# FSC® on-product labels

FSC-DIS-50-003 – EN



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The Forest Stewardship Council® (FSC®) is an independent, not for profit, non-government organization established to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

The FSC vision is that the world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

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### 1. Background

FSC members have raised a concern that the current Mix label text (“from responsible sources”) does not truthfully represent the materials and processes behind the label. In particular, the use of controlled wood as well as the credit system as control system has been the centre of this concern.

Reviewing the Mix label text during the revision of requirements for use of the FSC trademarks by certificate holders (FSC-STD-50-001) provides an opportunity to examine the whole set of labels in order to find ways of making truthful on-product claims in a simplified manner. This also ties in with one of the core goals of the revision, namely, finding ways to make it easier to make public FSC claims both on and off product.

FSC is proposing two alternative options for a set of labels to be used when making on-product claims. A large number of models were consulted on in June 2015 through a consultative forum set up for the revision process. More than 200 participants joined in the consultation, with over 60 per cent of participants being FSC certificate holders. The results indicated diverse and partly polarized views on the models, including whether the label text needs to be reviewed or not. As the results did not directly point towards or exclude any model, FSC decided to create this discussion paper, presenting two options with more details, in order to get further input from stakeholders.

Option A suggests replacing the current wording with one that represents more accurately the meaning of the FSC Mix claim, capturing the essence of material mixing allowed in the FSC system. The text would need to be concise enough to allow use within limited space reserved for labelling, but precise enough not to mislead consumers. Several alternatives for wording are presented. For more information on controlled wood, see FSC-STD-40-005 and FSC-STD-30-010 and on control systems, see FSC-STD-40-004.

Option B suggests using only one label for all materials eligible for labelling within the FSC system. It is an attempt to significantly simplify labelling of FSC products. The on-product label would reflect the system as a whole rather than particular material mix on the product. Information on eligibility criteria to use the label would be transmitted by other means – through websites, campaigns, etc. Also for this option several alternatives for wording are presented.

FSC invites all stakeholders to provide comments on the options and suggestions for the wordings, together with the consultation of FSC-STD-50-001 V2-0 D1-0.

**Please note that all graphics and claims presented in this document are examples only and are not final or produced with the quality of final label artwork, nor intended for use.**

## 2. Current situation

FSC on-product claims are made by choosing one of three labels, according to the material input claim of the finished product.

Title	Material	Text
100%	Products containing 100% material from FSC-certified forests	[Product type] From well-managed forests
Mix	Products containing a combination of material from FSC-certified forests, FSC controlled wood, or eligible recycled fibre	[Product type] From responsible sources
Recycled	Products containing only recycled fibre	[Product type] Made from recycled material

The text in the label is compulsory, unless the product is small (according to given criteria), in which case the text is not used.

Product type is used as specification when final product also includes other materials and for all printed publications.

The Moebius loop may be used as an optional element for Recycled and Mix labels.

### FSC on-product labels:



### 3. Proposed options

#### A. Three labels model

Continue with three labels, but change the Mix label text.

According to the draft standard in public consultation, **the text is voluntary and the label may be used without it.**

Product type shall always be used within product labels on FSC-certified printed materials. For other products, the product type shall be used unless all materials of the product and its packaging/content are covered by FSC certification.

The Moebius loop may be used as optional element for Recycled and Mix labels.

Suggested text	Example MIX label with product type*
A.1 Supporting responsible forestry	<p>The label is green with the FSC logo at the top. Below the logo is 'FSC' and 'www.fsc.org'. The word 'MIX' is centered. A red box highlights the text 'Wood – supporting responsible forestry'. At the bottom is 'FSC® C000000'.</p>
A.2 From certified and controlled material	<p>The label is green with the FSC logo at the top. Below the logo is 'FSC' and 'www.fsc.org'. The word 'MIX' is centered. A red box highlights the text 'Wood – from certified and controlled material'. At the bottom is 'FSC® C000000'.</p>
A.3 URL to further information	<p>The label is green with the FSC logo at the top. Below the logo is 'FSC'. The word 'MIX' is centered. A red box highlights the text 'Wood' and 'fsc.org/Mix'. At the bottom is 'FSC® C000000'.</p>

\* Change to current label circled in red.

## B. One label model




Develop one label for all eligible material compositions to represent the fact that a product material is in line with FSC requirements. There is no change to eligibility criteria for labelling.

All additional text claims and promotional messages about the product shall correspond to the actual material of the product. For example, the label is the same for 100% and Mix claims, but only the first may be described as coming from well-managed or responsibly managed forests. Examples of additional texts describing the source of material for claim types will be provided with the requirements.

According to the draft standard in public consultation, **the text is voluntary and the label may be used without it.**

Product type shall always be used within product labels on FSC-certified printed materials. For other products, the product type shall be used unless all materials of the product and its packaging/content are covered by FSC certification.

The Moebius loop may be used as an optional element for any product containing reclaimed material.

Suggested text	Example generic label with product type*
<p>B.1 Meets standards of Forest Stewardship Council</p>	
<p>B.2 In line with standards of Forest Stewardship Council</p>	
<p>B.3 Responsible use of forest resources*</p>	

\* Change to current label circled in red.

#### 4. Overview of main advantages and disadvantages of suggested options

<b>Option A. Three labels</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ol style="list-style-type: none"> <li>1. Label clearly differentiates between claims</li> <li>2. 100% and Recycled labels could continue without changes, provided other changes are not required</li> </ol>	<ol style="list-style-type: none"> <li>1. Does not contribute to simplifying on-product claims</li> <li>2. Small adjustment results in major action required from certificate holders due to wide usage of Mix label</li> </ol>

<b>Option B. One label</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ol style="list-style-type: none"> <li>1. Contributes to making it simpler to make on-product claims</li> <li>2. Variations in material available do not affect the labelling</li> <li>3. All products of producer or brand owner can carry the same label, less administration required</li> </ol>	<ol style="list-style-type: none"> <li>1. Label alone will not differentiate claims for well-informed parties</li> <li>2. Text on the on-product label is general by nature</li> <li>3. All current labels in use will have to be changed</li> </ol>