FSC® US PROMOTIONAL LICENSE PRODUCT APPROVAL SUBMISSION GUIDE

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Ensuring compliance with FSC standards is essential for promoting certified products. This guide provides a clear, step-by-step process for verifying suppliers, submitting products for approval, and maintaining internal compliance systems.

STEP 1: GATHER SUPPLIER VERIFICATION & DOCUMENTATION

Before submitting a product for approval, confirm that all suppliers are FSC-certified.

✓ **Valid Documentation:**
- To ensure product eligibility, gather one or more of the following:
  - Invoices (see sample)
  - Supplier letters (see sample)
  - For other approved forms of documentation contact trademarks@us.fsc.org

⊗ **Invalid Documentation:**
- The following are NOT accepted as verification:
  - Chain of custody certificates alone (must be accompanied by purchase documentation)
  - Self-declarations from your organization or the supplier
  - Screenshots from the FSC public database, as they do not confirm purchases

▤ **Required Information:**
- All documentation must clearly include:
  - The supplier's FSC chain of custody certification number
  - The FSC claim type for each product (e.g., FSC Mix, FSC 100%, FSC Recycled)
  - A clear indication of which products are FSC-certified

▣ For assistance, contact trademarks@us.fsc.org

STEP 2: PRODUCT SUBMISSION

To submit a product for approval:

1. Compile detailed product information into templated Excel spreadsheet, including:
   - Product details (ID, SKU, etc.)
   - FSC certification details (e.g., FSC Mix, FSC 100%)
2. Provide product photos showing:
   - The product itself
   - FSC label on-product
4. Submit all required documents for FSC US review via email (trademarks@us.fsc.org)
5. Await confirmation:
   - FSC US will assess the submission and provide approval or request additional details if necessary

STEP 3: INTERNAL VERIFICATION SYSTEM

A well-organized internal system will help streamline verification and ensure compliance.

👍 **Best practices:**

⚠ Keep records of trademark uses
⚠ Appoint an FSC primary contact
⚠ Regularly check supplier certification
⚠ FSC may conduct reviews

STEP 4: APPROVAL OR DENIAL PROCESS

After your product submission is reviewed, you will receive either an approval or a denial with feedback.

✓ **If approved:**

You will receive confirmation and may proceed with promoting trademarks, per the guidelines
The approved product details will be added to FSC's internal records

✕ **If denied:**

You will receive a notification outlining the reasons for denial
You may need to provide additional documentation or make adjustments before resubmitting
Contact your trademark service provider for clarification and guidance on corrections

📧**For assistance, contact trademarks@us.fsc.org**

☑ PRODUCT SUBMISSION CHECKLIST

Ensure all required documents are included before submitting. Incomplete submissions may delay approval.

☐ REQUIRED SUPPLIER DOCUMENTATION

- Invoices showing FSC-certified product purchases with:
    - FSC certificate code (e.g., BV-COC-000000)
    - FSC claim (e.g., FSC Mix, FSC 100%, FSC Recycled)

    OR

- Supplier Letter (if invoices are unavailable), including:
    - FSC-certified supplier's license code
    - Product list confirming FSC certification
    - FSC claim for each product

NOTE: A copy of the supplier's FSC certificate is **not** considered sufficient evidence.

REQUIRED PRODUCT DOCUMENTATION

- ☐ A separate list (using the provided, templated Excel spreadsheet) of all products you plan to promote with their respective supplier, including:
    - Product names, descriptions, and SKUs
    - Corresponding FSC claims and certification details

- ☐ Sample Product Images with visible FSC labels (if applicable)

📧 **For assistance, contact trademarks@us.fsc.org**