

Pre-Prepared FSC® Statements

Purpose

These statements have been pre-approved by the RACG certifier, Rainforest Alliance, to use as promotional and on-product statements. Please note that use of the FSC label/promotional panel, in conjunction with any statement, is required for on product uses and strongly encouraged for promotional uses. Statements without a label/panel will trigger additional review and may slow down your approval time.

General Rules:

- The letters FSC® and the words Forest Stewardship Council™ must have the ® or ™ (respectively) after the first use in any given output. (ex. first use on your website; not necessarily each individual webpage)
- All *permanent* promotional statements must be approved prior to use. For example, mentioning FSC in an email doesn't need to be approved, but an email signature should be approved. Website use needs to be approved.
- All on product statements must be approved prior to use.

On Product Statements:

For use on any certified product

- The check-tree logo is your assurance that the paper in this document meets the rigorous environmental and social standards of the Forest Stewardship Council™ (FSC®).
- This document is printed on paper certified to the standards of the Forest Stewardship Council™ (FSC®).
- This document is printed on paper certified to the environmental and social standards of the Forest Stewardship Council™ (FSC®).
- The FSC® label identifies products that come from an environmentally and socially responsible source.
- When you use paper that is FSC® certified, you're choosing the best in environmental and social standards.

For use on MIX label products

- This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council™ (FSC®) and comes from responsibly managed sources.

Product Promotional Statements:

For use in conjunction with certified product promotions (ex. product list or sale sheet)

- The FSC® logo identifies products which are certified in accordance with the rules of the FSC.
- By buying products with an FSC® label you are supporting the growth of responsible forest management worldwide.

General Promotional Statements:

For use anywhere not already covered above

- FSC® is a commitment to good forestry practices, carried from forest to consumer.
- FSC® certification ensures responsible use of forest resources.
- The Forest Stewardship Council™ (FSC®) promotes environmentally appropriate, socially beneficial, and economically viable management of the world's forests.
- The Forest Stewardship Council™ (FSC®) is a nongovernmental, non-profit organization that promotes the responsible management of the world's forests.
- FSC® provides internationally recognized standard setting, trademark assurance and accreditation services for companies, organizations and communities interested in responsible forestry.
- We are FSC® certified by the Rainforest Alliance. (alternatively, "Company Name is")