

Using your FSC® Promotional Licence

Congratulations on gaining an FSC Promotional Licence and thank you for this commitment to FSC's work. We are here to support you in every aspect of using the FSC trademarks. Now it's time to start promoting.

Choose which products to promote as FSC certified

You need to ensure that the products you promote with the FSC trademarks are FSC certified, purchased directly from an FSC-certified supplier and carry the FSC on-product label in a form that is visible to the consumer.

Each time you wish to promote a product as FSC certified using the FSC trademarks, you need to:

Submit purchase documentation to FSC UK for the products you wish to promote

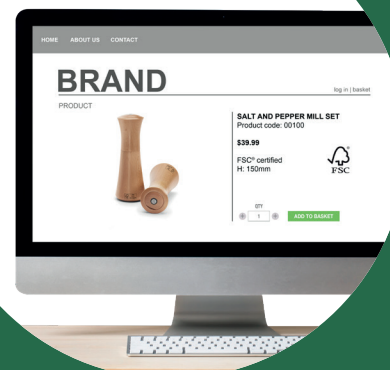
To demonstrate that the products you wish to promote using the FSC trademarks are eligible for promotion you will need to submit purchase documentation from your FSC-certified supplier for each FSC-certified product to FSC UK prior to promoting products.

Purchase documentation can be an invoice or a supplier letter. Please see the FSC Evidence Checklist for more details of the verification process.

Once you have submitted purchase documentation for a product, a record of this documentation will remain valid for 12 months. Therefore, if you want to use the FSC trademarks to promote this product again within 12 months, you will not be required to resubmit this information.

Create your artwork/design

Following the FSC Trademark Use Guide for Promotional Licence Holders, along with the FSC UK Artwork Checklist for quick reference, create draft artwork to show how you wish to use to FSC trademarks.



Submit your artwork/design to FSC UK for approval

All materials in which you wish to use the FSC trademark must be submitted for approval before printing or public release.

FSC UK will review your artwork and verify that the FSC trademarks are being used correctly, in promotion of FSC certified and labelled products.

Once any amendments have been incorporated and the materials have been approved, FSC UK will issue a written approval.



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Please remember to send purchase documentation and draft designs to FSC UK prior to using the FSC trademarks to promote products as FSC certified

 approvals@fsc-uk.org

