



Promotional Claims of Paper Consumption Use

Follow these 3 simple steps for a non-FSC certified company to make promotional claims regarding the amount of FSC certified paper consumption. (FSC certified companies shall work with their certification body regarding FSC claims.)

1. Register with a National Initiative. For organizations in the US, this is FSC-US. Contact FSC-US regarding what promotional claims the organization wishes to make. This includes the proposed verbiage to be used on the organization's website.
 - a. Contact information:
Emily Jaklitsch
emily@fscus.org
612-353-4511

2. Supply FSC-US with appropriate information.
 - a. Usually this includes invoices of FSC certified projects from FSC certified printers/supplier. In many cases a publisher or organization uses too much paper for FSC-US and the organization to organize all of the individual invoices appropriately. In this case, an annual letter from the organization's FSC certified printers/suppliers, claiming how much of the paper is FSC certified vs. non-FSC certified, should suffice.
 - i. Note: FSC certified paper from an FSC certified supplier going into a book, magazine, pamphlet, etc that is not eligible for the FSC on-product label can still count in the total generic claim of FSC certified paper used.
 - ii. Note: The organizations supplier must be FSC certified in order to apply for a promotional trademark license for these products.

3. Have agreement to include the procurement policy on organization website.

FOREST STEWARDSHIP COUNCIL - US