**Why buy FSC certified and labelled products?**

* It reduces EUTR and timber legality burden / administrative work as legality of wood is verified in the FSC system
* It ensures that the products and correct promotion of them off product comply with national labelling requirements and consumer protection laws
* It makes [INSERT NAME OF LICENSE HOLDER] [and associated entities] able to promote the products with FSC trademarks (logo etc.) in communication and marketing (webshop, catalogues, instore etc.)
* It complies with [INSERT NAME OF LICENSE HOLDER]’s CSR and sustainability requirements and strategies
* It gives [INSERT NAME OF LICENSE HOLDER] [and associated entities]’s customers an easy way to choose responsible forestbased products
* FSC is the most trusted solution for responsible forest management certification and responsible sourced wood products

**PROMOTION OF FSC CERTIFIED AND LABELLED PRODUCTS**

FSC certified and labelled products bought in accordance with the requirements in this document can be promoted with FSC trademarks in marketing and communication materials according to FSC® Trademark - Use Guide For Promotional Licence Holders

**Check list before placing an order for FSC-certified products**

To be qualified for FSC promotion by [INSERT NAME OF LICENSE HOLDER] [and associated entities] a product must be FSC labelled and supplied directly from a FSC certified supplier that states the product’s FSC-claim and supplier’s own CoC code on invoices. To ensure that these actions must be carried out by the supplier and purchaser:

* The **direct supplier** is FSC CoC certified and has provided purchaser link to online certificate information (info.fsc.org) and/or certificate in pdf
* Using info.fsc.org the **purchaser** has verified, that a) the suppliers’ certificate is valid and issued to the supplier and b) the relevant product type, species (if relevant) and a FSC claim (FSC Mix, FSC 100% or FSC Recycled) is listed in the certificate’s online product information (info.fsc.org)
* The **direct supplier** has provided proof/documentation for the FSC labelling of the product (e.g. through specification in supplier purchase contract and/or artwork)
* The **purchaser** has verified that the product is/will be FSC labelled through documentation from the supplier
* The **direct supplier** has confirmed that supplier invoice will contain FSC claim for the product and supplier’s certificate code (e.g. through specification in supplier purchase contract and/or purchase order)
* The **purchaser** has verified that the product invoice will contain the required FSC information through documentation from the supplier

**Check list after placing an order for FSC-certified products and receiving invoice**

* The **purchaser** has verified that invoices concerning FSC certified products contain:
	+ FSC-claim for each FSC-certified product (FSC 100%, FSC Mix or FSC Recycled).
	+ FSC CoC code of the certified supplier.
* The **purchaser** has records of invoices and documentation for products’ FSC labelling
* The **purchaser** can provide FSC Denmark examples of invoices, documentation of product’s FSC-labelling and link to supplier’s certificate in info.fsc.org during the yearly license control (performed as desk audit). Sensitive information can be crossed out or alike.

**IN DOUGHT? Ask Quality Department.**

**IS THE DIRECT SUPPLIER/TRADER NOT FSC CERTIFIED?**

* **Motivate the suppliers towards FSC (see why section)**
* **Ask if the supplier is planning to get certified**
* **Direct the supplier to a national FSC office for further help (**[**https://fsc.org/en/worldwide/locations**](https://fsc.org/en/worldwide/locations)**)**
* **Ask the supplier to place an order for FSC labelled and certified product, if the supplier’s supplier/producer is FSC certified**

**FSC labels (generic, for illustration only)**

****

****

