

Because
Forests
Matter



factsheet

For paper and board makers, paper merchants, printers, carton makers, publishers and all paper users

Half of the timber harvested world wide is used to make paper. So it is vital that everyone involved in this sector makes a commitment to responsible use of the world's resources.

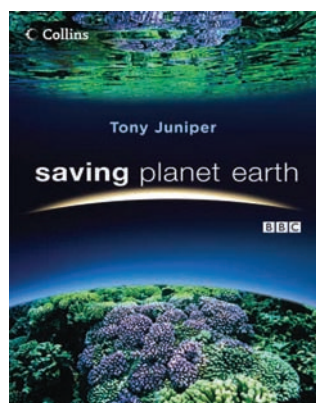
The Forest Stewardship Council (FSC) offers a solution which enables you to demonstrate, through independent certification, that the paper products you sell or use in your business come from well managed sources and exclude the risk of using illegally logged timber or funding conflict. It also gives options for maximising the use of post-consumer recycled paper.

FSC provides global standards for forest management which cover a balance of environmental, social and economic aspects. The wellbeing of forest communities and ecosystems is as important as replacing trees in ensuring the future of the world's forests. The FSC system also provides a way of tracking forest products through independently verified Chain of Custody certification. This has to cover every stage in processing, conversion, distribution and printing before the final product can carry the FSC label. Please see our fact sheet on Chain of Custody certification for detailed information.

For all the talk of paperless offices and the increase in electronic communications, paper is still a vital part of everyday business and home life. Hundreds of paper sector companies world wide now have FSC certification and their products represent a substantial and growing part of the market. This has directly resulted in an increase in the global area of FSC certified forest.

Paper mills

Paper mills such as Tullis Russell, SCA and Georgia Pacific hold FSC certification for a range of paper and tissue products. The certification guarantees that the products contain pulp from certified forests or post-consumer waste.



Paper merchants

The UK's leading paper merchants, including Robert Horne, The Paper Company and Howard Smith Paper can supply a wide range of FSC papers suitable for every purpose.

Publishing

Major publishers with FSC chain of Custody certification including HarperCollins, Bloomsbury and Penguin are

producing best sellers on FSC paper. Magazines from BBC Worldwide were the first to have the FSC label.

Printing

In 2007 the number of printers with FSC certification more than doubled. Large and small printers covering a full range of technologies, many offering other innovative green solutions, can provide everything from catalogues to bank statements with an FSC label.

Office paper

The FSC label can be seen in office supplies catalogues and high street stores, and FSC certified envelopes, files and notebooks are also widely available.

Packaging

Marks and Spencer led the way with a million sandwiches a day in FSC labelled packs. Demand for recyclability and rising oil prices are giving paper-based packaging added importance, and the FSC label is the perfect complement to demonstrate an all-round environmental commitment.



Tissue

There has been significant growth in the range of FSC certified facial tissues and toilet paper available. Many supermarkets including Sainsburys, Co-op and Asda stock FSC certified tissue products, enabling consumers to choose paper products safe in the knowledge that they are not damaging the world's forests. Kleenex is the first branded tissue to carry the FSC label.



Wallpaper

Many of Graham & Brown's extensive range of wallpapers are printed on FSC paper. Designs include the Eco range, as shown here.



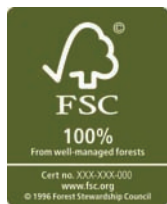
Some more frequent questions

Q What is Chain of Custody certification?

A Chain of Custody (CoC) certification verifies that a product contains wood from a certified forest, sometimes including other controlled forest sources or post-consumer waste. Every organisation which forms a link in the supply chain needs its own CoC certificate, if the publication or product is to include the FSC logo, or any claim that the paper is FSC certified. See the Chain of Custody factsheet for more information.

Q What do the different labels mean?

A The FSC system has developed three categories of certified product and the category of every product should be clearly identified on its product label or invoice.



FSC 100%

All the timber or fibre in the product comes from an FSC-certified forest



FSC Recycled

All the timber or fibre in the product is post-consumer reclaimed material.



FSC Mixed Sources

The timber or fibre in the product is a mixture of some/all of the following:

- Timber from an FSC-certified forest
- Post-consumer reclaimed material
- Controlled Sources, which exclude unacceptable forestry

Q I have bought some FSC paper for a print job but my printer does not have CoC. Can I just include a statement that it's FSC paper without using the logo?

A No, because the name Forest Stewardship Council and letters FSC are our registered trademarks as well as the logo itself.

Q I am having books printed by a printer with CoC and they will have the FSC label. Do I need to have CoC too in order to distribute them?

A No, unless you are selling them to retailers who wish to make their own promotional claims about FSC. Please contact us for more details if this might be the case.

Q We are publishers who use several printers and other services such as print finishing and binding. Will each of these companies need its own CoC?

A Not necessarily, so long as you own the paper and books throughout the process. You as publisher could have a CoC certificate which covered the others as an outsourcing policy. We can provide full details on request.

Q All our marketing materials and business forms are produced by a printer with CoC and carry the FSC label. Can we make reference to this in our annual report or on our website?

A Yes. We can provide a Trademark Resource Pack to enable you to do this.

Q Our local printer has FSC CoC. Does this mean that all their paper is FSC certified?

A Not necessarily. You should always make it clear in your order that you want FSC paper and that you want the FSC label included.

Q We are a print management company. Can we promote the fact that we use FSC certified printers?

A Yes, if your printer is buying FSC stock directly from a certified paper supplier. You will need to contact FSC UK for a Trademark Resource Pack.

Services and support from FSC

FSC UK offers a free Advisory Service to answer basic questions on the FSC system. We also provide training courses and a technical helpline which we do have to charge for, as we are a registered charity and have limited funding.

GRAHAM & BROWN

The design and printing of this factsheet was kindly sponsored by Graham and Brown Ltd and Pindar Graphics and supported by Defra's Environmental Action Fund. Images courtesy of HarperCollins, Marks and Spencer, Sainsburys and Graham & Brown Ltd.

The paper used in this publication is 9lives supplied by The Paper Company.



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FSC-SECR-0068

Registered Charity Number 1060072