

Certified ✓

We provide 24/7 advice on all aspects of certification

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FROM THE EDITOR

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This issue of *Certified* ✓ focuses on the correct use of FSC and PEFC trademarks.

During audits with clients, we have seen several examples where trademarks are being used incorrectly on-product and off-product.

It is the responsibility of a certified organisation's FSC or PEFC Coordinator to ensure that the organisation is using the trademarks of its certification scheme correctly.

Incorrect use of trademarks is a non-conformance, and depending on the nature of the mistake, could result in the suspension of an organisation's certificate.

We have tried to cover all the relevant aspects of the use of trademarks. However, if you are unsure about any aspects of how to use the trademarks of your certification scheme correctly, you can either contact us or your certification body for clarification and/or advice.

Kwame

Copies of back issues of *Certified* ✓

can be downloaded from our website at: www.aassociates.com.au.

What are trademarks?

Trademarks are the communication tools certified organisations can use to promote themselves and their products to customers and the public.

It is important that trademarks are used correctly because incorrect use:

- is a breach of the Standards of your certification scheme; and
- could be illegal as it could amount to false advertising under the rules of the Australian Competition and Consumer Commission (ACCC).

It is the responsibility of your FSC or PEFC Coordinator to ensure that all use of trademarks in your organization follow the relevant Standard of your certification scheme. For the FSC, the relevant Standards are:

- FSC-STD-50-001 (V1-0) EN (for organizations certified since 1st March 2010); and
- FSC-TMK-50-201 (V1-0) EN (for organizations certified before 1st March 2010).

For PEFC and AFCS, the relevant Standards are:

- PEFC ST 2001:2008 - PEFC Logo Usage Rules – Requirements; and
- AFS LOGO USE RULES MANUAL 1 December 2009 Issue 8.

Trademark license

Only organizations which hold a valid FSC, PEFC or AFCS certificate, have signed a trademark license agreement and paid the required fees can legally

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use the trademarks of each of these certification schemes.

Trademark license code

All the certification schemes require certified organizations to include their assigned trademark license code with all trademark use.

On-product and Off-product use of trademarks

There are mainly two ways in which certified organizations can use trademarks. These are:

- On-product: - This is where the certified organization makes a label incorporating the logo of the certification scheme and other prescribed trademark information for affixing physically to a product.
- Off-product: - This is where the logo and the prescribed trademark information are used on documents such as letterheads, invoices, delivery notes etc.

Using trademarks for on-product promotion

Certified organizations can only use trademarks to promote certified products. These are the products certified organizations have included in the scope of their certificate during the main assessment audit, or added them subsequently with approval from their certification body.

Certified organizations cannot add new products to their **certified product group schedule** without prior approval from their certification body.

Approval for trademarks artwork

All the certification schemes require certified organizations to submit the artwork of all new reproductions of trademarks for both off-product and on-product applications, to their certification body for approval before they can be mass produced.

You must remember to keep all trademark artwork approvals for both

on-product and off-product applications for inspection during surveillance audits by your certification body. Failure to keep records of artwork approvals is a major non-conformance.

Using trademarks for controlled wood

As controlled wood is not considered to be “certified wood” under both the FSC and PEFC schemes, certified organizations cannot use FSC and PEFC trademarks (logos) to promote controlled wood.

Certified organizations can only use the initials “FSC” and “PEFC” to pass on controlled wood claims to other certified organizations in sales and shipping documents. Examples are:

- FSC Controlled Wood; and
- PEFC Controlled Wood.

Using FSC and PEFC trademarks together.

Certified organizations can only use FSC and PEFC trademarks together on documents such as:

- Brochures;
- Invoices;
- Shipping manifests and/or delivery notes etc.

Where PEFC and FSC trademarks are used together on brochures, invoices etc. one trademark cannot be displayed too prominently in terms of size in a way that disadvantages or diminishes the trademarks of the other certification scheme.

FSC and PEFC product labels cannot be used together on the same product.

Using the names FSC and PEFC

The names FSC and PEFC are both registered trademarks, and owned

legally and exclusively by each certification scheme.

Certified organizations cannot include the initials “FSC” and “PEFC” in product brand names such as “Golden FSC Timber” or “Mountain Ash PEFC Timber.”

However, organisations can use “FSC™ certified Golden Timber” or “PEFC™ certified Mountain Ash.”

Minimum trademark information requirements.

An FSC trademark promotional panel, as a minimum, must include the following information:

- The FSC Logo;
- The certified organisation’s FSC trademark license code;
- Promotional statements: “The Mark of Responsible Forestry” (for FSC pure products) and “Responsible Forest Management” for FSC Mixed products); and
- The FSC website address www.fsc.org

For PEFC, the minimum information required includes:

- The PEFC logo;
- The initials “PEFC” accompanied by the symbol ™;
- The PEFC trademark licence number;
- % certified content;
- Label name;
- The appropriate PEFC claim i.e. **PEFC Certified or PEFC Certified and Recycled**;
- The PEFC website address: www.pefc.org.

Positioning trademarks

Certified organizations cannot use trademarks on top of documents templates such as letterheads, sales documents and emails. They must

always be placed at the bottom of documents.

Placing them at the top with the certified organisation’s logo may unintentionally imply “equivalence” between the two organizations such as “ownership”.

Advertising

The readership of the Newsletter continues to grow exponentially.

Certified ✓ therefore provides an excellent opportunity to promote your company and its products and/or services. Please feel free to contact us about our competitive rates.

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We can help with your CoC certification by:

- Preparing your internal procedures based on the standard of your preferred certification scheme (FSC, PEFC or both).
- Training your staff in the procedures, and preparing them so they know what to do and say during the audit.
- Engaging an auditor (FSC or PEFC accredited)
- Completing on your behalf all the necessary paperwork, including quotations from auditors to give you the most competitive price.
- Attending the audit to ensure everything goes well with the auditing process.

We also specialize in sourcing FSC and PEFC certified plywood and sawn timber for the Australian market.