



THIS WEBINAR WILL BEGIN SHORTLY

The Forest Stewardship Council® (FSC®) is the world's most credible sustainable forestry solution, trusted by NGOs, consumers, and businesses alike to help promote healthy and resilient forests, for all, forever.

**30**

years of existence

**170+**

million certified hectares of forest

**1,100+**

individuals and organizations make up our governing body across 90+ countries

**103**

locally-adapted forest stewardship standards

**52%**

of consumers globally recognize the FSC logo

**58%**

of the Top 50 Global Retailers hold an FSC Promotional Licence

**63K+**

certifications that verify sustainable sourcing

**#1**

most recognized, trusted, and rigorous forest certification system

# REVISED FSC TRADEMARK STANDARD

## LABELLING REQUIREMENTS AND KEY CHANGES EXPLAINED

FSC-STD-50-001 V3-0

March 25, 2026



**Speaker:**  
**Santiago Morales**  
Trademark Manager



# TODAY'S AGENDA

**Label elements**

**FSC QR Label**

**Additional on-  
product uses**

**Labelling  
requirements**

**Q&A**

# LABEL YOUR PRODUCT



# THE FSC LABELS – NEW COMPULSORY ELEMENTS



Moebius loop

**FSC logo\***

**FSC website address\***

**Label title\***

**Product type\***

Label text

**FSC licence code\***

\* Compulsory element

## FSC STANDARD LABEL

**Include all new mandatory label elements:**

1. The FSC logo
2. The fsc.org address – optional under V2.1
3. The FSC claim/ label title (100%, MIX or RECYCLED, in line with FSC-STD-40-004)
4. The product type – conditional under V2.1
5. The FSC licence code

**Optional elements, based on preference:**

1. Moebius loop
2. Label text

**Clause 3.1 of FSC-STD-50-001 V3-0**

# How to select the correct registration symbol?



Moebius loop

**FSC logo\***

**FSC website address\***

**Label title\***

**Product type\***

Label text

**FSC licence code\***

\* *Compulsory element*

1. Download the label directly from the FSC Brand Hub
2. Ensure the automatic selection option is enabled
3. Select the countries of distribution
4. If the manual selection is selected, please refer to the Trademark Registration List

To identify the countries of distribution, determine where the products will be sold or promoted.

# THE FSC LABELS – NEW ALTERNATIVE LABEL FORMAT



## FSC QR LABEL

### Include all mandatory label elements:

1. The FSC logo and relevant product type → displayed on the QR label
2. The fsc.org address, FSC claim ( 100%, MIX or RECYCLED, in line with FSC-STD-40-004), label text and FSC licence code → displayed on the QR label landing page

**Clause 3.8 of FSC-STD-50-001 V3-0**

# WHAT DO YOU NEED TO ENSURE?



## FSC QR LABEL

1. The QR code is scannable
2. The product type corresponds to the product
3. The product type is within your certification scope
4. The graphic rules are being followed (Cl. 8)

# FSC QR LABEL LANDING PAGE AS SECOND INFORMATION LAYER

## Information about the labelled product

1. The FSC standard label, with all label elements (the FSC logo, the fsc.org address, the FSC claim/ label title, the product type, the label text, the FSC licence code)
2. Text description of the FSC claim (100%, MIX, RECYCLED)
3. Video explanation of the FSC claim (100%, MIX, RECYCLED)
4. FSC website (fsc.org)

The screenshot shows a mobile-optimized landing page for an FSC-certified product. At the top, there is a navigation bar with the FSC logo, a 'BETA' badge, and links for 'Advanced Search', 'Saved', and 'English'. Below the navigation bar, a large green banner features a forest scene with a path. A circular badge indicates 'Scanned via QR Code Valid'. The main heading is 'FSC-certified product', followed by the text 'The Forest Stewardship Council (FSC) promotes responsible forestry worldwide'. Below the banner, there are two tabs: 'About this product' (selected) and 'Company information'. The content is divided into four numbered sections: 1. A large FSC 100% label with the text 'Wood from well-managed forests' and 'FSC® C178787'. 2. A text block titled 'What does FSC 100% mean?' explaining the certification. 3. A video player titled 'What does the FSC 100% label mean? Introducing the FSC 100% label' with a play button. 4. A button labeled 'Learn more at fsc.org'. At the bottom, four numbered callouts (1-4) point to the label, text, video, and button respectively.

1. FSC standard label

2. Label explanation

3. Label video

4. fsc.org address

# FSC QR LABEL LANDING PAGE AS SECOND INFORMATION LAYER

## Information about the company

1. Certificate holder identifiers (licence code, certificate code, certification status)
2. Address and data
3. Group members/ sites
4. Products
5. Documents

The screenshot displays the FSC QR label landing page. At the top, it shows the FSC logo and a 'Scanned via QR Code' notification. The main heading is 'FSC-certified product' with a sub-note: 'The Forest Stewardship Council (FSC) promotes responsible forestry worldwide.' Below this, there are two tabs: 'About this product' and 'Company information'. The 'Certificate details' section is highlighted and contains the following information:

Certificate details		
LICENCE CODE FSC-C178267	CERTIFICATE CODE SA-COC-008391	VALID Until May 24, 2027
2. Address and data	3. Group members / sites	4. Products
Main Address CHANGZHOU QINGYUN COLOR PRINTING CO.,LTD. ORGANIZATION LOCAL NAME: 常州市青云彩印有限公司 ADDRESS: No.395 Xin'ye Road,ZhongLou district - ----- Changzhou, Jiangsu - CHINA		Certificate Data FIRST ISSUE DATE: May 25, 2022 LAST STATUS UPDATE: June 24, 2025 EXPIRY DATE: May 24, 2027 STANDARDS ASSESSED: FSC-STD-40-004 V3-1 FSC CONTROLLED WOOD DUE DILIGENCE SYSTEM: No SELLS CONTROLLED WOOD: No

At the bottom of the page, there are five numbered callouts corresponding to the list items:

1. Certificate holder identifiers
2. Address and data
3. Group members/ sites
4. Products
5. Documents

# WHAT DO YOU NEED TO ENSURE?

## FSC QR LANDING SITE

1. The FSC License code corresponds to your organization
2. The Label title claim corresponds to the product

The screenshot shows the FSC QR landing site. At the top, there is a navigation bar with the FSC logo, a 'BETA' badge, and links for 'Advanced Search', 'Saved', and 'English'. Below the navigation bar is a large image of a forest with a path leading to a circular QR code. The text 'Scanned via QR Code' and 'Valid' is displayed next to the QR code. Below the QR code, the text 'FSC-certified product' is prominently displayed, followed by the FSC mission statement: 'The Forest Stewardship Council (FSC) promotes responsible forestry worldwide.' Below this, there are two tabs: 'About this product' and 'Company information'. The main content area is divided into four numbered sections: 1. A large green FSC 100% label with the text 'FSC www.fsc.org 100% Wood from well-managed forests FSC® C178787'. 2. A section titled 'What does FSC 100% mean?' with a paragraph explaining the standard. 3. A video player showing a video titled 'Introducing the FSC 100% label' with a play button and the text 'www.fsc.org 100% Wood from well-managed forests FSC® C178787'. 4. A button labeled 'Learn more at fsc.org'.

1. FSC standard label

2. Label explanation

3. Label video

4. fsc.org address

# FSC BRAND HUB UPDATES

## January

Pop-up notifications  
FFAF removed from assets

## March

Trademark Portal  
phase out

## April

Labels with multiple  
product types  
Promo Panel text variations

## July

QR labels



### Call for volunteers

Looking for volunteer testers  
for the new label designs  
When? April, exact date TBC

# TRADEMARK USE ON PRODUCT BEYOND THE FSC LABEL



## **Clause 4.3 of FSC-STD-50-001 V3-0**

The Organization may display additional FSC trademarks or additional references to FSC on a product only when the on-product label is visible to the consumer at the point of sale (i.e. the label is accessible without damaging the sales packaging).

On-product label **present & visible** without damaging the sales packaging - in this case, there is no sales packaging.

Additional FSC trademarks may be used - in this case, the FSC logo.



On-product label is **NOT visible** without damaging sales packaging - in this case, the product is wrapped in a plastic packaging, and the label is present on the interior.

Additional FSC trademarks **CANNOT** be used - in this case, the FSC logo.



# TRADEMARK USE ON PRODUCT BEYOND THE FSC LABEL



On-product label **present & visible** without damaging the sales packaging

Additional FSC trademarks may be used - in this case, the FSC logo



On-product label **present & visible** without damaging the sales packaging

Additional FSC trademarks may be used - in this case, the FSC initials



On-product label is **NOT present and/or visible** without damaging the sales packaging

Additional FSC trademarks (the 'FSC' initials, 'Forest Stewardship Council' full name or the FSC logo) **CANNOT** be used on product



# TRADEMARK USE ON PRODUCT BEYOND THE FSC LABEL



## Clause 4.4 of FSC-STD-50-001 V3-0

The Organization shall add the licence code alongside any additional use of the FSC trademarks applied directly to the product when the FSC label is displayed on the packaging.



The product packaging includes the FSC on-product label. You may add additional FSC trademarks.

The product packaging includes the FSC on-product label. You may add additional FSC trademarks.



The licence code is **present**.



The licence code is **absent**.



# ONE OR MULTIPLE LABELS?

## **Clause 4.1 of FSC-STD-50-001 V3-0**

The Organization shall only use the FSC label where all relevant forest-based parts of the product are covered by the scope of FSC certification, as specified in <FSC-STD-40-004 Chain of Custody Certification>.

*NOTE: The FSC label may refer to the product, the packaging, or both. Packaging made of forest-based materials is considered a separate product.*

**FSC-CERTIFIED  
PRODUCT  
+  
FSC-CERTIFIED  
PACKAGING**



Product type = 'Wood'  
Licence code = certificate holder  
manufacturing the wooden  
blocks



Product type = 'Packaging'  
Licence code = certificate holder  
manufacturing the box

# ONE OR MULTIPLE LABELS?



## Option 1:

Two labels, one for each certified product, both placed on the packaging

## Option 2:

Two labels, each placed on the corresponding product



# PRODUCT TYPE SELECTION

## Clause 3.1 of FSC-STD-50-001 V3-0

The Organization shall include the following elements in the FSC label:



## Clause 3.3 of FSC-STD-50-001 V3-0

The Organization shall include an additional statement to clarify what components are FSC-certified when the certified components of the products are not immediately apparent based on the product type included in the label.

# PRODUCT TYPE SELECTION

Packaging made of **forest-based** material only



Recommended product type: 'Packaging'

Packaging made of **board + plastic**



Recommended product type: 'Board'

Packaging made of **(cardboard) external box + (cardboard) inserts**



Recommended product type if box + all inserts are FSC-certified: 'Packaging'

Recommended product type if only one packaging element is certified: 'Board' + additional statement to clarify which element is FSC-certified (mandatory)

# PRODUCT TYPE SELECTION

## Copy paper in paper packaging



Recommended product type if paper packaging is certified: 'Packaging'

Recommended product type if copy paper is certified: 'Paper' + additional statement to clarify that the label refers to the copy paper (mandatory)

Recommended product type if both are certified: 'Paper'

## Clothing made of bamboo-based fibers



Recommended product type: 'Viscose' / 'Modal' etc. (according to fabric type)

If you want to mention the bamboo basis of the fiber, you may do so in an additional statement (optional)

## Tissue paper made of **wood-based pulp + non-forest based material pulp** (e.g. bagasse)



Recommended product type: 'Pulp' + additional clarification statement such as *'This product contains wood-based and bagasse-based pulp. The FSC label refers to the wood-based pulp.'* (mandatory, as consumers would assume all the pulp is FSC-certified without this clarification)

# MULTIPLE PRODUCT TYPES & THE FSC LABEL

## **Clause 3.2 of FSC-STD-50-001 V3-0**

The Organization may include up to three different product types within the FSC label if the product contains several types of FSC-certified material.

### **USE CASE 1:**

The example in the illustration shows a chair made of certified wood and certified rattan. In this situation, the product types 'Wood' and 'Rattan' can be displayed on the same label.



# MULTIPLE PRODUCT TYPES & THE FSC LABEL

## **Clause 3.2 of FSC-STD-50-001 V3-0**

The Organization may include up to three different product types within the FSC label if the product contains several types of FSC-certified material.

### **USE CASE 2:**

In this illustration, the relevant product types would be 'Paper', 'Wood' and 'Envelope'.



# FLEXIBLE GRAPHIC REQUIREMENTS



## REDUCED SIZE

8mm for portrait label  
5mm for landscape label

## REDUCED EXCLUSION ZONE

No overlap

## COLOUR VARIATION ALLOWED



# We invite you to attend our next events:

Revised FSC Trademark Standard: Promoting with the FSC Trademarks and Promotional Statements – What Has Changed 📅 31 March [9 AM CET/ 5 PM CET]

Revised FSC Trademark Standard: Trademark Use Approvals, Trademark Use Management System, and Transition Requirements 📅 8 April [9 AM CET/ 5 PM CET]



# We are here to support you:



**E-training update**

July 2026



**Additional support**

[trademark@fsc.org](mailto:trademark@fsc.org)

**How did we do?  
Share your views:**



**How to reach us:**



**GENERAL FEEDBACK:**  
trademark@fsc.org

**Let's hear  
from you**

# Q & A

QUESTIONS  
& ANSWERS



# Thank you



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