FSC® - Labelling Guideline

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SIG and the FSC label

The FSC® (Forest Stewardship Council®) is a non-profit organisation founded under participation of non governmental organisations (NGOs) like WWF to define principles for a responsible management of the forest resources. The FSC provides a set of standards addressing a responsible forest management, the definition of controlled wood sources and for the creation of a traceability system to control the wood volume flow.

So far FSC is the only global forest certification system which is supported by all major and critical pressure groups, guaranteeing the highest credibility.

Reflecting global mega issues like scarcity of fossil resources policy makers, industry and retailers have identified the need to switch from fossil to renewable resources. Beverage cartons provide a clear USP compared to all other food and drinks packaging, as it consists mainly (average 75%) out of the renewable raw material wood fibre.
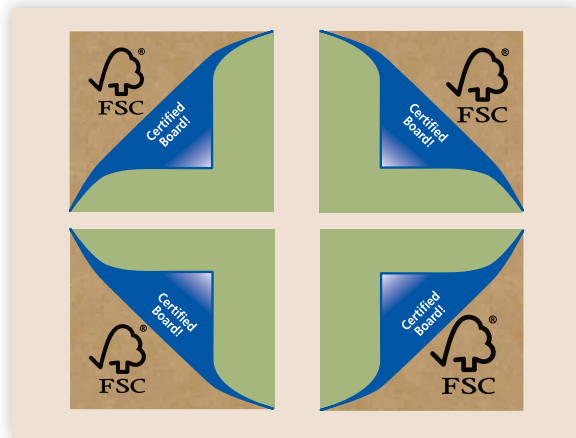
In order to protect this USP it is crucial for SIG to credibly demonstrate that wood sources for SIG cartons are known and verified to be accepted by non governmental organisations and being certified for a responsible forest management.

Since the end of 2009, all SIG production sites and sales units worldwide achieved the FSC Chain of Custody certification (CoC), which allows a tracking of the wood fiber from FSC certified forests and other FSC controlled sources to the final product.

Based on this certification SIG cartons are allowed to use the FSC seal to communicate the added value of using a renewable raw material from credibly certified forest sources. The volume of carton packs that can have the FSC label depends on the quantity of FSC-certified unprocessed cardboard available. Since August 2016 SIG reached sufficient FSC labeled carton board supply that all SIG cartons can have the FSC label supporting our customers to showcase responsible sourcing. Once agreed with the customer SIG guarantees a continuous supply with FSC labelled cartons without any lead time extension.

Global surveys show that consumers are concerned about environmental issues and expect that industry and retailers take care addressing the so called eco feel good factor. Using the FSC seal provides a unique possibility to address this in the most credible way. To be clear in the communication what FSC is referring to, SIG promotes an artwork that provides a clear link between the FSC label and the certified unprocessed cardboard.
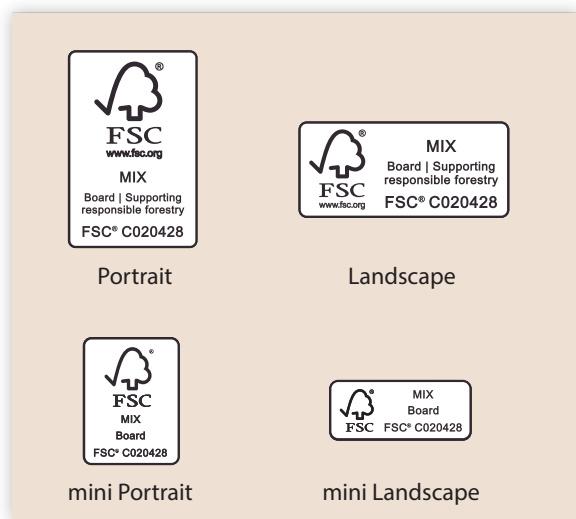
FSC-Label and FSC-Claim

The artwork, illustrating a delaminated corner where the PE is peeled off to make the the certified board visible behind it, is set to be standard for the use on the front and rear panels of carton packs with the FSC label. The artwork may be placed at right bottom or top or left bottom or top. Placement shall be arranged to fit in with the layout of the package design.

The delaminated corner contains the additional text 'Certified Board!' in the relevant language. Ready to use and approved FSC claims and delaminated corner designs are provided by SIG preprint department for all SIG carton formats. The standard preferred presentation for the FSC logo in the delaminated corner is Green Pantone 626 or Black. If, due to technical limitations, this is not possible, the darkest colour present in the package design may also be used.

The trademark registration list contains the specific copyright signs for the different types of claims. It must be emphasized that in some countries the FSC claim is marked with a different copyright sign than the FFAF claim (more information about FFAF on page 9).
For example, in Germany FSC is marked with (R), but the FFAF claim is marked with TM.
You can open the xls-file of the trademark list by clicking the link below:

https://cms.sig.biz/media/idjjp4l5/fsc-tm-registration-list.xlsx

Depending on the brightness of the specific colours used, the text 'Certified Board!' shall be printed as a negative or positive image in the darkest colour. The outline of the folded-back corner shall be in the same colour as the corner.

The simulated cardboard structure may vary in colour depending on the design layout. In any case, it must be ensured that the end consumer is able to recognise the stylised cardboard as such.

The FSC artwork on the front and rear panels of the carton pack is always used in conjunction with the claim on the side panels of the carton pack. In addition to the SIG trademark licence code, this claim contains the additional text 'Mix', as well as further information on the certified product cardboard and on the source of the wood.

Depending on the carton pack format and/or the space available, the FSC claim may be inserted into the design of the carton pack in portrait or landscape version.

Like the FSC logo, the FSC claim is applied in the relevant language, and the standard preferred presentation is Green Pantone 626, Black or White. If, due to technical limitations, this is not possible, the darkest colour present in the package design may also be used. Alternativly the main textcolor on the pack can also be used to ensure an uniform design. The background of the FSC Claim remains unprinted.

For designs in several different languages, a multi-language FSC claim is also available.

The Mini-Claim is only allowed to be printed on packages with a filling size of 500ml at a maximum. The use of the Mini-Claim on larger packages is only permitted, if there is not enough space on the design to place the Full-Claim. Mini-Claims are only available in one language. The use of the FSC Mini-Claim on packages with a filling size above of 500ml must be approved by the FSC CoC certifier via Corporate Responsibility Department (CR) by using the email: cbwe-fsc@sig.biz.

This does not apply to the product range **CombiVita** where the Mini Claim Version can be used without a special approval.

In the format **CI 17** and **CI 18** (**CombiSmile**) as well as **CB1** and **CB7** it is allowed to include an 80% Mini Landscape Claim on the bottom due to not enough space.

Furthermore in the format range **CB12** it is allowed to use a 71 % Mini Landscape Claim on the bottom due to not enough space.

The FSC label and the claim must not be printed on the carton pack together with the symbols of other sustainable forestry schemes. Statements and/or explanatory texts about the FSC are permitted, and must be agreed via CR with the certification body. The simultaneous use of recycling logos is permitted.

Templates for the FSC label and the claim may be requested from SIG, Pre-print Department (RDM).

Please note that these elements must not be further reduced in size. For each SIG format series, these have been created in the smallest possible sizes.

The line elements in the label and claim must be printed using the laser-etching or extreme gravure processes, as the texts are below the minimum size for electro-mechanical engraving.

The 'FSC Mix' claim should be used only with the additional text 'Board from responsible sources', or with the use of the mini label 'Mix Board'. This claim can be requested in the relevant language from SIG, Pre-Print Department (RDM). The correct, unique SIG trademark licence code 'FSC® C020428' must be used.

Special reproductions of the FSC label and claims that vary from the standard must be approved by the FSC CoC certifier via CR. The usual application time for this is from one to three working days.
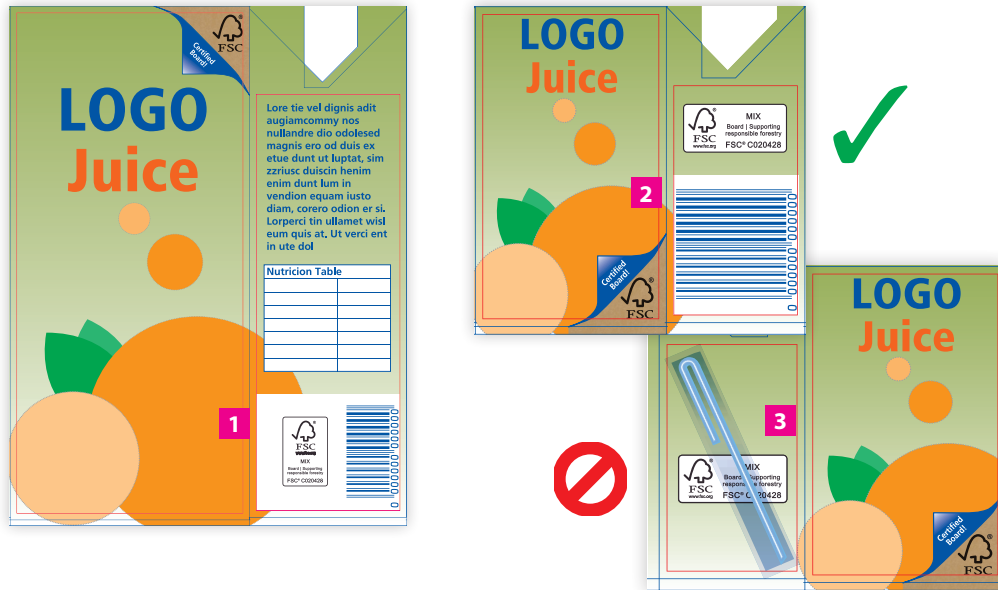

1 The FSC label for the front and rear panels is to be placed upper right at the crease line to the carton top, and on the right side.

2 The FSC label bottom right is to be placed at the crease line to the right side. The left corner of the delaminated corner is to be placed on the crease line to the base. The cut is trimmed to fit the format. These specifications shall apply also for placement of the label on the left side.
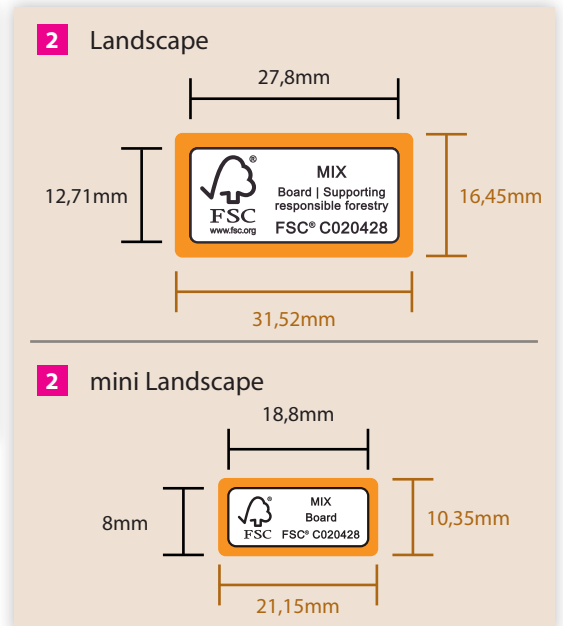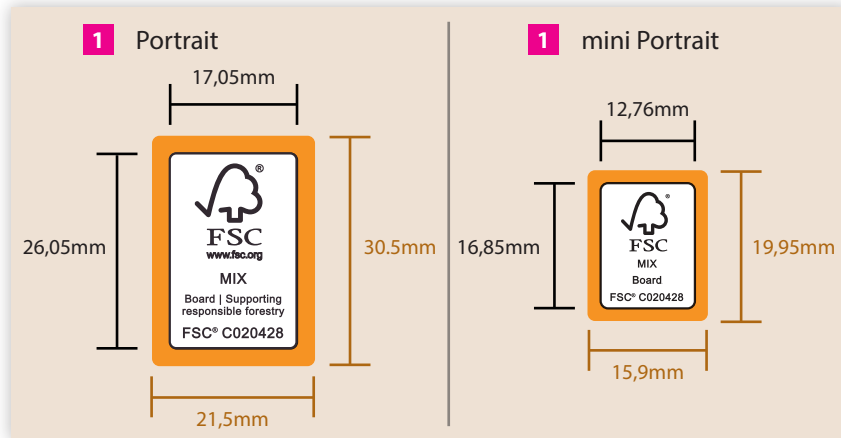
Ideally the FSC-Label should be placed on the front- and backpanel of the package. It is possible to place the FSC-Label on one visible side of the package only, if it is required by the design.

There are special FSC labels for the front and rear panels of the small-size formats cb/cf1 and cb/cf7. The labels for the medium and large-size formats are identical.

FSC Labelling
FSC-Claim positive

1 Example of placement of the portrait claim on the side panel. The portrait claim may be placed in the clear space of the barcode; if necessary, the barcode shall be condensed to accommodate this. Please note the rules on the page 'EAN-Code Standard/UPC-Code' in the "Artwork Manual for Rotogravure Printing".

2 Example of placement of the landscape claim on the side panel. If the barcode has to be rotated to accommodate the placement of the claim, the readability of the code cannot be guaranteed. Please note the rules on the page 'EAN-Code Standard/UPC-Code'. For formats with a drinking straw attached, the FSC claim must be placed on the same side as the barcode. Otherwise, the claim is hidden by the attached drinking straw **3** .

1 Portrait
17,05mm
26,05mm
30.5mm
21,5mm

1 mini Portrait
12,76mm
16,85mm
19,95mm
15,9mm

2 Landscape
27,8mm
12,71mm
16,45mm
31,52mm

2 mini Landscape
18,8mm
8mm
10,35mm
21,15mm

The areas of colour around the claim must be free of text and non-patterned. The surrounding clear space shall be measured a minimum of 2mm by the height of the initials 'FSC' in the logo text. If, for design reasons, this is not possible, the proposed configuration of the claim that varies from the standard must be approved for release by the certification body via CR.

The FSC-Claim must not be scaled down or be deformed unproportionally. The FSC-Claim is allowed to be magnified proportionally.

The FSC-Claim is allowed to be placed on the bottom of the package as an alternative **4** in case of decor placement issue. Preferably the FSC-Label fallback variant shown on page 8 is placed on the earflap of the package additionally.
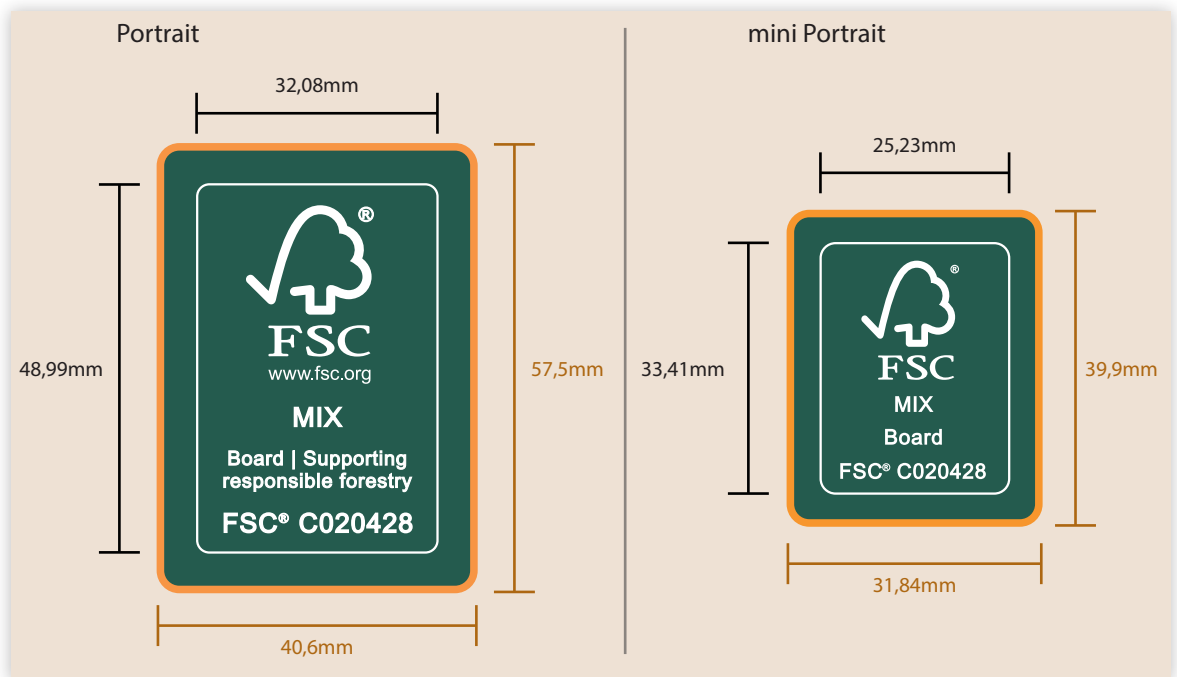
All claims shown on this page are covered by the self approval procedure of SIG and therefore must not be approved by the FSC CoC certifier.
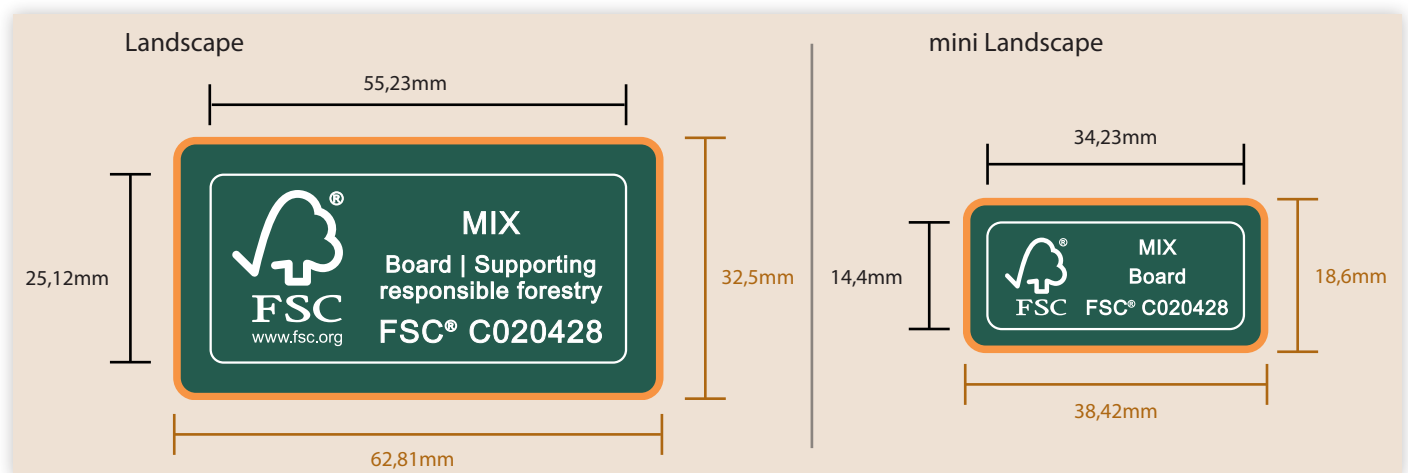
FSC Labelling
FSC-Claim negative

The portrait and landscape versions of the claim for the side panels may, for design reasons, be reproduced as a negative white image reversed out of the carton background. For technical reasons, enlarged claims shall be applied. The general application specifications on page 2 shall be valid also for claims reproduced as negative images. Reproduction as a negative image is permitted only if the standard preferred colours Green Pantone 626 or Black do not appear in the design.

Portrait

32,08mm

48,99mm

57,5mm

40,6mm

mini Portrait

25,23mm

33,41mm

39,9mm

31,84mm

Landscape

55,23mm

25,12mm

32,5mm

62,81mm

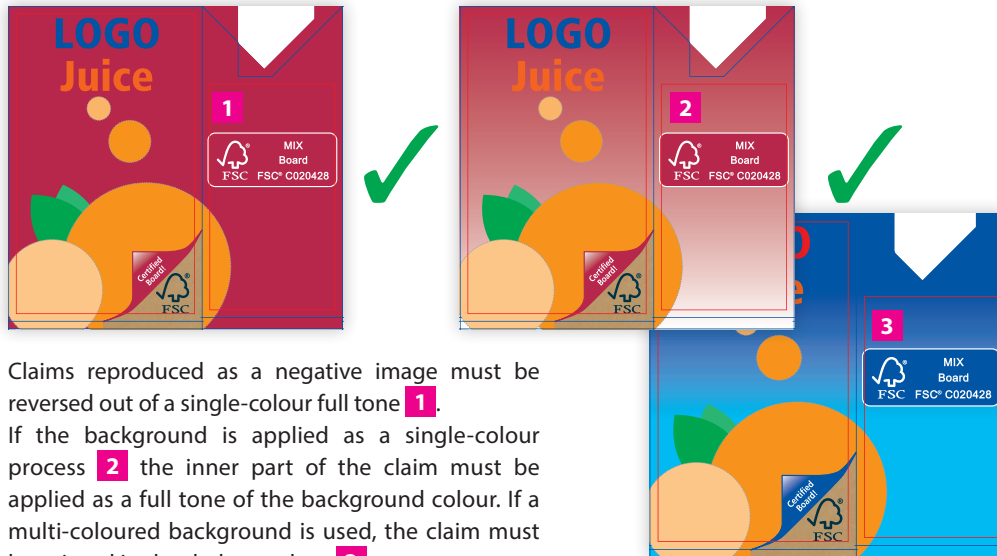
mini Landscape

34,23mm

14,4mm

18,6mm

38,42mm

The areas up to the orange line around the claim must be free of text and non-patterned. The surrounding clear space shall be measured by the height of the initials 'FSC' in the logo text. If, for design reasons, this is not possible, the proposed configuration of the claim that varies from the standard must be approved for release by the certification body via CR.

The FSC-Claim must not be scaled down or be deformed unproportionally. The FSC-Claim is allowed to be magnified proportionally.

All claims shown on this page are standard claims that must not be approved by the FSC CoC certifier.

Claims reproduced as a negative image must be reversed out of a single-colour full tone **1**.

If the background is applied as a single-colour process **2** the inner part of the claim must be applied as a full tone of the background colour. If a multi-coloured background is used, the claim must be printed in the darkest colour **3**.

Claims reproduced as a negative image must not be reversed out of the screen **4**.

Half-tone structures or illustrations must not be visible through the claim **5**.

If the FSC-Claim is placed on a background-image the positive Claim must be used **6**.

This design is a special reproduction of the FSC-Claim and needs to be approved by the FSC CoC certifier via GEHS.

Placing the FSC-Claim on a structured background or image can be avoided by inserting a ghosted area (Faded Zone) between the claim and the background **7**. The size of the area is identical to the text free area (see pages 5 and 6).

A special approval by the FSC CoC-Certifier is not required for this design solution.

FSC-Label application specifications

1) FSC delaminated corner design "fallback" variant

As an alternative to the FSC delaminated corner design, the fallback variant is possible to be used in the visible decor area, including the top and ear area of the carton, also in combination with the FSC Claim on the bottom.
For designs with dark background, the variant may be inserted as a negative white image with an outline of 0.3 mm line thickness. The labels are single-colour Black or Green Pantone 626. If, for technical reasons, this is not possible, the labels are coloured in the darkest colour of the design.
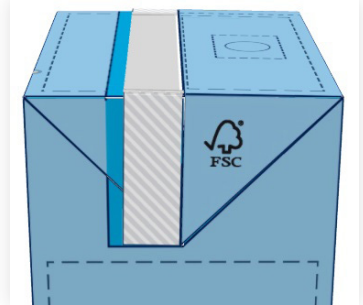Please note that, for technical reasons, these elements must not be further reduced in size.

Scales:
Packages larger than 500ml - 10mm height
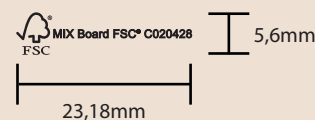
Packages below and equal 500ml - 7mm height

Pagages cb1 + cb12 - 5.6mm height

Packages cb6, cb3 + cb5 with W-Perforation - 5.6mm height

2) FSC-Label "One Liner"

As an alternative to the FSC-Claim the fallback-variant "One Liner" can be used on small packages up to and including a filling-size of 250ml.

MIX Board FSC® C020428
5,6mm
23,18mm

3) FSC-Statements

It is possible to add individual statements to the FSC-Claim inside of a separate textframe close to the FSC-Claim. FSC's full name (Forest Stewardship Council) cannot be translated to any other language. A translation can be added if needed in brackets after the full name: Forest Stewardship Council(R) (translation here).
The colour of the statement depends on the colour of the FSC-Claim used in the design. Examples of statements can be found on www.sigdesign2print.com. The statements used must be approved by the FSC CoC certifier via CR.

Examples

MIX
Board | Supporting responsible forestry
FSC® C020428
www.fsc.org

By choosing this carton packaging with 'FSC® Mix' label you support responsible forest management.

MIX
Board | Supporting responsible forestry
FSC® C020428
www.fsc.org

For this "your product", "your company name" has chosen this package which is mostly made of cardboard, a renewable raw material from well-managed forests and other controlled sources which continue to grow. They are easy to flatten, to sort and recycle.

MIX
Karton | Fördert gute Waldnutzung
FSC® C020428
www.fsc.org

Vielen Dank, dass Sie ein Produkt gewählt haben, dessen Verpackung vorwiegend aus Holz besteht, das aus FSC®-zertifizierten Wäldern oder anderen kontrollierten Quellen stammt. FSC® steht für eine vorbildliche und verantwortungs-volle Waldwirtschaft, die strengen, internationalen Richtlinien unterliegt.

4) Forest For All Forever

In addition to the FSC claim you can add the Forrest For All logo on the pack as well. For more information please get in touch with your responsible SIG Key Account- or Marketing-Manger. The usage of the Forrest For All Forever requires a special approval by the FSC CoC-Certifier.
Like the FSC logo and FSC claim the FFAF Logo is applied in the relevant language, and the standard preferred presentation is Green Pantone 626 and 368 or Black. If, due to technical limitations, this is not possible, the darkest colour present in the package design may also be used. Alternativly the main textcolor on the pack can also be used to ensure an uniform design.

FORESTS FOR ALL FOREVER   DES FORÊTS POUR TOUS POUR TOUJOURS   BOSQUES PARA TODOS PARA SIEMPRE   FORESTE PER TUTTI PER SEMPRE

FSC-Label alternatives and FSC Trademark usage

FSC Trademark usage - Background

The illustrations below show non-licensable examples of placements of the FSC-Claim. Special reproductions of the FSC label and claims that vary from the standard must be approved by the FSC CoC certifier via CR.

Forest Stewardship Council

Positive criteria to FSC Trademark Usage with exclusion zone as ghosted area - Background

Photographic Background

Background affects the exclusion zone ✓

On fruit image ✓

On wood image ✓

Patterned Background

Strongly patterned background affecting exclusion zone ✓

Multicolour vignette affecting exclusion zone ✓
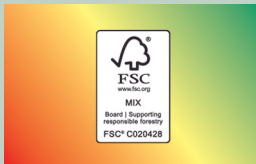
No-Go Criteria to FSC Trademark Usage - Background

Patterned Background

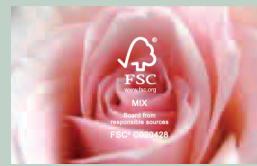Strongly patterned background affecting exclusion zone ✗

Multicolour vignette affecting exclusion zone ✗

Patterned Background

Any pattern going through the Label or Claim ✗

✗

✗

NOTE: Regular patterns are most likely to be approved; strong patterns that affect the exclusion zone are less likely to be approved.

Photographic Background

Background affects the exclusion zone ✗

On fruit image ✗

On wood image ✗

NOTE: Patterned backgrounds are more likely to be approved than photographic backgrounds and illustrations.

The examples refer to the FSC-S TD -50-001 (V1-2)

Placement

In combination with other brands ✗

Placement

Endorsement of quality aspects outside FSC certification ✗

Shaped Background

Within a border affecting ✗

FSC Information

Technical Information
Carton simulation, Colour + Position of the FSC-Label

Carton simulation:

Depending on the colour composition, the colour of the simulated cardboard pattern **1** must be matched as closely as possible to the colour template. A colour sample will be provided to the cylinder suppliers by SIG.
The tints of the cartonsimulation are 39% Magenta, 29% Cyan und 65% Yellow on average. If it is not possible to achieve a carton-like colour for the corner due to the colours used for the design, the use of an additional cylinder for the spotcolour Beige C00644 is required.
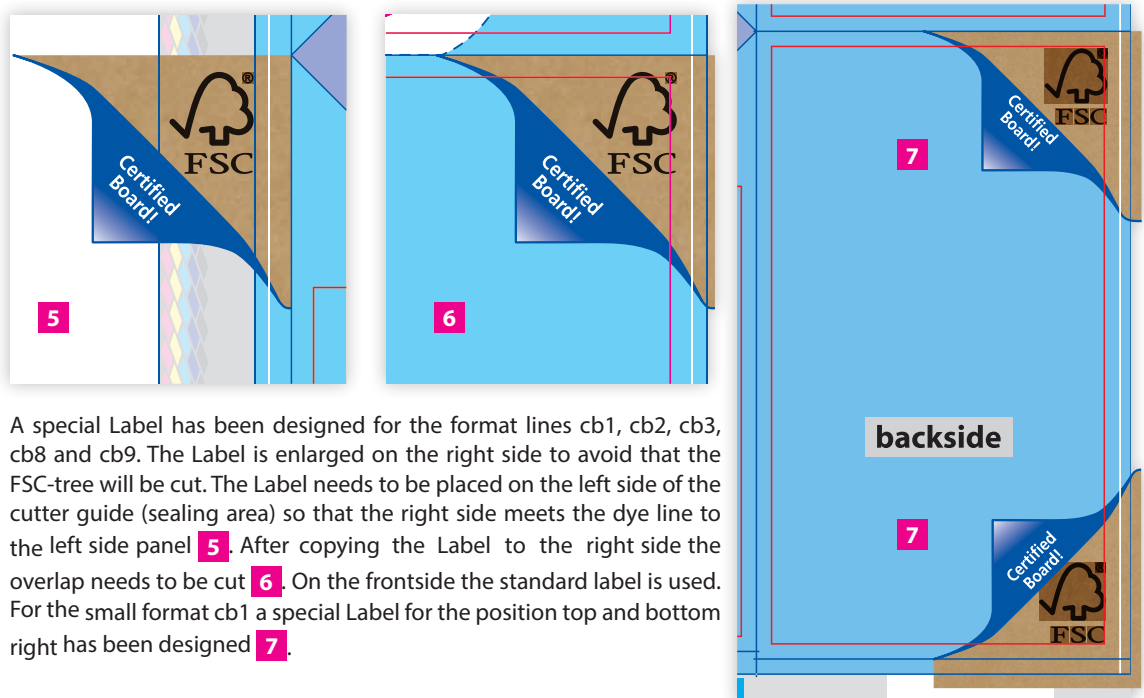
Colour of the FSC-Label:

2 A spot colour used for the design needs to be used for the opened corner also. The text "Certified Board" needs to be displayed in negative white.

The opened corner is allowed to be printed with 2 colours at a maximum. In this case a trapping of 0.25mm **3** or a contour of 0.3mm **4** needs to be inserted around the negative text.

The standard design shows the text "Certified Board" to ensure the clear correlation to the certified product. It is possible to display the text multilingual or to remove it. The opened corner needs to be magnified to fit the space used for multilingual texts. The FSC-Label must not be scaled down or be deformed unproportionally. The FSC-Label is allowed to be magnified proportionally.

Position of the FSC-Label on backside of packages with non-divided backside:

A special Label has been designed for the format lines cb1, cb2, cb3, cb8 and cb9. The Label is enlarged on the right side to avoid that the FSC-tree will be cut. The Label needs to be placed on the left side of the cutter guide (sealing area) so that the right side meets the dye line to the left side panel **5**. After copying the Label to the right side the overlap needs to be cut **6**. On the frontside the standard label is used. For the small format cb1 a special Label for the position top and bottom right has been designed **7**.