



Product Labelling and Identification

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All CertiSource Staff and Certification Body Staff
The CertiSource Programme Director owns this policy and can be approached in relation to this policy:

Mr. Paul Wilson
Programme Director
+62 8873411210
info@certisource.org
Paul Wilson
Programme Director

Approved By
Position
Signed



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1. Policy Background

1.1. Introduction

In response to client demand, CertiSource (UK) Ltd (hereafter CertiSource) has developed a consumer-oriented trademark(s) and off-product claims approval process for use with marketing of products.

This document contains the policy and terms and conditions that will govern the use of the proposed off-product claims by its clients.

Off-product claims will cover the following as standard:

1. Independent verification by CertiSource through a Certification Body of full product traceability back to forest of origin in accordance with CertiSource Chain of Custody Verification Standards and Procedures;
2. Independent verification by CertiSource through a Certification Body of compliance with a specified and publicly-available third party legality standards or the 'CertiSource Legality Assessment Criteria for Verified Legal Timber, Indonesia, (Version 4 upwards) Any such documents must have been subjected to comprehensive stakeholder consultation;

CertiSource is in principle supportive of and will permit the use of its trademark and associated claims alongside other forest management-related trademarks and claims about the compliance of forest management at source (co-branding) subject to certain conditions.

The CertiSource Chain of Custody Verification Standards and Procedures and all Legality Standards used will be based on industry best practice and will be made publicly available.

This policy and terms and conditions have been written to comply with ISO standard 14020:2000 on Environmental Labels and Declarations and the UK Government Green Claims Code.

CertiSource trademarks include the name CertiSource and the CertiSource double helix logo. Unauthorized use of the CertiSource trademark(s) is prohibited and will be treated as an infringement of copyright. CertiSource reserves the right to take legal action against any party that reproduces or copies the CertiSource trademark(s) in any form whatsoever without prior authorization from a designated CertiSource trademark approver.

1.2. Scope

This policy is designed for use by CertiSource staff and Certification Bodies granting and monitoring trademark approval and use, and clients intending to use CertiSource trademarks for off-product labelling. They may be adapted for incorporation into a trademark licensing agreement, but if this is done the agreement should be subjected to additional legal review.

1.3. Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Certification	Also referred to as "CB". May also be referred to as Certifying Agency, Certification Agency or Certification
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Body	Agent. The Certification Body is the organisation that certifies timber against the standards, policies and requirements of the CertiSource system.
CertiSource Verified Legal (CVL) logs	Logs sourced from a concession that has been certified under the CertiSource Legality Assessment System, and whose transportation has been tracked from concession to sawmill.
Chain of Custody (CoC)	Chain of custody is the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution.
Claim	A claim is information appearing on a product, its packaging, or in related literature or advertising material, which can be taken as saying something about its origin, method of production, legal or environmental aspects etc. It can take the form of text, symbols, or graphics.
Container	The implement used to transport timber. Usually this is a large steel box.
CVL Timber produce	Products manufactured from CVL logs, according to criteria laid out by the CertiSource Legality Assessment System and the relevant CoC Agreement.
On-product use	Use of trademark and/or associated claims on product labels or packaging or consumer invoices.
Off-product use	Use of trademark and/or associated claims in brochures, leaflets, advertising, promotions, websites, company stationery, prospectuses and reports for the promotion of products.
Operating Body (OB)	An organisation involved in timber operations, typically (in this context) one that is certified under CertiSource.
Packing List	The list of products packed into ONE container.
Pallet	A (usually) wooden base for loading material onto. A pallet can be moved and picked up by a forklift truck.
Product	A unique identification label for each pallet of CertiSource

Legality Labels (PLL)	Certified Legal produce.
Trademark	All trademarks registered by CertiSource, including company name and logo.
Trademark pack	Design guidelines for trademark use covering any restrictions on colour use, font, logo dimensions and placement as well as guidance on developing associated claims or text.
Trademark approver	An individual who is familiar with this policy and any associated procedures, the contents of the trademark licensing agreement and the design guidelines for trademark use. Trademark approval responsibility lies within CertiSource.
Trademark user	An individual that wishes to use the CertiSource trademark and/or make associated claims. The individual may be a member of staff of a manufacturer, importer/distributor or retailer of CertiSource-certified product.
Trademark user Register	A list of all approved trademark users each with a unique identification number.

2. Policy Standards

2.1 Conditions for Trademark Use

No packaging, product labels or hang tags, ink-based stamps, chisel marks or any other on-product use of trademark(s) or associated claims will be permitted.

Markings on products may be used upon arrival at a final destination for distribution/retail. This is required to ensure CertiSource verified products can be identified throughout the entire Chain of Custody.

These markings CAN include a unique identification code. However they MUST not include any reference to CertiSource or the CertiSource logo as this would constitute on-product labelling.

Any such markings MUST be removed prior to product distribution/retail.

The use of the CertiSource trademark(s) and associated claims on consumer invoices is not permitted as this is considered on-product labelling.

Trademark use and associated claims are permitted on in-store information leaflets and banners, press releases, company environmental or annual reports, websites, and catalogues as well as business to business letters and presentations, invoices and bills of lading. All use of the trademark and associated claims must be clearly associated with a specific product or product range that has been independently verified by a CertiSource Certification Body.

2.2 Procedures for Trademark Use Approval

Communications

Applications for trademark use and the subsequent process communications will be made and carried out directly to/through CertiSource:

Paul Wilson
Programme Director
info@certisource.org

Licensing Agreement

Any organisation/person that wishes to make use of CertiSource trademark and/or associated claim will be invited to sign a separate licensing agreement with CertiSource.

CertiSource will assign a trained trademark approver to each licensing agreement (normally the CertiSource Programme Director).

Trademark Pack

On receipt of a signed licensing agreement, the CertiSource trademark approver will issue a Trademark Pack to the customer's nominated trademark user. For each agreement a trademark user must be identified in advance and their name included in the trademark users register by a CertiSource trademark approver. A customer may request the removal or addition of names from the trademark users register on application in writing to the CertiSource trademark approver.

Customer Application – Provisional Approval

- The customer will apply in writing to the CertiSource trademark approver for prior (pre-printing) provisional approval of any proposed trademark use and/or

associated claims. Provisional approval is also required for all reprints of previously approved trademark use and/or associated claims. If in a language other than English, submissions will be in the original language with an English translation.

- The CertiSource trademark approver will reply in writing within five days either to give approval or to specify the changes that need to be made.
- On approval of all artwork and text, the CertiSource trademark approver will issue the trademark user with a Trademark Use and Claim Approval Form with a unique form number as a locked PDF file for every separate use (e.g. new location on packaging, in store; new format on brochure or website). Approval is required even if the artwork and text has already been previously approved for another use
- The designated trademark approver must only approve artwork and text that fully complies with conditions for trademark use contained in this document and must maintain a copy of all approved artwork and text along with the signed Trademark Use and Claim Approval Form on file.
- Every single sheet of artwork and text attached to the Trademark Use and/or Claim Approval Form must be stamped, dated and signed by the CertiSource trademark approver to be considered valid.

Definitive Approval

- Once the first container docket has been issued to the importer, the CertiSource trademark approver will grant definitive approval to the trademark user by reissuing the Trademark Use & Claim Approval Form with the required definitive approval signature as a locked PDF file.
- The designated trademark approver must maintain a copy of the reissued Trademark Use & Claim Approval Form on file.

2.3 Trademark Abuse Protocol

Certification Bodies are responsible for controlling and monitoring all use of the trademark(s) under a licensing agreement.

All affected uses of the trademark(s) must be removed within 24 hours of notification if:

- There is a breach of trademark approval conditions;
- The certified status of material is withdrawn;
- Certification of the source concession and/or sawmill is suspended.

Removal must be verified by the Certification Body as soon as possible.

2.4 Approved Claims

The claim may read: "The wood in [name of product/product range] has been independently verified by CertiSource as (of known licensed source/verified legal timber)".

Wherever the CertiSource trademark(s) are used, the correct copyright symbol (©, ® or ™) must also be reproduced in accordance with guidelines in the Trademark Pack.

Co-branding and additional claims about the compliance of forest management at source for CertiSource-certified product may be made subject to the following conditions:

- The products concerned must be CertiSource-verified products;

- Any forest management-related trademarks and claims must be based on compliance with publicly-available standards that have been subjected to comprehensive stakeholder consultation;
- Verification of compliance with these standards must have been carried out by an independent, accredited third party.

Documented approval for trademark use and associated claims related to compliance with the standard must have been obtained from the verification body.

In such situations the Certification Body will be responsible for checking that any logo use or claims relating to the other third party certification meets these conditions.

2.5 CertiSource Verified Legal Product Identification

As stated in 2.1 markings on products may be used upon arrival at a final destination for distribution/retail. This is required to ensure CertiSource verified products can be identified throughout the entire Chain of Custody.

It is CertiSource policy to ensure that CertiSource customers, interested parties and Certification Bodies (CBs) are able to perform traceability checks and reconciliations on CertiSource Verified Legal products.

This is achieved, in part, by ensuring that each pallet of CertiSource Verified Legal Timber is given a unique identification.

Through this identification system CertiSource will ensure:

- Interested parties can verify the exact source of CertiSource Verified Legal Timber products;
- Actual harvest volume can be independently and accurately reconciled with the harvest volume submitted to forestry ministry.

2.6 Conformance

To ensure conformance to this policy CertiSource will distribute this policy to:

- Associated sawmills and traders dealing with CertiSource produce.
- Retailers receiving CertiSource produce.
- Interested parties (such as NGOs).

To ensure conformance to this policy CBs will:

- Cover this policy in sawmill training curricula;
- Integrate this policy in applicable Certification Body and client agreements;
- Audit compliance.

2.7 Non-Conformance

Non-conformance to this policy will be dealt with in accordance to CertiSource Policy 07: Non-Conformance.

2.8 Reporting

Certification Bodies will devise their own procedures and/or policy for ensuring reporting protocols in relation to compliance to this policy.

2.9 Coverage

OBs will ensure that every pallet of CertiSource Verified Legal produce is provided with a unique PLL identification that:

- Is clearly visible and legible.
- Is securely attached to ensure labels do not become detached during handling and transit.
- Is sufficiently protected to ensure markings do not become illegible during handling and transit.
- Corresponds to an associated packing list.

2.10 Label Design

The design(s) of the PLL will be provided by CertiSource, and revised at its discretion at such times as it sees fit.

This template may, at CertiSource's discretion, include a space for the CB logo and website address.

PLLs will allow:

- Identification of the verification scheme (e.g. CertiSource CLAS Indonesia).
- Allow identification of the CB.
- Allow identification of the Sawmill.

2.11 Label Distribution

The CB will be solely responsible for PLL distribution to their particular sawmill clients, and ensuring sawmills always have sufficient PLLs for their needs. A CB is responsible for devising a procedures and/or policy in for guiding distribution.

2.12 Record of Label Distribution and Usage

A CB is responsible for devising procedures and/or policy and related documents for recording of PLL distribution and usage.

Records of distribution will be maintained and kept by the CB.

CertiSource will answer queries from buyers of CVL produce relating to the authenticity of particular PLLs, based on their Identification Codes.

2.13 Retailer Responsibility

Retailers will ensure the PLL is used in compliance with this policy.

Removal prior to distribution for sale can be at any point according to the retailer's management and monitoring needs. However, the PLL must be removed before product are displayed in an open market environment.

2.14 Transparency

This policy will be made publically available by CertiSource in accordance to Policy 12: Transparency and Public Documents. Further this policy and any subsequent revisions will be actively distributed to interested parties such as NGOs and Indonesian Government bodies. A record of distribution will be kept by CertiSource.

3. Policy Standards

3.1 Related Policies and Documents

This policy has connections to the following other CertiSource Policy Statements

Policy 02: Policy Development

Policy 05: Certification

Policy 12: Transparency and Public Documents

3.2 Policy Review

To ensure that this policy statement remains relevant it will be reviewed regularly at a minimum frequency of every six months. Revisions will be made when necessary to provide solutions to any practical problems encountered.

4. Document History

Version	Date Approved	Description
3.00	30 September 2014	<ol style="list-style-type: none"> 1. Document history added (i.e. this section). 2. Programme Manager changed to Programme Director. 3. Reference (section 3.2) to SOPs deleted; 4. In the “approvals” space the date of the next revision is deleted. This is to avoid confusion as to whether or not a policy is still valid (e.g. the date of the next revision in the past failed to be changed after a review if nothing was changed in a policy; 5. Policy 15: CertiSource Verified Legal Product Identification integrated in this policy in its entirety. Section 2.5 – 2.16 are the old Policy 15; 6. Title changed from Product Promotion and Off-Product Labelling to “Product Labelling and Identification“. 7. Idea that trademark approver is a CertiSource responsibility emphasised –e.g.definition now reads: “ An individual who is familiar with this policy and any associated procedures, the contents of the trademark licensing agreement and the design guidelines for trademark use. Trademark approval responsibility lies within CertiSource.”And Section 2.2 now says: “CertiSource will assign a trained trademark approver to each licensing agreement.” 8. Section 2.2 part 3: “On approval of all artwork and text, the CertiSource trademark approver will issue the trademark user with a Trademark Use and Claim Approval Form with a unique form number as a locked PDF file for every separate use (e.g. new location on packaging, in store; new format on brochure or website). Approval is required even if the artwork and text has already been previously approved for another use”. Changed to: On approval of all artwork and text, the CertiSource trademark approver will issue the trademark user with a Trademark Use and Claim Approval Form for every separate use (e.g. new location on packaging, in store; new format on brochure or website). Approval is required even if the artwork and text has already been previously approved for another use.” 9. Section 2.14: deleted: CBs will immediately update CertiSource with updates to their records of distribution and usage for each of their Obs; 10. Section 2.3 re-ordered (with same meaning). Numbered point 3 (suspension) added.

1st December
2014

11. Section 1.1: Off-product claims will cover the following as standard:

.....third point deleted:

3. Where applicable independent verification by a CertiSource CertificationBody of full product traceability back to forest of origin with the additional use of DNA fingerprint technology.

12. Section 2.4

Deleted sentence: *“Where timber has been verified using DNA technology the claim may read: “The wood in [name of product/product range] has been independently verified by CertiSource as [of known licensed source/verified legal timber] using DNA fingerprinting technology. For more information see www.certisource.co.uk”*

Currently the Double Helix DNA technologies are not in scope of their ISO accreditation.

3.01 11th August
2015

1. Contact details updated

3.02 22 June 2016

1. Transfer to new template