

# Choosing FSC™

The Forest Stewardship Council™

Published January 2024



NILÖRN

# Introduction to FSC™

The Forest Stewardship Council™ (FSC™) is an international non-profit organisation founded in 1993 dedicated to promoting responsible forestry. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards. 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.

Chain of Custody certification (CoC) verifies that a product contains wood from a certified forest and/or recycled material. Every organisation which forms one of the links in the supply chain needs to hold their own CoC certificate in order for the product or publication to be claimed as FSC™ certified.

Products carrying the FSC™ label are independently certified to assure consumers that they come from

forests that are managed to meet social, economic and ecological needs.

## FSC™ labels

The FSC™ label is the information applied to a product or on the packaging of the product. In order to make an on-product claim, the organization shall select the correct FSC™ label on the basis of the FSC™ claim.

## Tips!

The combination of paper and board with other materials should be used in a way that does not hinder recycling, while ensuring that the expected role of packaging is fulfilled.

The design phase should consider the intended purpose and end-of-life options of the packaging in order to optimise the recycling of paper packaging.



## The different FSC™ labels



### FSC 100%

All of the timber or fibre in the product comes from an FSC certified forest. FSC certified forests are managed with consideration for people, wildlife and the environment. FSC 100% products are processed using the FSC transfer system.



### FSC MIX

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

- Virgin timber/fibre from FSC certified forest
- Reclaimed/recycled timber/fibre
- Virgin timber/fibre from other controlled sources (controlled wood)

If the product is produced under the FSC 'percentage system' it must contain a minimum of 70% FSC certified wood/fibre and/or post-consumer input, and the balance must be controlled wood and/or pre-consumer reclaimed material.

In paper products, both pre-consumer and post-consumer reclaimed materials count as valid 'FSC' inputs. If the product is produced under the FSC 'credit system', there is no minimum FSC/post-consumer input, however, only a proportion of products (relative to the FSC/post-consumer inputs) can be labelled and/or promoted as FSC certified.



### FSC RECYCLED

All timber or fibre must be pre-consumer or post-consumer reclaimed. For wood products produced under the FSC percentage system a minimum of 70% of the inputs must be post-consumer reclaimed; there is no threshold for paper products, but all inputs must be verified as reclaimed. FSC Recycled products can also be produced under the FSC credit or transfer systems.

## Availability

At Nilörn we are able to offer FSC™ certified paper products in all our production countries, either in our own factories or with external production partners.

Nilörn East Asia has been the FSC™ certificate holder since 2013 (FSC™ C116844) and Nilörn Bangladesh Ltd. has been FSC™ certificate holder since 2017 (FSC™ C138788).

Approximately 50% of Nilörn's paper products are FSC™-certified, our goal is to by 2025 use 100% certified claim paper, of which 80% is FSC™-certified.

## Why choose FSC™?

The benefits of using FSC™-certified paper is that we offer a paper that comes from responsible forestry, which does not contribute to deforestation.

- FSC™ provides a high protection for natural forests
- FSC™ is a member of ISEAL Alliance, the global association for sustainable standards
- FSC™ standards are based on the same principles and criteria globally
- FSC™ is democratically governed by its members



Ask/look for our FSC™-certified products



The mark of responsible forestry

## Some frequently asked questions

### Q - Which products carry the FSC™ label?

A - Most things made from wood! The label can also be found on non-timber forest products such as natural latex, cork and bamboo. Most paper carry either an FSC Mix or and FSC Recycled claim.

### Q - Who needs to have an FSC™ certificate?

A - All companies that process, transform, manufacture, convert or distribute forest products must be CoC certified in order to put the FSC label on products.

### Q - Does a brand or retailer need to be FSC™ certified to use FSC label on hangtag or packaging?

A - No, but the supplier must be FSC™ certified and choose FSC™-certified paper/board.

### Q - Is it a must to put the FSC™ label on all certified products?

A - No, but the certified products must be sold with the correct FSC claim on the sales documents.

### Q - Can we as a brand promote the fact that we use FSC™ certified paper in our products?

A - You need an FSC certificate or trademark license to be able to use the FSC trademark in your communication. But, you can always still communicate in text and tell about your responsible use of paper when choosing FSC.

### Q - What is the Moebius loop?

A - It is a sign consisting of three arrows forming a loop. The percentage figure indicates the portion of combined post- and pre-consumer reclaimed material used for the product. The use of the Moebius loop is optional for FSC Mix and FSC Recycled labels.



### Q - What is the difference between the FSC trademarks ™ or ®?

A - There are two different trademark symbols, depending on how the trademarks are protected in each country. The correct symbol is the one for the country in which the products will be sold or distributed, not necessarily where they are produced. Products that are globally distributed should use the ™ symbol.