

QUICK REFERENCE GUIDE FOR OPERATORS JANUARY 2019



**HOW TO USE THE FAIRTRADE MARK
ON PROMOTIONAL MATERIALS AND
BULK PACKAGING**



FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

INTRODUCTION

THE FAIRTRADE MARK

The FAIRTRADE Mark is a certification mark and trademark owned and licensed by Fairtrade International. Its use denotes that ingredients and products have been certified, sourced, traded and audited in compliance with Fairtrade Standards and must never be confused with a brand or identity.

The Fairtrade Trader Standard states in paragraph 1.2.2 that all traders of Fairtrade products, including Fairtrade producers, ensure that all artwork with a FAIRTRADE Mark on product packaging and in any other communications complies with the applicable 'Mark Use Guidelines' and is approved in writing prior to use by a national Fairtrade organization or Fairtrade International (both designated as "Fairtrade" from now on).

This quick guide aims to provide certified Producers and Traders, called Operators from now on, a quick, visual reference based on the Mark Guidelines that can be used to create promotional material or bulk packaging artwork that complies with the FAIRTRADE Mark Guidelines and can thus be swiftly approved.

BULK PACKAGING

Only ingredients and products that have been traded and audited under Fairtrade terms can be placed inside bulk packaging bearing the FAIRTRADE Mark. The main principle lies in trading the ingredients used to manufacture finished and semi-finished products within a Fairtrade certified supply chain. Ingredients and products sold outside a Fairtrade certified supply chain cannot be described as Fairtrade and the FAIRTRADE Mark cannot be used to identify them, even if the producers who grew them are certified.

It's not compulsory to use the Mark on bulk packaging

that won't reach retail. The word Fairtrade on bulk packaging may be used for traceability reasons, even if the FAIRTRADE Mark is not present. But if the FAIRTRADE Mark is used, all bulk packaging using the FAIRTRADE Mark must be approved by Fairtrade. Please allow three weeks for the artwork to be approved, from the point when the first revision is returned.

PROMOTIONAL AND INFORMATION MATERIALS

The FAIRTRADE Mark refers only to Fairtrade ingredients and the products manufactured with them, to Fairtrade product certification and to Fairtrade as a system and what it does. It doesn't make any claims about companies or organizations. The only exception is as a descriptor for certified producers as "Fairtrade Producers".

In order to establish a clear relationship between the certified Operator and Fairtrade, the brand, company or organization name is always more prominent than the FAIRTRADE Mark and separate from it.

Apart from the artwork, copy relating to Fairtrade also needs to be approved to ensure Fairtrade is correctly represented.

In these guidelines, promotional and information materials are defined as anything making reference to Fairtrade and using the FAIRTRADE Mark created by Operators for off-pack use, including but not limited to:

Website page content, social media content, brochures, flyers, banners, posters, product cards, all trade fair materials including stands, product / offer catalogues, invoices, price lists, warehouse signage etc, for print or electronic use.

The use of the FAIRTRADE Mark on corporate materials as part of the corporate identity is **not** allowed.

TRANSPARENCY

All Fairtrade ingredients must have physical traceability in the Fairtrade supply chain and they are identified with the FAIRTRADE Mark (01). Cocoa, sugar, fruit juices and tea are an exception, they can be traded using mass balance. These are identified with the FAIRTRADE Mark with an arrow (02).

Furthermore, the Trader Standard states in paragraph 2.1.13 that there must be B2B transparency on traceability for cocoa and sugar, so you must always identify the type of traceability in your documentation, even when not using the FAIRTRADE Mark.



01

The FAIRTRADE Mark, used to identify physically traceable ingredients and products in the Fairtrade supply chain (B2B)



02

The FAIRTRADE Mark with arrow, used to identify ingredients and products traded using mass balance in the Fairtrade supply chain (B2B)

Fairtrade International is responsible for checking the Fairtrade elements and additional information relating to Fairtrade to ensure it is correctly represented in artwork. The operator and/or brand owner must ensure that products comply with all applicable regulations and legislation in the markets where their products are produced and sold, as well as the terms of other certification schemes they use. All claims must be verifiable and they must not over-claim or be misleading.

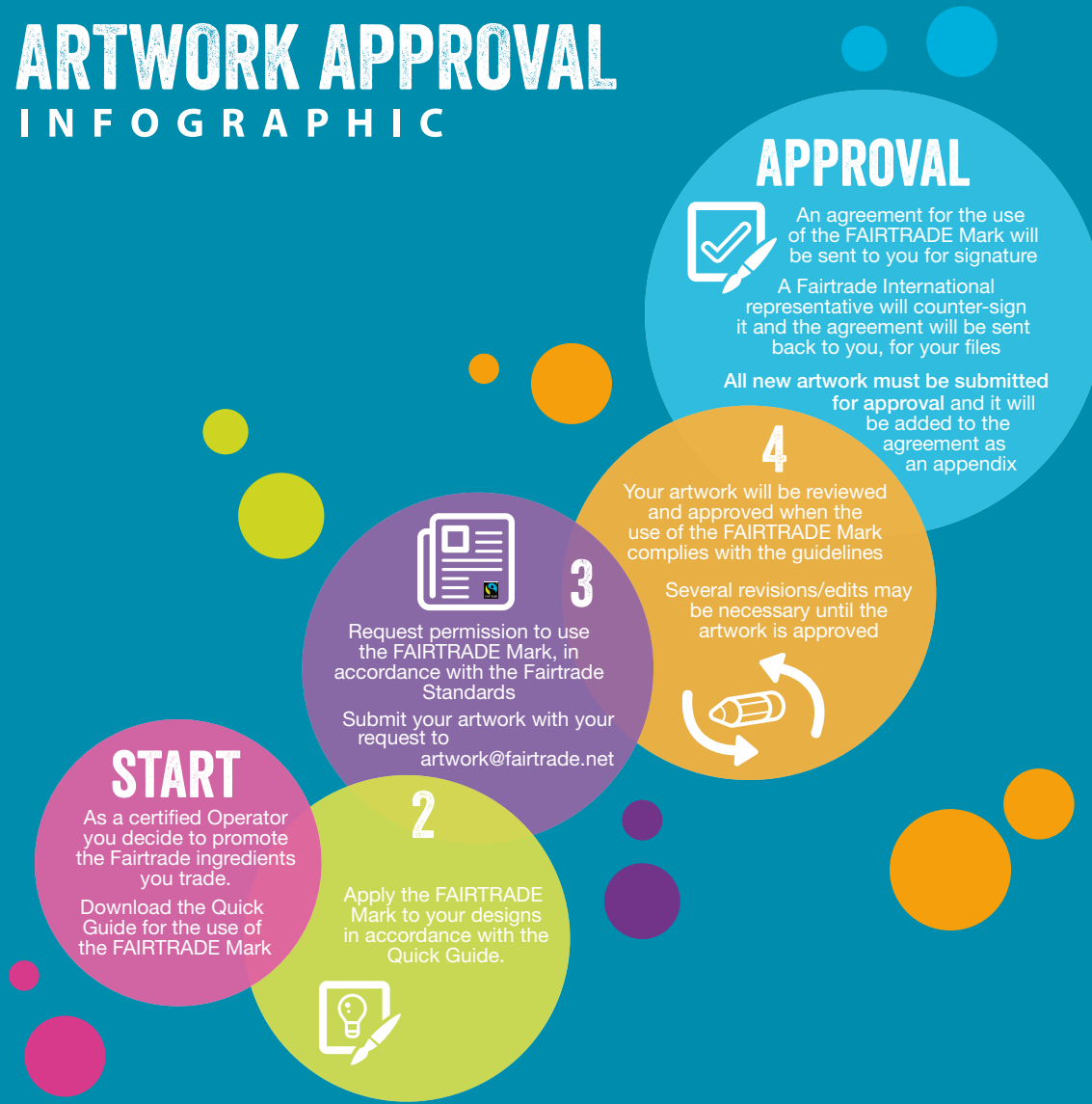
FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

ARTWORK APPROVAL PROCESS

TRADERS

The agreement for the use of the FAIRTRADE Mark mentioned in the last step is your written approval, which can be presented to auditors during a FLOCERT audit as evidence that you have permission to use the Mark on the materials included in the agreement.

ARTWORK APPROVAL INFOGRAPHIC



FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

BASIC RULES

THE FAIRTRADE MARK

In the B2B Fairtrade supply chain, the FAIRTRADE Mark on the left (01) is used for ingredients that have physical traceability. The finished products are composed of only one Fairtrade ingredient.

The FAIRTRADE Mark with arrow on the right (02) is used for the 4 Fairtrade ingredients that are traded using mass balance (cocoa, sugar, tea and fruit juices) and the products in which they are used.

The same Mark on the right (02) is used to indicate multi-ingredient products called composite finished products in the Fairtrade Trader Standard, irrespective of the traceability type.

The Marks are available in full colour, black and white (03) and black-only (04) for use on light-coloured carton and similar materials.

REQUIREMENT

1. You use the FAIRTRADE Mark on the left, in either colour version, for all single Fairtrade ingredients traded using physical traceability.

2. You use the FAIRTRADE Mark with arrow on the right, in either colour version, for cocoa, sugar, tea and fruit juices and the semi-finished products that include them.

3. You use the FAIRTRADE Mark with arrow on the right, in either colour version, for all semi-finished and finished products that contain more than one Fairtrade ingredient, irrespective of the type of traceability used to trade them.

4. You don't alter the FAIRTRADE Mark.

01



01 and 02
Full-colour Mark

02



03



03
Black and white Mark

04



04
Black only Mark

FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

BRAND HIERARCHY

BRAND HIEARCHY

Brand hierarchy is the visualization of common and distinctive elements in the layout of bulk packaging or promotional material. It establishes a clear relationship between the brand or product owner, a company or organization's own brand elements and the FAIRTRADE Mark.

Co-branding is not allowed in any way, whether by visual implication or by wording.

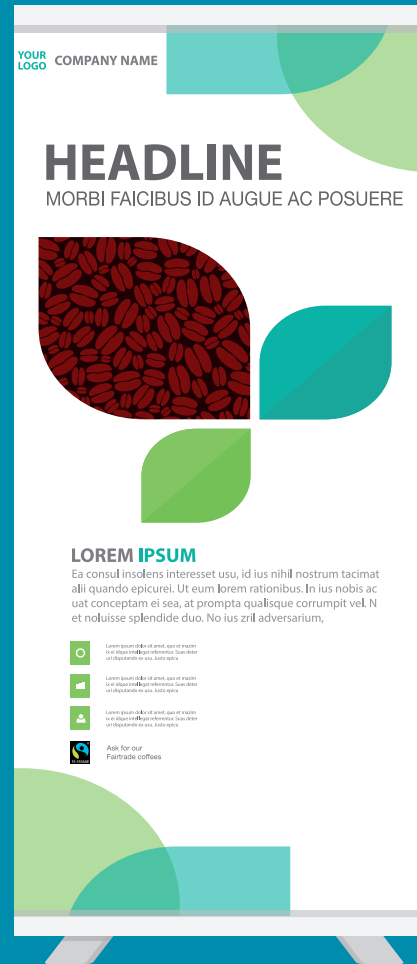
REQUIREMENT

1. The FAIRTRADE Mark is clearly applied as a seal that denotes product certification in any layout. The brand, company or organization name and logo are more prominent and identify the product owner clearly.

This can be done by

- placing the layout elements (company brand and FAIRTRADE Mark) on different levels,
- by using different sizes for the layout elements,
- by using separating lines or frames between layout elements
- listing the certifications in a row or group, with a heading (e.g. "Our certifications")
- Including a call to action, e.g. "Ask for our Fairtrade coffees".

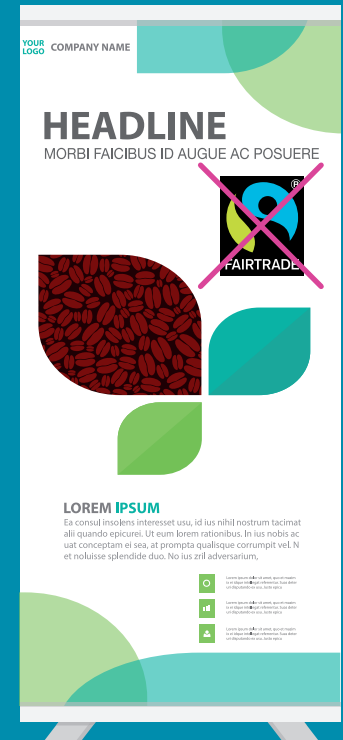
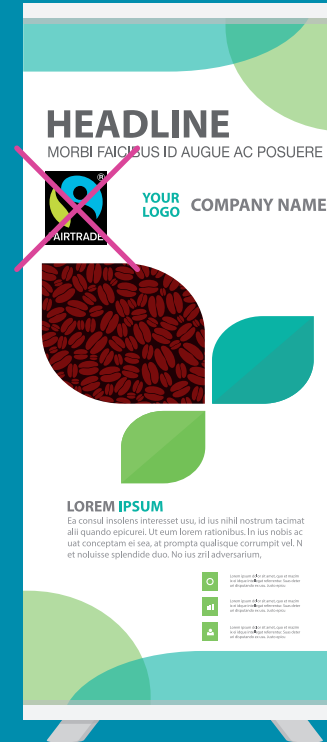
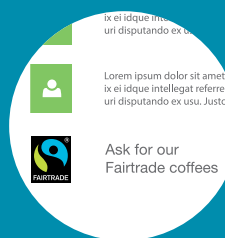
2. You obtain written artwork approval for each design.



Elements of the company brand

Other elements, eg information, product offer, etc

FAIRTRADE Mark and call to action



FAIRTRADE MARK QUICK GUIDE FOR OPERATORS COMMUNICATIONS GUIDANCE

COMMUNICATIONS GUIDANCE

This applies to all types of materials, promotional off-pack and bulk packaging.

The FAIRTRADE Mark must always refer to the certified products listed in the Operator's FLOCERT certificate. When using the FAIRTRADE Mark off-pack for promotional purposes, but also in some cases for bulk packaging, you must be specific about the certified product. There are several ways to achieve this:

A call to action or statement close to the FAIRTRADE Mark. See the graphic example on the previous page.

- Ask for our Fairtrade coffees **.
- We offer a range of Fairtrade coffees.
- Our whole Colombia range is Fairtrade certified.
- Ask for our Fairtrade cocoa products **.

If you have a big offer of many different product types, you must be specific about the Fairtrade certified product even when listing your certifications. For example, if you are a fruit trader that offers bananas, citrus fruits, exotic fruits, berries and more, but only some or all of your bananas are Fairtrade certified, you must specify this even when listing certifications.

In the example to the right, a call to action can also be used, "Ask for our Fairtrade bananas".

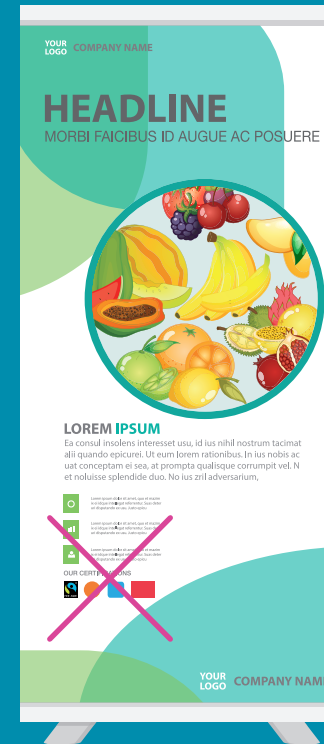
** The name of the product on offer can of course be used accordingly.



Elements of the company brand

Other elements, eg information, product offer, etc

Listing of certifications with specific information



Both these examples give the impression that all of the offer is Fairtrade certified when that is not the case



FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

PROCESS FOR FRESH PRODUCTS

FRESH PRODUCT PACKAGING

A license agreement is needed in order to use the FAIRTRADE Mark on end-products that are sold in retail. A certificate issued by FLOCERT is not enough. Fresh fruit, vegetables and flowers are considered end-products.

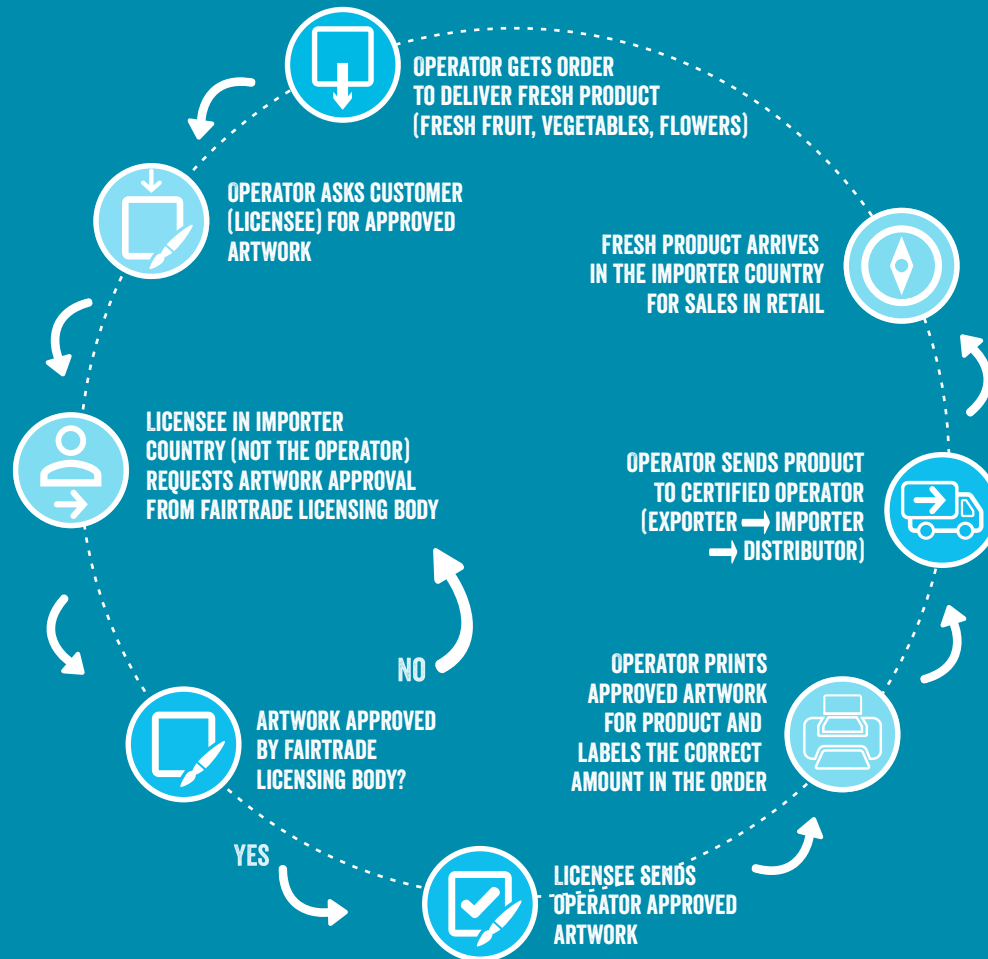
The operator selling fresh produce can only put the FAIRTRADE Mark on individual fruit and vegetables, bouquets or bunches on behalf of a licensee that has a license agreement with a Fairtrade International licensing body, or when the operators themselves have a license agreement*.

If you don't have this information, contact Fairtrade International or one of its Licensing bodies, see last page for contact details.

The operator in the South must comply with the conditions of the "Scope of Certification" for fresh produce.

REQUIREMENT

1. You only label individual fresh fruit, vegetables or flowers with the FAIRTRADE Mark when there is a licensed company in the importer country. This licensee will send you the pre-approved artwork for the labelling of the fresh produce that they have ordered. You don't request artwork approval yourself. See the chart on the right for an overview of the process for placing the FAIRTRADE Mark on fresh fruit, vegetables and flowers when the licensee is in the importer country.



* An operator in the South can become a licensee when complying with the Scope of Certification and only for national and/or regional sales. See next page

FAIRTRADE MARK GUIDELINES FOR OPERATORS

PROCESS FOR FRESH PRODUCTS

SCOPE OF CERTIFICATION AND LICENSING

All operators buying or selling Fairtrade products up to the point where the product is in its final packaging and ready to be sold to consumers must be certified with FLOCERT and must comply with the Fairtrade Standards. This includes any company buying a finished packaged product for the purpose of re-packing for final consumers.

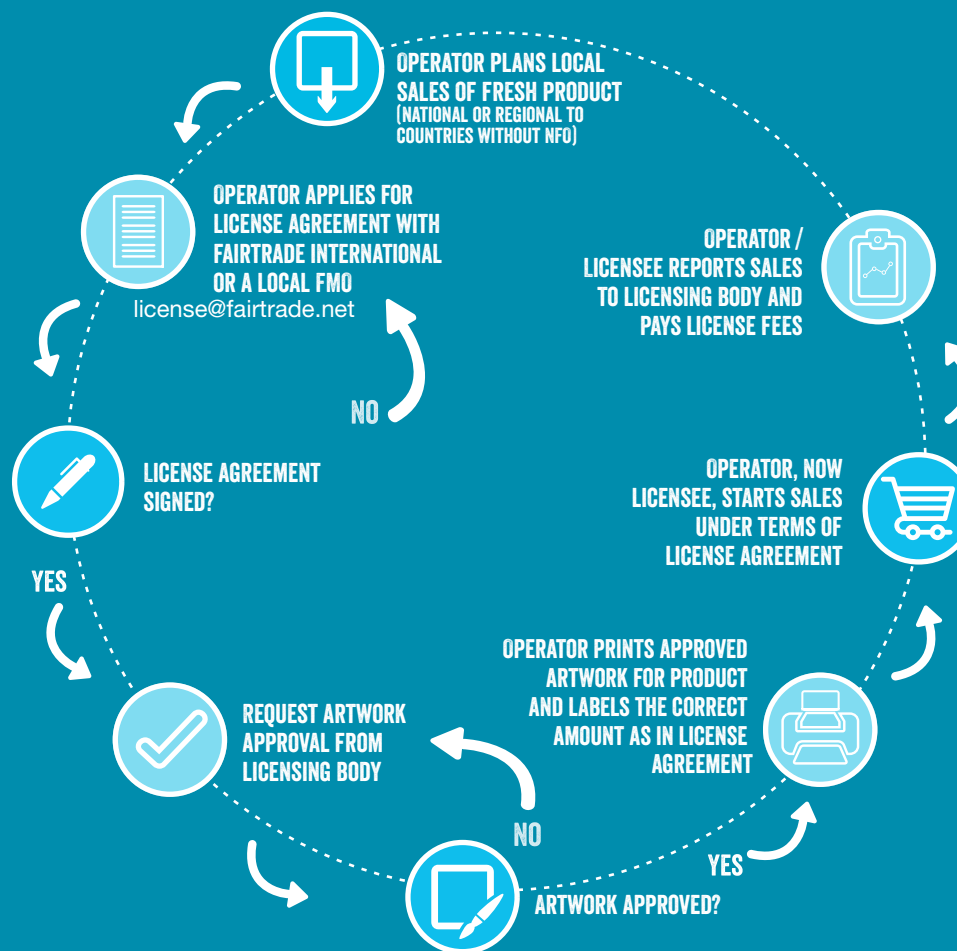
Labelled, fresh products from the Fairtrade producer countries

The final labelling and/or packaging of fresh fruit, vegetables and flowers can be done by the producers themselves, but all companies responsible for complying with requirements of the Fairtrade Standards - i.e, payments (Price & Premium), contracts, quality claims, pre-financing and packing/re-packing up to consumer ready packs - must be certified by FLOCERT.

Operators (producers and traders) may only label end consumer products when there is a licensed company in the importer country (see previous page) or when the operator in the producer country is a licensee for national or regional sales. See process graphic to the right.

REQUIREMENT

1. You only label and pack fresh produce for retail after you become a Fairtrade licensee by signing a license agreement with Fairtrade International. Sales are limited to the producer country and countries without National Fairtrade Organizations (NFOs).



- See last page for contact details of National Fairtrade Organizations (NFOs), Fairtrade Marketing Organizations (FMOs) and Fairtrade International.

FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

BULK PACKAGING

BULK PACKAGING

It's not compulsory to use the Mark on bulk packaging that won't reach retail. The word Fairtrade on bulk packaging may be used for traceability reasons, even if the FAIRTRADE Mark is not present. But if the FAIRTRADE Mark is used, then:

REQUIREMENT

1. You use the relevant FAIRTRADE Mark (see page 6).
2. You use a descriptive text (eg "Fairtrade certified [product name]" and/or your FLO ID, close to the Mark.
3. You use the correct product descriptor:

YES

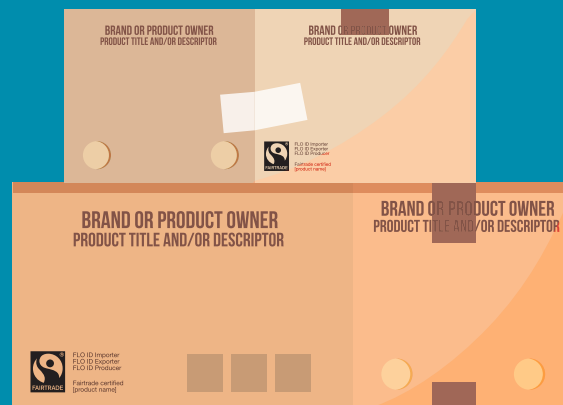
Fairtrade bananas
Fairtrade organic bananas
Fairtrade certified bananas

NO

[Brand name] Fairtrade bananas
Fairtrade [Brand name] bananas

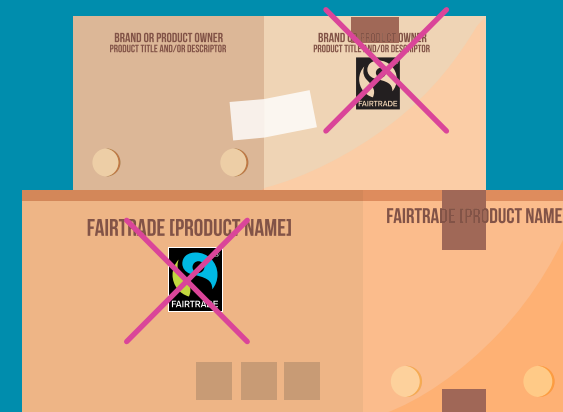
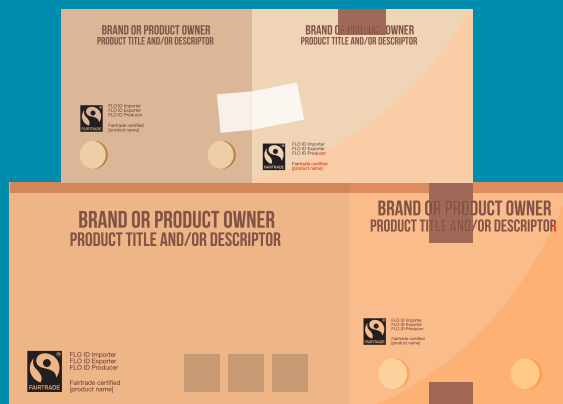
4. You don't mix Fairtrade and non-Fairtrade products inside packaging labelled with the FAIRTRADE Mark; you don't put only non-Fairtrade products inside such packaging.
5. You obtain written artwork approval for the bulk packaging design.

Best practice (especially for bananas)- Include at least 3 FLO IDs on the box for easier traceability identification: 2 up from the producers or 1 down, 1 up from the exporters. This can be directly on the box, leaving blank spaces to stamp FLO ID numbers later, or with adhesive labels.



01 The FAIRTRADE Mark on one or two sides of the transport material. Full colour is recommended, but when the background colour is light, the Mark in black only can be used

02 The FAIRTRADE Mark on multiple sides of the transport material



03 Top: the FAIRTRADE Mark is too prominent on the top box, even though there is a brand name.

On the bottom box, the FAIRTRADE Mark is too prominent in an unbranded box

FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

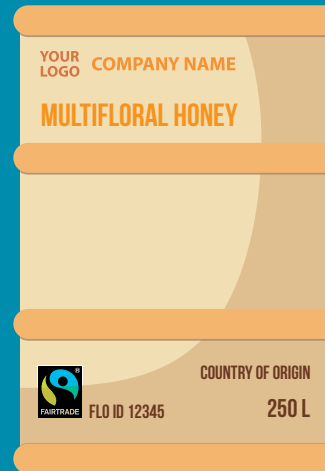
BULK PACKAGING

BULK PACKAGING

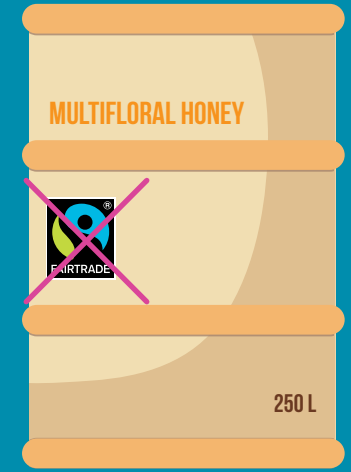
The same principles and requirements apply as in the previous page, irrespective of the type or shape of the packaging.



01 The FAIRTRADE Mark and FLO ID in drums and sacks branded with the company name and/or logo. The FAIRTRADE Mark can be used in full colour, in black and white or in black only (on light-coloured backgrounds, see page 4).



02 The FAIRTRADE Mark is too prominent in an unbranded drum and a branded sack.



FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

DIGITAL COMMUNICATIONS

ONLINE AND SOCIAL MEDIA OFFER

The same principles as for promotional materials apply (pages 5-6).

The examples to the right show the FAIRTRADE Mark with an arrow, used for cocoa, sugar, tea and fruit juices, the products allowed in the Fairtrade Standards to be traded using mass balance. See page 4.

REQUIREMENT

1. The FAIRTRADE Mark is clearly applied as a label that denotes product certification in any layout. The brand, company or organization name and logo are more prominent and identify the product owner clearly.

This can be done by

- placing the layout elements (company brand and FAIRTRADE Mark) on different levels,
- by using different sizes for the layout elements,
- by using separating lines or frames between layout elements
- listing the certifications in a row or group, with a heading (e.g. "Our certifications")
- Including a call to action, e.g. "Ask for our Fairtrade coffee".

2. You obtain written artwork approval for the design.



01 and 03 The FAIRTRADE Mark with arrow as part of a listing of cocoa certifications

A link to relevant pages is included on the main page

See our Fairtrade offer

Go to page www.xxx.xxx



02 and 04 The FAIRTRADE Mark with arrow used too prominently in the design, not being clear that Fairtrade is a certification

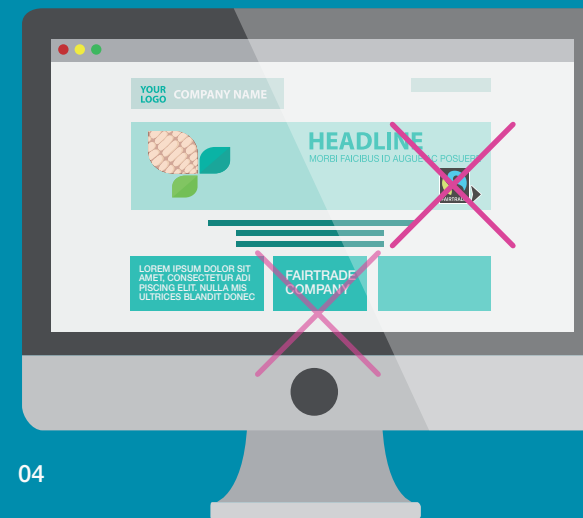
The company must not be described as "Fairtrade"



02



03



04

FAIRTRADE MARK QUICK GUIDE FOR OPERATORS

DIGITAL COMMUNICATIONS

DIGITAL COMMUNICATIONS

The FAIRTRADE Mark can be used on e-mail and newsletter signatures as long as it's clear that it's a certification mark and not part of the company or organization's corporate identity.

01 The FAIRTRADE Mark at the bottom of a newsletter or an e-mail template, clearly separated from elements of the corporate identity such as company names and logos and the contact details, together with other certification logos and with the statement "Our certifications".

NOTE: If you don't have several certifications, only Fairtrade certification, you can also use the FAIRTRADE Mark as in the examples to the right, with a smaller FAIRTRADE Mark and a statement or call to action, for example:

- Ask for our Fairtrade coffees (or other Fairtrade product name).
- Our Colombia coffees are all Fairtrade certified.
- We offer [a range of] Fairtrade coffees.

If you have a big offer of many different product types, you must be specific about the Fairtrade certified product even when listing your certifications. For example, if you are a fruit trader that offers bananas, citrus fruits, exotic fruits, berries and more, but only some or all of your bananas are Fairtrade certified, you must specify this even when listing certifications. See page 6.

REQUIREMENT

See previous page.



01



01 The FAIRTRADE Mark correctly placed at the foot of digital communications, with a statement and next to other certification logos

If there is a big offer, the name/s of the Fairtrade certified products must be included



02



02 The FAIRTRADE Mark must not be placed by itself in digital or other communications. It must also not be placed next to other certification logos without specifying the product certification when there is a wider offer

CONTACT DETAILS, DISCLAIMER, LEGAL

REGISTERED TRADEMARK

® Certification Mark / Trademark

The FAIRTRADE Marks are certification marks and trademarks owned and licensed by Fairtrade International. The FAIRTRADE Marks must not be copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sublicensing bodies, the National Fairtrade Organizations.

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DISCLAIMER

All artwork in these guidelines depicts the FAIRTRADE Mark with an ® symbol, signifying that the Mark is registered as a certification mark or as an individual trademark.

In markets where the FAIRTRADE Mark may not be registered, the ® must be removed from the design. Please contact Fairtrade International about certification mark or trademark registration in your country, details are on the right.

No other symbols, for example ™, are to be appended instead of the ®.

CREDIT DESIGN

Fairtrade International
PMS

PHOTOGRAPHY

Cover Luca Rinaldini

ARTWORK APPROVAL

Contact Fairtrade International by email:

For the use of the FAIRTRADE Mark for certified Operators on promotional materials or bulk packaging:
artwork@fairtrade.net

For the use of the FAIRTRADE Mark on end-products destined for retail in countries without a National Fairtrade Organization (NFO):
license@fairtrade.net

Licensing bodies

CONTACT DETAILS FAIRTRADE INTERNATIONAL

Bonner Talweg 177
53129 Bonn
Germany
Tel +49 (0) 228 949 23 230
Fax +49 (0) 228 242 1713
www.fairtrade.net

NATIONAL FAIRTRADE ORGANIZATIONS

The NFOs' contact details can be found at:
www.info.fairtrade.net

Non-licensing organizations

FAIRTRADE MARKETING ORGANIZATIONS

The FMOs' contact details can be found at:
www.info.fairtrade.net