

FSC® Trademark
and on-product claim

 **rapid labels.**



The mark of
responsible forestry



Licence Number: 807004

www.rapidlabels.nz

Forestry Stewardship Council® (FSC®) What is FSC®?



FSC® is an independent, non-governmental, not-for-profit organisation established to promote the responsible management of the world's forests. It is the only globally valid standard. FSC® finds solutions to the problems created by bad forestry practices and rewards good forestry management.

Purchasing FSC® certified products ensures the paper comes from responsibly managed sources. Forests managed by FSC® standards are sustainable forests and offer benefits to local and wider communities; contributing to lessen the effects of climate change.

What is Chain of Custody (COC)?

COC certification is the way of tracking wood material from certified forests, responsible sources and reclaimed material at any point along the supply chain.

All companies throughout the supply chain must have certification to ensure that the paper product is certified.

Being FSC® COC certified allows us to promote responsible forest management, and pass on the qualifications of FSC® certified product (paper) from our supplier to our clients. We have stringent requirements to meet in order to maintain our certification.

Ask us for a list of our FSC® certified papers.



FSC® certified label paper

The benefits to you, our clients



When you choose to use FSC® certified paper for your labels you are supporting a much larger cause.

Not only does it indicate that the pulp used to make the label paper comes from sustainable forests, but it also shows support for the wider community, because the Forestry Stewardship Council® addresses issues such as poverty reduction and social and political empowerment of the forest workers and owners.

The flow on effect of using FSC® certified paper for your labels is supporting employment, housing and economic well-being in local communities where the sustainable forests are, and FSC® ensure there is no child labour or exploitation of the indigenous people in those areas. FSC® accredited certification bodies audit and certify all individual forest management operations to ensure they follow the requirements set out by FSC® and are fully compliant with them.

How you **communicate your support on your label** is by choosing to include an on-product claim, by using Rapid Labels' FSC® logo with our specific trademark licence code on the FSC® Certified label paper.

This FSC® logo is included on your label prior to printing. The following page outlines how to go about adding one onto your label and the FSC® logo brand guidelines that need to be followed.

FSC[®] on-product claim

This page outlines the steps to go through when you choose to include an on-product claim, by using Rapid Labels' FSC[®] logo and specific trademark licence code.



Order your labels and request FSC[®] certified paper for your labels



Supply your new artwork with a place-holder to indicate where the FSC[®] logo should go or we'll add it onto existing artwork

There are Brand Guidelines that will need to be followed when thinking of where to place the FSC[®] logo, colours, size and format.

Once you choose to include an on-product claim, we'll send you more information about this process.



Our Prepress team sends you a proof with the FSC[®] logo added to your label artwork



Once we receive approval for the FSC[®] logo use, we proceed with printing and delivering your labels



Once we receive your approval, we send the artwork away for final placement approval

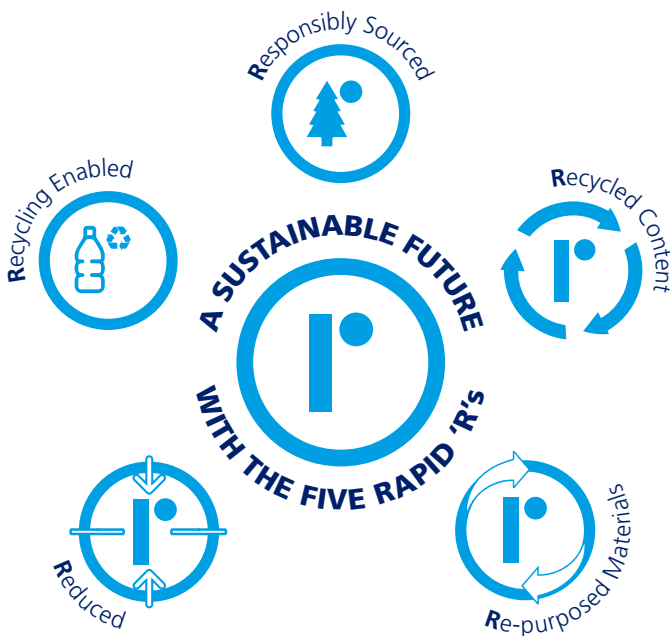
If you'd like more information about FSC[®] and /or the logo requirements for use, please contact us on 0800 865 223 or thehub@rapidlabels.nz

Rapid Labels Sustainable Solutions – Labels

As brand owners place increased value on investing in sustainable packaging solutions Rapid Labels has developed a portfolio of materials that are manufactured in an environmentally responsible manner.

Our solutions include label materials produced in a responsible manner (FSC®), materials from recycled and renewable sources, as well as a range of materials that are compostable and biodegradable.

These solutions are offered under our Environmental Objectives: **Rapid's 5 'R's to a Sustainable Future**. Chat with us more about these solutions or read more about them on our website.



Contact us for more information about our Environmentally Objectives and Solutions.



Rapid Labels Sustainable Solutions – Glassine Liners

Included under our Rapid Labels' Environmental Objectives project is our **Sustainable Solutions for Liner Waste**. We offer a Liner Recycling service through one of our paper suppliers.

Rapid Labels' Liner Recycling Service

Contributing to a sustainable future.



Sign up for our **Liner Recycling** service when you order your labels



Rapid Labels prints and supplies your labels to you



You apply the labels to your product



We collect your box once it is full; contact us to arrange a pick up



Following our **Recycling Rules**, you begin storing the liner waste



We send you Rapid's Liner Recycling box and pallet



Rapid sends an invoice with confirmed freight and handling fees before sending a replacement box and pallet



Liner is shipped to our Liner Recycling Partner



Liner is recycled in India and it is used to make high quality tissue paper

For more information about our Liner Recycling Service, contact us.



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