

# FAIRTRADE MARK

# GUIDELINES

USE COMPULSORY

These guidelines  
are global and valid  
for all markets where  
Fairtrade products  
are licensed

**ISSUE 3 – WINTER 2024-2025**  
FAIRTRADE INTERNATIONAL





## ABOUT THESE GUIDELINES

The FAIRTRADE Mark is the most widely recognised ethical mark globally. These guidelines are here to provide direction on how to use the Mark and the term Fairtrade. They have been created to protect the integrity and values of the FAIRTRADE Mark. The Mark represents a message of impact and empowerment of producers, helping them to create better lives for their families and communities. It is important to use it correctly.

Designed as a detailed reference resource, it is essential to read Part One of the guidelines for general use of the Mark and the term Fairtrade and the relevant sections for specific use according to need. Please note that the same topic can be covered in different parts of the guidelines and all parts are complementary with each other.

The comprehensive guidelines contain sections that specify most types of packaging and promotional usage, but they cannot cover everything. If clarification of any point or further advice on the use of the FAIRTRADE Mark is needed, please use the contact details on the last page of these guidelines.

The instructions given in these guidelines must be followed.



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# 01

PART ONE

## 1.1 ABOUT FAIRTRADE

THIS SECTION EXPLAINS HOW  
FAIRTRADE WOULD LIKE TO BE  
SEEN AND UNDERSTOOD GLOBALLY.



### FAIRTRADE'S VISION

Fairtrade's vision is for a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Our aspiration is to transform global trade by promoting fairer trading conditions. To achieve this, Fairtrade will be positioned as the guiding light for sustainable development, touching more lives more deeply than any other ethical certification scheme.

#### How to understand and talk about Fairtrade

Fairtrade is a global Organization working to secure a better deal for farmers and workers.

Fairtrade believes that trade can be a fundamental driver of poverty reduction and greater sustainable development, but only if it is managed for that purpose, with greater equity and transparency than is currently the norm.

People can overcome disadvantage and marginalisation if they are empowered to take more control over their work and their lives, if they are better organised, resourced and supported, and can gain access to mainstream markets under fair trading conditions.

Fairtrade also believes that people, businesses and civil society institutions in the developed world are supportive of trading in this way. This is particularly the case when they understand the needs of producers and the opportunities that Fairtrade offers to change and improve their situation.

Fairtrade's work is driven by informed consumer choices, and the desire of businesses to meet the expectations of their customers, both of which provide crucial support for wider campaigning to reform international trade rules and create a fairer economic system.

We are creating more ways to work with Fairtrade and deepen our impact and reach, as well as strengthening brand recognition. This also means providing more transparency for our consumers about the composition of the Fairtrade products they purchase.

Fairtrade's values are

### **ACTION**

### **INTEGRITY**

### **RESPECT**

### **CHALLENGE**

### **OPTIMISM**

#### **CREATING SHARED BELIEF**

Fairtrade's work is about empowerment. Fairtrade values sit at the heart of the Organization to drive decision-making and actions.

#### **ACTION**

We get the right things done, efficiently and effectively. Our focus and determination are evident in the practical ways we deliver services to achieve maximum impact for people and communities.

#### **INTEGRITY**

To nurture and promote fairness and justice in trade, we are honest, trustworthy and transparent, operating to the highest ethical standards with absolute integrity.

#### **RESPECT**

We treat everyone with dignity and understanding. We value the diversity of our own people and those with whom we relate.

#### **CHALLENGE**

We strive to dramatically increase the impact of our work. We set the agenda for fairness in trade by creating benchmarks, encouraging innovation and community involvement.

#### **OPTIMISM**

We believe we can make life better. We cultivate ideas, seek out opportunities and face the future with enthusiasm.

# ABOUT FAIRTRADE

## ORGANIZATIONAL STRUCTURE

### ORGANIZATION SYSTEM AND MOVEMENT

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows producers the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping.

When a product carries the FAIRTRADE Mark it means the producers and traders have met Fairtrade Standards. The standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade.

The fair trade movement varies from country to country and represents the collective voice of shoppers concerned about imbalances in supply chain and are committed to changing the status quo. From intimate gathering of friends discussing why they buy what they buy, to civic society movements organising within their communities, to voters petitioning their government, they advocate for a fairer trade that benefits those who grow the products we consume.

### THE FOLLOWING ENTITIES MAKE UP THE FAIRTRADE ORGANIZATION:

#### FAIRTRADE INTERNATIONAL (FI)

Fairtrade International is a non-profit, multi-stakeholder body that is responsible for the strategic direction of Fairtrade, sets Fairtrade Standards and supports producers. FI owns the FAIRTRADE trademarks and certification marks and sublicenses them to the National Fairtrade Organizations that are FI members.

#### FLOCERT

FLOCERT is an independent certification company, owned by FI. FLOCERT inspects producers and traders to ensure they comply with Fairtrade Standards.

#### FAIRTRADE PRODUCER NETWORKS

These are associations that Fairtrade certified producer groups may join. There are currently three Producer Networks representing producers in Africa, Asia-Pacific and Latin America and the Caribbean. Through these networks, Fairtrade producers can influence decisions that affect their future.

#### NATIONAL FAIRTRADE ORGANIZATION (NFO)

These are national Organizations that market Fairtrade in their country. There are currently 19 National Fairtrade Organizations covering 25 countries in Europe, North America, Japan, Australia and New Zealand. These Organizations also license companies in their country to use the FAIRTRADE Marks.

#### FAIRTRADE MARKETING ORGANIZATIONS (FMO)

These are national Organizations that market and promote Fairtrade in their country, similar to National Fairtrade Organizations. FI directly licenses companies in these countries to use the FAIRTRADE Marks. There are currently Fairtrade Marketing Organizations in Brazil, Czech Republic and Slovakia, Hong Kong, India, Philippines, Poland, South Korea, and Taiwan.



# ABOUT FAIRTRADE

## THE FAIRTRADE SYSTEM

### THE FAIRTRADE SYSTEM

The FAIRTRADE Mark means that products meet the social, economic and environmental standards set by Fairtrade International. The Mark certifies products not companies. It does not cover the companies or organisations selling the products.

The Mark represents an international system of alternative trade that assures consumers that the farmers and workers have been paid a fair and stable price for their produce. This fair price covers the cost of sustainable production. When consumers buy products with the Mark, they make a positive difference to the livelihoods of small-scale producers and farmers around the world.

The Fairtrade Premium enables producers and farmers to invest in developing their businesses and to improve the quality of their communities. It is paid on top of the agreed Fairtrade price and producers decide democratically how to use it.

As Fairtrade has developed its approach over the past 30 years, it has highlighted five key areas which are critical for farmers, workers and consumers. They are: Gender Inequality, Workers' Rights, Climate Change, Child and vulnerable adult protection and Living Income/Living Wage. Through developing and monitoring Fairtrade Standards, implementing focused interventions and supplemental funding with contributions from private and public society, Fairtrade addresses these challenges.



# ABOUT FAIRTRADE

## THE FAIRTRADE MARKS

### THE FAIRTRADE MARK

The FAIRTRADE Mark is an independent, trusted and widely recognised product certification that reinforces the message that Fairtrade producers have received Fairtrade terms when selling their products.

The FAIRTRADE Mark on-pack signifies that the retail products have been verified against international Fairtrade Standards and that these have been met. The Mark offers consumers a positive way to buy products in solidarity with those who produced them. Buying Fairtrade products helps producers struggling to improve their livelihoods and communities. Products carrying the FAIRTRADE Mark are now available in over 50 countries.

We have updated this well-known FAIRTRADE Mark by bringing the ® inside. The Mark top left (01) signifies that the product is 100% Fairtrade and physically traceable, like coffee. The Mark bottom left (02) means that the product that is 100% Fairtrade, such as tea, has been traded under mass balance conditions.

The Mark bottom left (02) also means that, in a product with multiple ingredients like a chocolate bar, all the ingredients in the product that can be Fairtrade are purchased on Fairtrade terms, “all that can be Fairtrade, is Fairtrade”, irrespective of the traceability model. Lastly, it can also mean that one or more of these ingredients were traded using mass balance.

In all cases, the Mark bottom left (02) prompts consumers to look at the back of pack for more information about the Mark and the Fairtrade ingredients, where the arrow (or a similar symbol) appears again next to the claim.

#### Applicability

The differentiation above does not apply to non-food products.



01 This version of the FAIRTRADE Mark is used for products that are the product is 100% Fairtrade and physically traceable

02 The version of the FAIRTRADE Mark with arrow is used for composite products, irrespective of the traceability model, and for products that contain ingredients traded using mass balance



# ABOUT FAIRTRADE

## THE FAIRTRADE MARKS

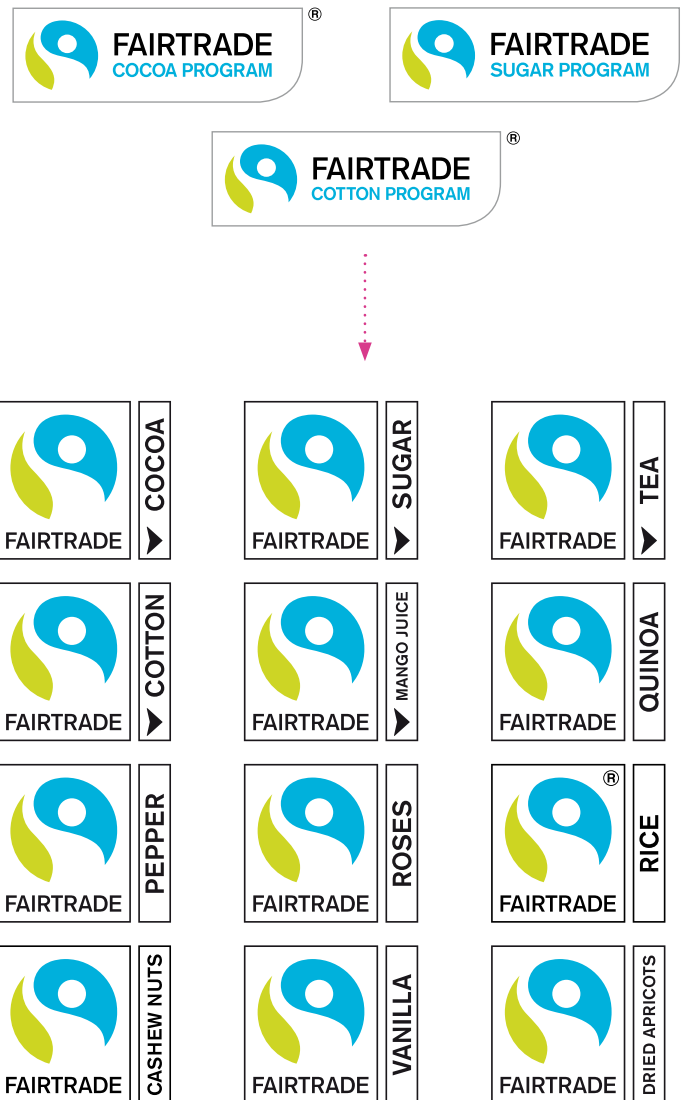
### THE FSI MARK

The FSI Mark aligns with the design of the FAIRTRADE Mark, thus making it more recognisable to consumers, but also to differentiate from it as the expression of an innovative Fairtrade model. The design also acts as a follow-through from the three FAIRTRADE Program Marks and reflects the growth of Fairtrade ingredient models on the ground that started with those programs, cocoa, sugar and cotton. The separated ingredient tab provides the flexibility necessary for the FSI model to include all Fairtrade commodities, except coffee and bananas.

Products can be labelled with the FSI Mark when the company has signed an FSI license contract and the products have been approved by an NFO or FI. If companies choose to communicate off-pack, then the volumes must be verified before using the FSI Mark in B2B applications.

The arrow on the tab indicates to consumers to look for more information on the back or side of pack. Here the arrow refers to the ingredient being traded under mass balance conditions.

The FSI Marks will co-exist on the shelves for a transitional period of time with the FAIRTRADE Program Marks, but will continue to be seen with the FAIRTRADE Mark wherever FSI products are launched. Companies currently using the Cocoa, Sugar or Cotton Program Marks, which will be phased out, have a maximum of two years to make the transition to the new FSI Mark. If new packaging is developed and launched before the two year period, it must already have the FSI Mark.



The FAIRTRADE Program Marks for cocoa, sugar and cotton will be phased out by the end of 2020

Multi-ingredient product with one Fairtrade ingredient, labelled with the FSI Mark





# 01

PART ONE

## 1.2 FAIRTRADE MARK

**THIS SECTION GIVES AN OVERVIEW  
OF HOW THE FAIRTRADE MARK  
MUST BE USED.**

# FAIRTRADE MARK

## MEANING OF THE MARK

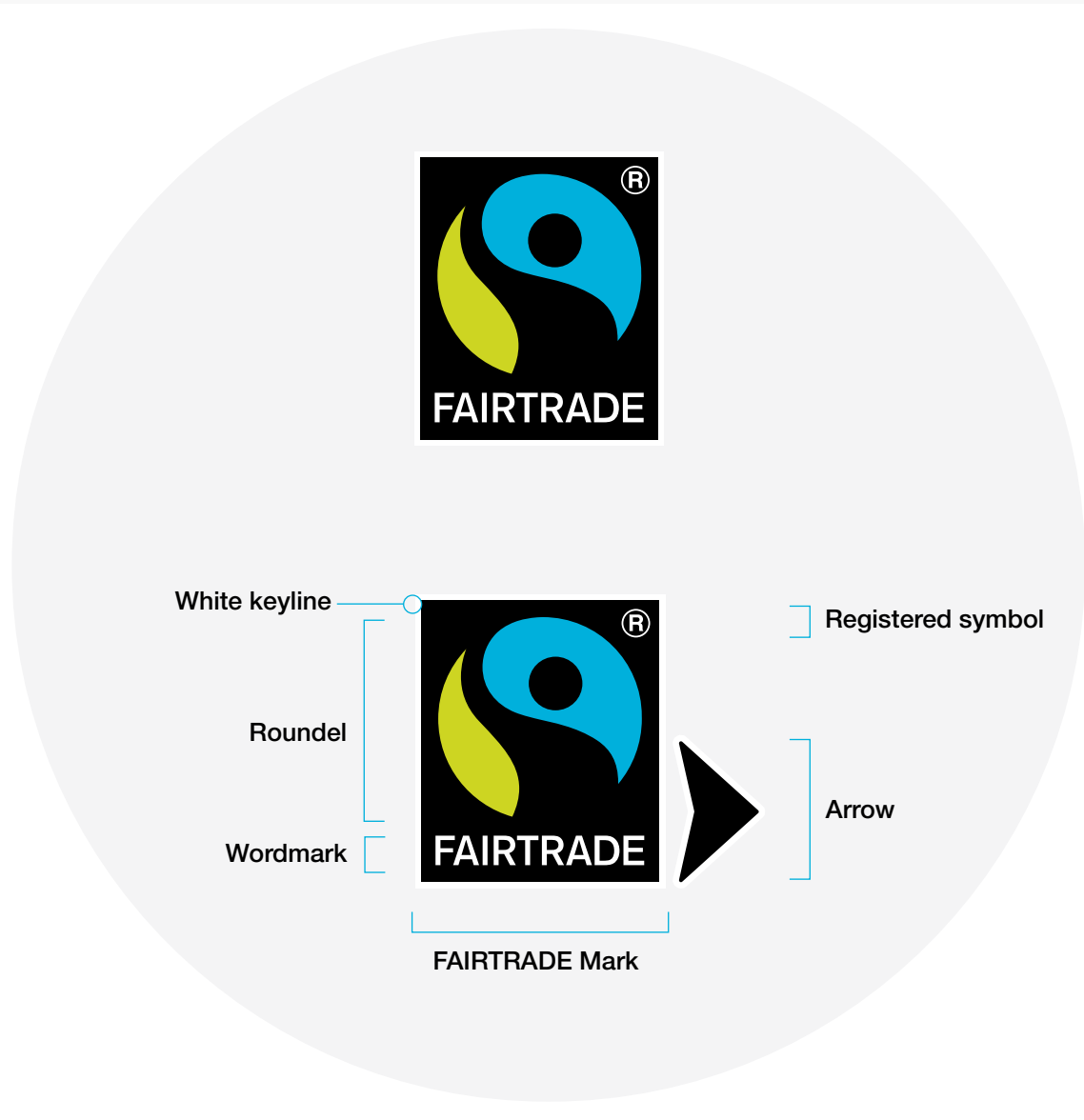
### THE FAIRTRADE MARK

The FAIRTRADE Mark was created in 2002 to replace the variety of different national marks used by Fairtrade Organizations. It was updated in January of 2011 to refine and simplify the design, to achieve clearer stand-out and increased legibility on pack and to enhance Fairtrade awareness and once again in the Spring of 2018 in order to provide greater transparency about the product content (see page 8).

The Mark symbolises the optimism of producers, linking the everyday determination of people in developing countries with the aspiration of consumers everywhere to make a difference. In the design of the Mark, the blue sky of potential is connected to the fresh green of new growth by the symbol of the producer with an arm raised in celebration of human endeavour and empowerment.

#### Registered certification mark and trademark

The FAIRTRADE Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FI). It's being registered as a certification mark in the European Union and is internationally registered as a trademark, including in the EU. The Mark must not be altered, copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sub-licensing bodies (National Fairtrade Organizations – NFOs).



# FAIRTRADE MARK CLEAR SPACE

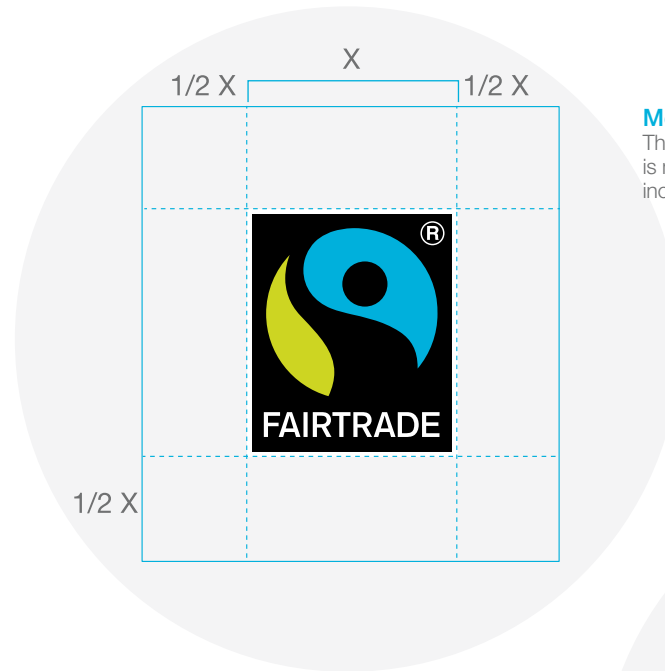
## MINIMUM CLEAR SPACE

To preserve the visual independence of the FAIRTRADE Mark when sitting next to text or graphics, a clear space must be maintained around the Mark which is equal to half the width of the Mark, defined as X.

To ensure that the impact of the Mark is not diminished by other design elements or logos, no text or graphic must touch the Mark or enter the clear space. The Mark must remain uncluttered. It must not be integrated into any other image, text or graphic, even if the clear space is respected.

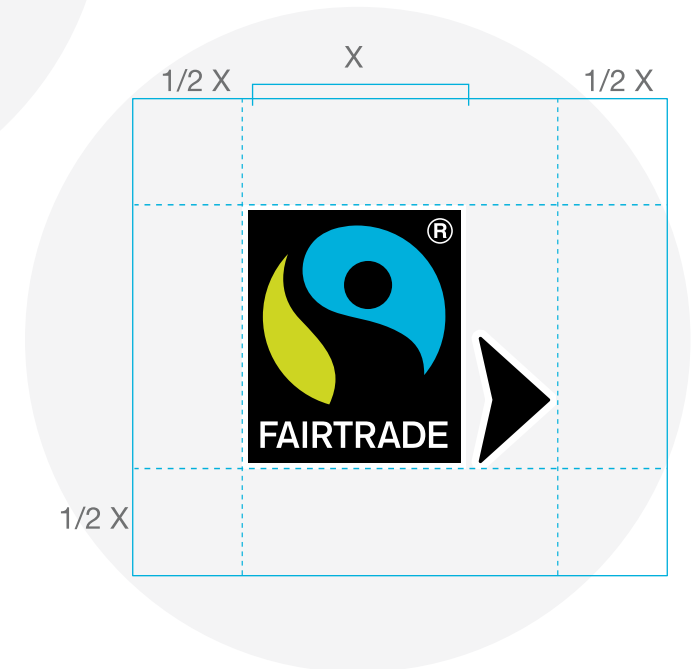
### Exceptions

When space is limited, eg on small packs, tags or labels, the minimum clear space may be reduced to the width of  $1/4 X$ .



### Measuring the Mark

The width of the FAIRTRADE Mark is measured from edge to edge, including the white keyline



### Mark with arrow

The clear space must take the arrow into consideration, so that the clear space begins to its right



## FAIRTRADE COLOURS

It's strongly recommended to use the colour version of the FAIRTRADE Mark. When using the colour version of the FAIRTRADE Mark, the colours specified here must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the FAIRTRADE Mark on packaging.

If a brand or sub-brand is new and is being newly developed (eg for a Fairtrade product range or for other purposes), colours that are equal or too similar to Leaf Green or Sky Blue must not be used on packaging or promotional materials, in order to protect the integrity of the Mark as a certification mark. If the brand already uses greens and blues, including colours that are close to Leaf Green or Sky Blue, the black & white version of the Mark must be used.

Where colour restrictions apply, the black & white version of the Mark may also be used.

### Matching colours

Colours may vary depending on paper stock and printer. Please match colours as closely as possible to PMS coated swatches.

#### Sky Blue

**CMYK** 79. 0. 7. 0  
**Pantone** 306 C, 306 U  
**RGB** 0. 185. 228  
**HTML** 00B9E4

#### Leaf Green

**CMYK** 28. 0. 92. 0  
**Pantone** 382 C, 380 U  
**RGB** 190. 214. 0  
**HTML** BED600

#### White

**CMYK** 0. 0. 0. 0  
**Pantone** N/A  
**RGB** 255. 255. 255  
**HTML** #FFFFFF

#### Rich Black

**CMYK** 50. 50. 50. 100  
**Pantone** Process Black  
C, Black U  
**RGB** 30. 30. 30  
**HTML** 1E1E1E



# FAIRTRADE MARK INTERNATIONAL VERSION

## STANDARD VERSIONS

The FAIRTRADE Mark is available in colour and black & white versions. The full colour version of the Mark is the most recognised and is strongly recommended. If production challenges present themselves with the colour version of the Mark or when design considerations apply, the black & white version may be used. If the brand product colours were already similar to Fairtrade's colours before the Mark was ever applied to them, the black & white version must be used (see previous page).

### Printing on coloured substrate

When printing the Mark onto a coloured or transparent substrate, the white keyline and FAIRTRADE wordmark must be printed in white as a spot colour.

The FAIRTRADE Mark files provided by Fairtrade International are the only versions that can be used. Use of any other colours or adaptations is not allowed.

To request an Illustrator EPS file of the FAIRTRADE Mark, see the last page for contact details. For versions with the Max Havelaar strapline, see page 17.

### Mark with arrow

The arrow attached to the FAIRTRADE Mark indicates to consumers to look for more information about the labelled product on back or side of the packaging, where the arrow may be repeated.



Colour Mark

EPS files:  
FM\_PMS  
FM\_CMYK  
FM\_RGB



B&W Mark

EPS files:  
FM\_BW



Colour Arrow Mark

EPS files:  
FM\_Arrow\_PMS  
FM\_Arrow\_CMYK  
FM\_Arrow\_RGB



B&W Arrow Mark

EPS files:  
FM\_Arrow\_BW

## LIMITED USE VERSIONS

It might not always be possible to print the FAIRTRADE Mark in full colour, for example when printing is restricted to one colour or when printing onto rough or absorbent surfaces like shipping boxes or textiles.

The Black Mark and White Mark have been created as an exception when the overall printing is restricted to one colour and that colour is black or white. Use of the full colour version of the Mark is still strongly recommended, whenever possible.

The Black Mark and the White Mark may only be printed in black and in white. They are not allowed to be printed in any other colour.

### Printing on coloured background

Both Marks may be printed on a coloured, preferably neutral background provided there is sufficient contrast between the background colour and all the elements of the Mark. The Mark must not be printed onto patterns, busy backgrounds or bright background colours.

To request an Illustrator EPS file of the FAIRTRADE Black Mark or the FAIRTRADE White Mark, see last page of these guidelines for contact details.



**Black Mark**  
Single colour Mark black



**EPS files:**  
FM\_Black, FM\_Arrow\_Black



**White Mark**  
Single colour Mark white



**EPS files:**  
FM\_White, FM\_Arrow\_White



**What to avoid**  
The Black Mark must not be printed in white as it will result in a negative version of the Mark



**What to avoid**  
The Black Mark or the White Mark must never be printed in any colour other than black or white



**What to avoid**  
The Black Mark must not be printed on bright background colours



**What to avoid**  
The Black Mark must not be printed onto patterns or busy backgrounds

# FAIRTRADE MARK MAX HAVELAAR VERSION

## COUNTRY-SPECIFIC VERSIONS

The FAIRTRADE Mark with a strapline indicating members of the 'Max Havelaar' movement is available in Colour and Black & White versions.

These versions of the Mark may only be used for products sold primarily in France and Switzerland by companies based in these countries.

The FAIRTRADE Mark Max Havelaar files provided by Fairtrade International are the only versions that can be used. Use of any other colours or adaptations is not allowed.

All guidelines for the standard (international) versions of the Mark apply.

To request an Illustrator EPS file of the FAIRTRADE Mark Max Havelaar, see last page of these guidelines for contact details.



Colour Mark MH

EPS files:  
FM\_MH\_PMS  
FM\_MH\_CMYK  
FM\_MH\_RGB



B&W Mark MH

EPS files:  
FM\_MH\_BW



Colour Arrow Mark MH

EPS files:  
FM\_MH\_Arrow\_PMS  
FM\_MH\_Arrow\_CMYK  
FM\_MH\_Arrow\_RGB



B&W Arrow Mark MH

EPS files:  
FM\_MH\_Arrow\_BW

# FAIRTRADE MARK MAX HAVELAAR VERSION

## LIMITED USE VERSIONS

It might not always be possible to print the FAIRTRADE Mark in full colour, for example when printing is restricted to one colour or when printing onto rough or absorbent surfaces like shipping boxes or textiles.

The Black Mark and White Mark have been created as an exception when the overall printing is restricted to one colour and that colour is black or white. Use of the full colour version of the Mark is still strongly recommended, whenever possible.

The Black Mark and the White Mark may only be printed in black and in white. They are not allowed to be printed in any other colour.

### Printing on coloured background

Both Marks may be printed on a coloured, preferably neutral background provided there is sufficient contrast between the background colour and all the elements of the Mark. The Mark must not be printed onto patterns, busy backgrounds or bright background colours.

To request an Illustrator EPS file of the FAIRTRADE Black Mark or the FAIRTRADE White Mark, see last page of these guidelines for contact details.



**Black Mark MH**  
Single colour Mark black



**EPS files:**  
FM\_MH\_Black, FM\_MH\_Arrow\_Black



**White Mark MH**  
Single colour Mark white



**EPS files:**  
FM\_MH\_White, FM\_MH\_Arrow\_White



### What to avoid

The Black Mark must not be printed in white as it will result in a negative version of the Mark



### What to avoid

The Black Mark or the White Mark must never be printed in any colour other than black or white



### What to avoid

The Black Mark must not be printed on bright background colours



### What to avoid

The Black Mark must not be printed onto patterns or busy backgrounds

# FAIRTRADE MARK

## MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

It is important that the appearance of the FAIRTRADE Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Mark has a registered trademark symbol ®, which must always appear and is now positioned inside the black rectangle instead of outside.

The FAIRTRADE Mark files provided by Fairtrade International are the only versions that can be used.

#### Old versions of the Mark

Please make sure to use the most recent version of the Mark. The Mark has been updated in 2018 and all previous versions of the Mark must be replaced by 2020.



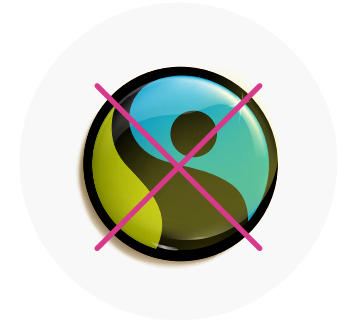
Do not use old versions of the Mark with a black keyline inside the roundel (discontinued since 01/2011)



The colours, type and trademark symbol must never be changed



The Mark must always be shown in an upright position and never tilted. **Only exception:** When all of the layout is tilted in the same direction



The Mark must not be changed in any way to fit a shape or design



The Mark must not be stretched or skewed out of proportion or have rounded edges



The Mark must not be reproduced in any single colour other than black or white



The Mark must not be framed nor incorporated into a design, no elements must be added to it



Do not remove any elements from the Mark



# THE FAIRTRADE MARK

## USE ON DIFFERENT BACKGROUNDS

### USE ON BACKGROUNDS OF DIFFERENT COLOURS AND PATTERNS

The FAIRTRADE Mark, including the registered trademark symbol ®, must always be clearly visible and not be obscured by any other graphic or background pattern. When printing the Mark against a background other than white, the Mark's white keyline must not be removed and the registered symbol must be legible.

The appropriate use of the Mark on different backgrounds should result in the highest possible contrast between the Mark, the registered trademark symbol ® and the background.

#### Busy backgrounds

If the Mark is used against an extremely busy background, an even border must be added to surround the Mark. The border should be half of the minimum clear space (1/4 X, see page 12) and can be a solid white or white with degrees of transparency to achieve maximum effect. The border can also be black, but no other colours are allowed.



The Mark on a dark but even background.



White border on a busy background



Extremely busy background, Mark loses definition



The Mark on a light, even background.



White border on a busy background



Extremely busy background, Mark loses definition

## RELATIONSHIP WITH OTHER MARKS

The points here are a guide to managing relationships between the FAIRTRADE Mark and other ethical marks or seals.

In situations where there is more than one mark supporting or collaborating with the FAIRTRADE Mark, consistency and clarity are a priority. Our aim is to ensure the FAIRTRADE Mark remains independent at all times to avoid a conflict of interest, potential mixed messaging or confusion in the marketplace. The FAIRTRADE Mark must not be placed in such a way that it could be associated as belonging to any company or organisation other than Fairtrade International or its members.

The FAIRTRADE Mark must not be smaller than any other certification or ethical mark on the same pack and must always comply with the size requirements in these guidelines. See size and proportion on page 21.

The distance between the FAIRTRADE Mark and other certification or ethical marks should be at least half the width of the Mark ( $1/2 X$ ) so that they are seen as independent of each other.

### Horizontal relationship



### Vertical relationship



# FAIRTRADE MARK

## SIZE AND PROPORTION

### SIZE OF THE MARK

The FAIRTRADE Mark must be used in a size that is in proportion with the size of the packaging or promotional item. This size guide has been designed to support selection of the correct size of the Mark on these items. It must be used as a guide to the recommended maximum and minimum size of the Mark allowed on different packaging or promotional item sizes. The minimum sizes shown on this page aim to ensure reproduction and appropriate scale of the Mark. For certain products or promotions, the sizing may differ from the matrix presented here. When this is the case, an average can be used.

#### Minimum size

To ensure legibility, extra care must be taken when producing the FAIRTRADE Mark in small sizes. As a guide, the Mark should not be reproduced in sizes smaller than 7 mm wide for printed materials, providing the type is still legible.

#### Measuring the Mark

The width of the Mark is measured from edge to edge, including the white keyline, see page 12.

**A4:** 21 mm



**A5:** 17 mm



**A6:** 15 mm



**A7:** 13 mm



**A8:** 11 mm



**Min:** 7 mm



#### Size guide

(ISO 216 – A series)

#### Example

Application examples

#### Maximum Mark size

(Width)

#### Minimum Mark size

(Width)

**A1** (594 x 841 mm)

Posters, display stands

66 mm

60 mm

**A2** (420 x 594 mm)

Display stands, POS

46 mm

42 mm

**A3** (297 x 420 mm)

Posters, POS, flower bunches

33 mm

31 mm

**A4** (210 x 297 mm)

Large packs, 1 litre cartons

21 mm

19 mm

**A5** (148 x 210 mm)

Packs and labels

17 mm

15 mm

**A6** (105 x 148 mm)

20-50 bag tea pack

15 mm

13 mm

**A7** (74 x 105 mm)

750 ml bottle labels

13 mm

11 mm

**A8** (52 x 74 mm)

Labels and hang tags

11 mm

7 mm

**A4**  
297 mm x 210 mm

**A5**  
210 mm x 148 mm

**A6**  
148 mm x 105 mm

**A7**  
105 mm x 74 mm

**A8**  
74 mm x 52 mm





**PART TWO**

**PACKAGING GUIDELINES**

# 02

PART TWO

## 2.1 KEY PACKAGING ELEMENTS

**THIS SECTION PROVIDES AN OVERVIEW OF HOW AND WHERE TO PLACE THE FAIRTRADE MARK ON PACKAGING. INDIVIDUAL SECTIONS THAT FOLLOW COVER SPECIFIC PRODUCT TYPE PACKAGING.**



# PRODUCT PACKAGING

## KEY ELEMENTS ON PACK

### KEY ELEMENTS ON PACK

When placing the FAIRTRADE Mark on product packaging, it is important that consumers are clear about the role of the Mark in relation to the branding.

The following pages outline the rules that must be followed when using the Mark and the name Fairtrade on any product packaging.

The FAIRTRADE Mark must be placed on the front face of the product, clearly visible to consumers at point of sale.

The Fairtrade Claim can be placed next to the Mark or on back or side of pack.

#### Elements on pack

- 1 **Brand** (compulsory)
- 2 **Sub-brand** (optional)
- 3 **Product title** (compulsory)
- 4 **Product descriptor** (optional). Descriptor "Fairtrade" only allowed when ingredients are physically traceable\*
- 5 **FAIRTRADE Mark** (compulsory)
- 6 **Fairtrade Claim, including website** (compulsory).

\* See page 31 for ingredients traded using mass balance

Front of pack



Back of pack



Fairtrade contributes to sustainable development for certified producers by enabling fairer trading conditions, social change and environmental protection. Full coffee content is Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 100%. For more information visit [info.fairtrade.net](http://info.fairtrade.net)

# PRODUCT PACKAGING

## KEY ELEMENTS ON PACK

### KEY ELEMENTS ON PACK

The same applies when the FAIRTRADE Mark with the arrow prompting consumers to look at the back of pack for more information about the Mark and the Fairtrade ingredients.

The FAIRTRADE Mark must be placed on the front face of the product, clearly visible to consumers at point of sale.

The Fairtrade Claim can be placed next to the Mark or on back or side of pack.

### Elements on pack

- 1 **Brand** (compulsory)
- 2 **Sub-brand** (optional)
- 3 **Product title** (compulsory)
- 4 **Product descriptor** (optional). Descriptor "Fairtrade" only allowed when ingredients are physically traceable\*
- 5 **FAIRTRADE Mark** (compulsory)
- 6 **Fairtrade Claim, including website** (compulsory)
- 7 **Mark arrow** (compulsory)

If it's not possible to insert the arrow from the Mark, a generic arrow or a triangle pointing to the Fairtrade Claim is allowed.

\* See page 31 for ingredients traded using mass balance



# PRODUCT PACKAGING OVERVIEW

## OVERVIEW OF PACKAGING ELEMENTS

The chart on the right provides a summary of all the elements that must be considered for product packaging.

### Compulsory elements

The FAIRTRADE Mark must appear on the front of the pack together with the brand. The Fairtrade ingredients and the Fairtrade Claim must appear on the side of the pack that has the ingredient information. The Fairtrade Claim must be placed on any packaged consumer product that is Fairtrade certified. The use of the Fairtrade website in the Claim is also compulsory.

A Fairtrade NFO licensee reference code or producer FLO ID are compulsory for certain products and markets, please ask your NFO or FI.

For example in the UK only, the NFO reference code “FFL code” is compulsory when the licensee is not the brand owner.

### Artwork approval

Packaging artwork must be approved by Fairtrade as part of the design and production process. Please see the contact details for artwork approval on the last page of these guidelines.

Please note that promotion cannot take place before a product is registered with the licensing body and the packaging has been approved.

ELEMENT	CONSUMER-FACING		NON-CONSUMER-FACING
<b>Brand name</b>	Compulsory	Page 25	Compulsory
<b>FAIRTRADE Mark</b>	Compulsory	Page 25	Compulsory
<b>Fairtrade in product descriptor</b>	Only when Fairtrade ingredients are physically traceable	Pages 25, 31	Only when Fairtrade ingredients are physically traceable
<b>Licensee company name</b>	Useful advice	Page 25	Compulsory
<b>Producer FLO-ID</b>	Useful advice (compulsory for fresh fruit)	Page 36	Compulsory
<b>NFO reference code</b>	Compulsory for some markets	See left and page 86	Compulsory for some markets
<b>Fairtrade ingredients list</b>	Compulsory	Page 61	Useful advice
<b>Fairtrade Claim</b>	Compulsory	Pages 61-64	Useful advice
<b>Fairtrade website</b>	Compulsory	Pages 61-64	Compulsory

# PRODUCT PACKAGING

## POSITIONING OF THE MARK

### BRAND HIERARCHY

When placing the FAIRTRADE Mark on product packaging, it is compulsory to also show the brand and product title/descriptor on the front of the pack. A clear hierarchy must always be maintained between the Mark and the brand. The Mark must not be placed in such a way that it could be misinterpreted as belonging to any company or organisation other than Fairtrade International or its members.

The brand should always be larger or at least more prominent than the Mark, which should ideally be positioned near the bottom of the pack, away from the brand. The two must be independent of each other and it is not permitted to use Fairtrade or the name of a National Fairtrade Organization (NFO) as part of the product's brand name. The FAIRTRADE Mark must never appear on unbranded retail products.

#### Which Mark to use

The Mark without arrow for single ingredient products that have physical traceability.

The Mark with an arrow for single ingredient products that are traded under mass balance.

The Mark with arrow for multiple ingredient products, irrespective of the trading model, physical traceability or mass balance (see page 8).

#### Brand colours

When brand or defining packaging colours are similar to the FAIRTRADE Mark colours, the full colour Mark must not be used, the black & white version is to be used instead. The exact Mark colours Fairtrade Leaf Green and Fairtrade Sky Blue must not be included in the brand or sub-brand or used as the defining colour of the packaging (for more, see page 13).



#### 01 Correct use

The Mark must be placed on the front of the pack, away from the brand



#### 02 Hierarchy

The Mark must not be more prominent than the brand or identity



#### 03 Unbranded products

The Mark must not appear on unbranded retail products

# PRODUCT PACKAGING POSITIONING OF THE MARK

## FRONT OF PACK

The FAIRTRADE Mark must always be placed on the front of the pack and be visible to the consumer when the product is viewed from the front. When positioning the Mark, the brand hierarchy rules must be followed.

The Mark must be less prominent than the brand and positioned away from it. It should be placed in the bottom left or right corner of the pack and may also be centred horizontally.

### Please note

If the product is to be merchandised in a shelf tray or counter display unit, this must be taken into account in positioning the Mark. In case the Mark is obscured by the shelf tray or unit, it must be re-positioned or an additional Mark must be placed on the shelf tray or counter display unit. Please see page 32.

### Back of pack

When the FAIRTRADE Mark is on the front of the pack, an additional FAIRTRADE Mark may be placed on the back of the packaging next to the Fairtrade Claim.



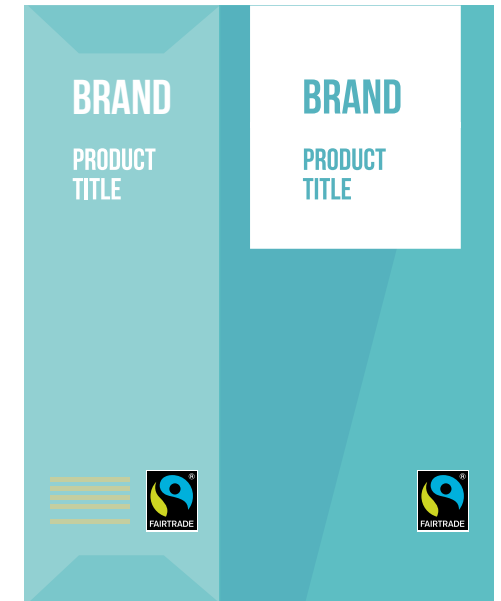
### 01 Position of the Mark

The Mark should preferably be positioned in the bottom left or right corner, or centred horizontally



### 02 Cylindrical objects

On round or cylindrical objects, it is allowed to move the Mark half out of the line of vision but at least half of the Mark must always be seen when the pack is viewed from the front



### 03 Multiple front faces

On packs or boxes with multiple faces, the Mark must appear on any side of the packaging that can be regarded as the front of the pack, respecting the size guide on page 22

# PRODUCT PACKAGING POSITIONING OF THE MARK

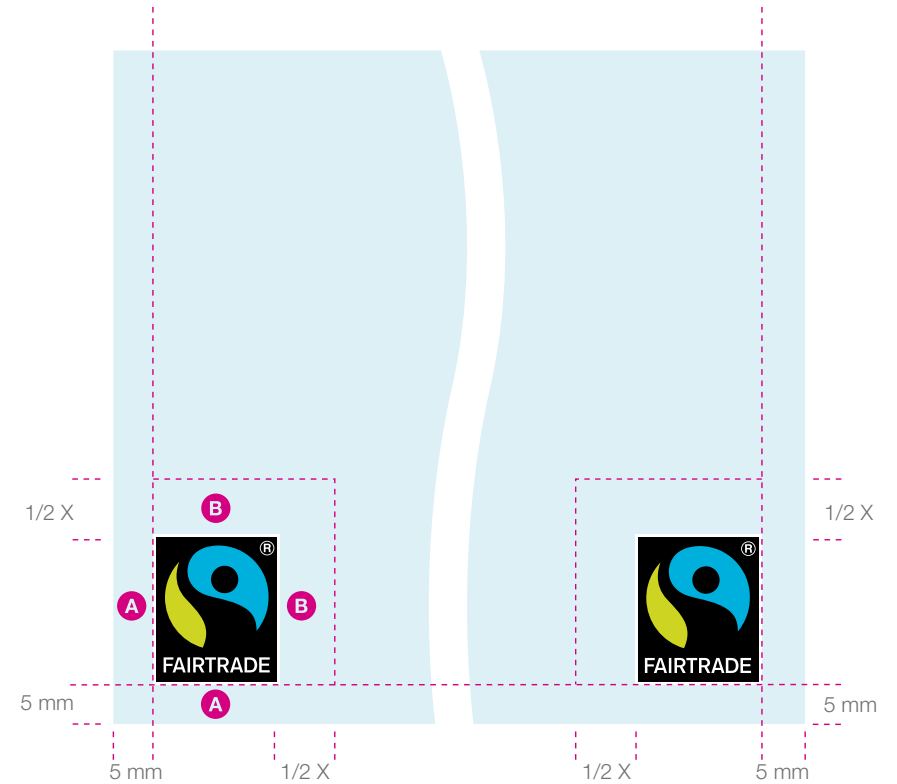
To ensure visual impact and legibility, the positioning of the FAIRTRADE Mark on the pack must be carefully considered. The brand hierarchy must be maintained. The Mark should not be printed too close to any area that will be seamed, sealed or cut. If no other placement is possible, the Mark may be positioned there as long as it's perfectly visible at point of sale and not distorted or creased.

## Distance from edge of pack

When positioning the Mark on the pack, a minimum of 5 mm should always be maintained between the Mark and the edge of the pack (A), or any seals, seams or creasing lines, to allow for production tolerances. The minimum clear space ( $1/2 X$ ) applies to the other sides of the Mark (B), see page 12.

## The trademark symbol

All versions of the Mark have the registered certification mark symbol ®, which must not be moved or deleted.





# PRODUCT PACKAGING

## PRODUCT TITLE AND DESCRIPTOR

### PRODUCT TITLE AND DESCRIPTOR

As an option, the term Fairtrade can be used in a product title or product descriptor, providing it is not used as a brand or sub-brand, and only when the ingredients have been traded using physical traceability. It is not allowed to use the name of an NFO, for example 'Max Havelaar', as part of the product title.

#### Single product

Products made using only one physically traceable ingredient and that ingredient is Fairtrade, eg coffee.

**Name: Fairtrade coffee**

#### Composite product with all Fairtrade physically traceable ingredients

Certified composite products being made solely from Fairtrade physically traceable ingredients according to the Fairtrade Standard, eg chocolate (made with Fairtrade cocoa, Fairtrade sugar and other relevant ingredients).

**Name: Fairtrade chocolate**

#### Composite product with some Fairtrade physically traceable ingredients

Products with Fairtrade ingredients and ingredients that are not Fairtrade, eg chocolate cake. Fairtrade must only be used in the product title/descriptor to identify the significant or characterising Fairtrade physically traceable ingredients.

**Name: Cake with Fairtrade cocoa and sugar**

#### Product naming for mass balance ingredients

When cocoa, sugar, tea and/or fruit juices have been traded using mass balance, **the term 'Fairtrade' must not be used.**

#### Origin claims

Origin claims can be made about the ingredients only when these have been traded using physical traceability. Origin claims for cocoa, sugar, tea and fruit juices traded using mass balance are not allowed.

### SINGLE FAIRTRADE PRODUCT

#### Acceptable product title:

Fairtrade bananas

Fairtrade Cabernet Sauvignon

Fairtrade rich roast coffee

Fairtrade black Ceylon tea \*

#### Product title not acceptable:

Use of the term Fairtrade is not permitted when it is used as a brand or sub-brand:

✗ Fairtrade (Brand Name) Cabernet Sauvignon

✗ Max Havelaar coffee

**Use of the term Fairtrade is not permitted when the named ingredient/s was/were traded using mass balance:**

✗ Cookies with Fairtrade cocoa

✗ Cereal with Fairtrade cocoa flakes

✗ Fairtrade Tea

✗ Fairtrade orange juice

\* Only when the tea has been traded using physical traceability

### COMPOSITE FAIRTRADE INGREDIENTS

#### Acceptable product title:

Fairtrade coffee cappuccino

Cappuccino with Fairtrade coffee

Rum with Fairtrade sugar \*

Muffin with Fairtrade cocoa, sugar and bananas \*

Drink with Fairtrade chocolate \*

#### Product title not acceptable:

Use of the term Fairtrade is not permitted when it is not clear which ingredient is Fairtrade certified:

✗ Fairtrade cappuccino

✗ Fairtrade [name of alcoholic beverage]

✗ Fairtrade muffin with chocolate

#### Exception:

When the only ingredient in rum is 100% Fairtrade cane sugar or its derivatives, then the product can be named 'Fairtrade rum', **provided the sugar is physically traceable.**

\* Only when the ingredients has been traded using physical traceability

# PRODUCT PACKAGING CONSUMER-FACING BULK PACKAGING

## RETAIL PACKAGING

The FAIRTRADE Mark must be applied to any shelf trays, counter display units and boxes that contain loose Fairtrade certified products for sale in a consumer-facing environment. However, it must only be used on units where all items in the container are Fairtrade certified.

### Shelf trays and counter display units

When placing the Mark on a tray or display unit, the same brand and product title/descriptor that is on the product must also be shown on the unit.

The Mark does not need to be printed on the unit if at least one Mark on a product within a unit is visible.

See the point of sale section on page 67 for more information.

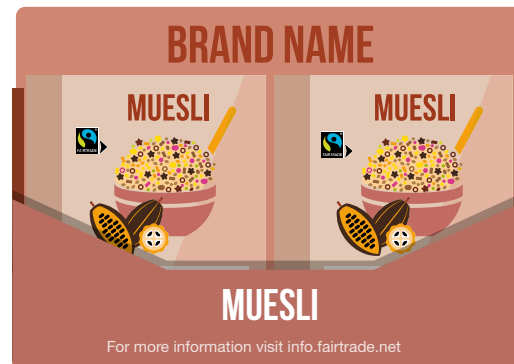
### Boxes for loose sale

Any boxes or containers that are used for the sale of products in a consumer-facing environment must include a brand name and the FAIRTRADE Mark. Product title/descriptor, FLO-ID or NFO reference code and Licensee name and country of origin are recommended. (In some markets, an NFO reference code is compulsory).

Some supply chains also require listing at least 3 FLO-IDs, the packager's plus one ID up and one ID down the supply chain. Your licensing body or FLOCERT can provide this information. The same requirements apply when the product itself carries the Mark. This applies for instance to shipping boxes that are also used in a retail environment, eg for bananas. The Mark must not be used if not all of the products are certified.



01



02

#### 01 Display units

If the Mark on the product pack is obscured by the unit, the Mark, brand and product title/descriptor must be printed on the unit

#### 02 Display units

If at least one Mark on a product within the unit is visible the Mark does not need to be printed on the unit. In this example, the brand name is obscured by the unit



03



04

#### 03 Containers for loose sale

Any boxes or containers used for the loose sale of Fairtrade certified products in a consumer-facing environment must carry the Mark

#### Certified and uncertified products

Use of the FAIRTRADE Mark is not allowed if not all products within one container are Fairtrade certified

# PRODUCT PACKAGING TRANSPORTATION

## SHIPPING AND BULK PACKAGING

All boxes or containers used for transportation of Fairtrade certified products that will be placed in a consumer-facing environment must include the following: The brand or product owner, the Mark and a product title or descriptor. Recommended: Fairtrade Claim and URL. The above can be printed directly on the box or on adhesive labels to be used on the box.

A Licensee name or NFO reference code is required in some markets, please consult with your NFO.

The FLO-ID may be a compulsory requirement in some supply chains, so please make sure that the transport box or labels comply with FLOCERT requirements.

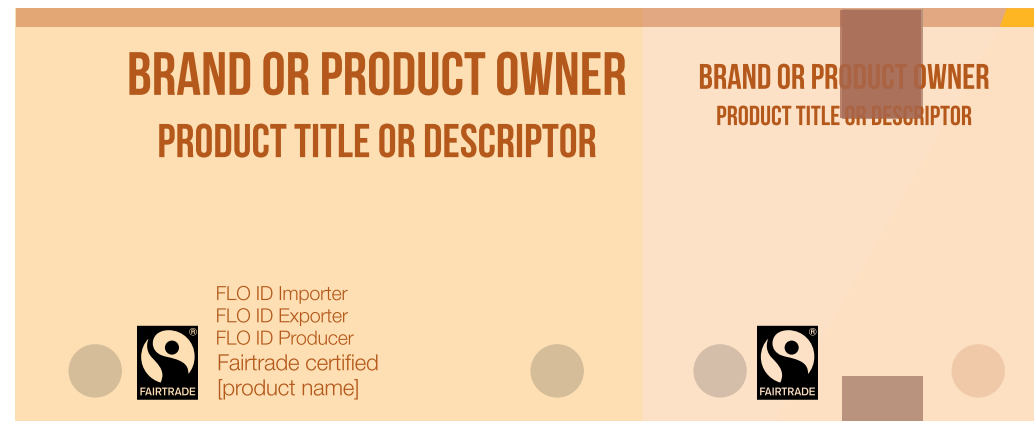
### Exceptions

The use of the monochrome Black Mark is only acceptable on consumer-facing containers when printed on a light or neutral background, see pages 15 and 17.

For communicating that transport cartons contain certified products, a text claim can be used instead of printing the Mark, for example 100% Fairtrade coffee or Fairtrade certified bananas.

### 01 Bulk packaging

Packaging that might be used for shipping but also in a consumer-facing environment, eg wine boxes, should show the colour Mark



### 02 Shipping box

The use of the Black Mark is only acceptable on consumer-facing packaging when applied on light or neutral backgrounds

# PRODUCT PACKAGING PACKAGING REQUIREMENTS

## ARTWORK APPROVAL

Written approval must be received from from your National Fairtrade Organization or Fairtrade International artwork team prior to printing or public distribution of any packaging that displays the FAIRTRADE Mark.

In most markets, packaging approval is part of the workflow in the Connect system.

Double check artwork before submitting to keep re-submissions to a minimum as errors will delay the approval process. These guidelines can be applied to most types of packaging but they do not cover everything. If clarification is required on any of these points, or for further advice, go to the last page of these guidelines for contact details.

## PRODUCT PACKAGING - CHECKLIST

- Products displayed or sold as Fairtrade certified must have a FAIRTRADE Mark. The full colour version of the Mark is recommended. Page 13.
- The Mark must be placed on the front face of the packaging or product and be visible to the consumer. The Mark should preferably be positioned near the left or right bottom edge or corner. Pages 25 and 26.
- The Mark must always appear as an independent product certification mark. It is not to be confused with the brand name or identity. It must be less prominent than the brand and positioned away from it. Pages 25 and 26.
- The Mark must be used at a size that is in proportion with the size of the packaging and the other elements on the front face. Pages 21 and 22.
- In addition to the above, a product title and descriptor, the product owner (eg Licensee) and the producer FLO ID or NFO reference code on the package iare recommended on the packaging. An NFO reference code is compulsory is some markets and exceptions where the FLO ID is compulsory are mentioned in the relevant pages.
- The Fairtrade Claim must be placed on any packaged consumer product that is Fairtrade certified. Pages 25 and 26.
- And remember, never alter the FAIRTRADE Mark, no elements may be subtracted or added.
- For artwork approval first contact your local NFO ([info.fairtrade.net](mailto:info.fairtrade.net)) or Fairtrade International at [artwork@fairtrade.net](mailto:artwork@fairtrade.net) for countries without an NFO. Most NFOs and Fairtrade International manage artwork approval via a system called Connect, please contact your licensing body.

# 02

PART TWO

## 2.2 SPECIFIC REQUIREMENTS

THIS SECTION COVERS USE OF THE FAIRTRADE MARK ON FOOD AND DRINKS. A SEPARATE SECTION COVERS NON-FOOD: FLOWERS AND PLANTS, AND SPORTS BALLS.

# FOOD AND DRINKS

## FRUIT AND VEGETABLES

### SOLD LOOSE

Fruit or vegetables, sold loose or in multiples of the same type, must be labelled individually with the FAIRTRADE Mark. If multiples of one fruit are sold as a unit, eg a bunch of bananas, each unit must have at least one adhesive label applied. These adhesive labels must not be used for any other purpose. See next page also.

#### Adhesive labels without a brand

Labels (sticker) can be in the shape of a rounded rectangle or an oval as long as the Mark itself remains unaltered. They must not be used for any other purpose.

#### Compulsory information

- FAIRTRADE Mark
- Producer organization FLO-ID \*
- Trader FLO-ID in some markets \*

#### The Mark and size

The Mark must be reproduced accurately and clearly using the correct colour references (see page 13). Only the Mark files Mark provided by Fairtrade are to be used, without alterations. The Mark must not be less than 7 mm and no more than 11 mm wide, measured edge to edge. The words FAIRTRADE and MAX HAVELAAR where applicable must be legible.

#### Application

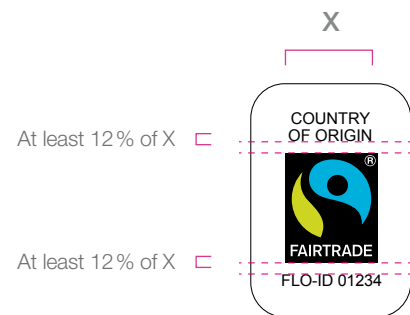
The producer organizations may only apply stickers for sales on Fairtrade terms, and on behalf of a licensee (please refer to the Fairtrade Standard).

\* Overprinting may be used where applicable



#### 01 Size

Depending on the size of the adhesive label, a width between 7 mm and 11 mm, measured edge to edge, defined as "X".



#### Layout example of a

28.4mm x 19mm sticker, for illustration purposes only. Sticker templates can be provided by the relevant NFO.

#### 02 Exception

For fruit stickers only: Allow a clear space of at least 12% of the width of the Mark, (measured edge to edge) between the Mark and the text.



#### 03 Example stickers

Example Fairtrade and Fairtrade Max Havelaar stickers with country names in one and in two lines, on a rounded rectangle.

The typeface may be Arial or Arial Narrow, depending on the country name. The size of the type may be adjusted to fit. The type colour must be black or a dark tone of grey.



#### 04 Example stickers

Example Fairtrade and Fairtrade Max Havelaar stickers with country names in one and in two lines, on an oval shape.



# FOOD AND DRINKS

## FRUIT AND VEGETABLES

### SOLD LOOSE

#### ADHESIVE LABELS FOR BANANAS

These labels can be branded or unbranded. The preferred shape for banana unbranded adhesive labels is a rounded rectangle. Your NFO can provide the artwork layout for these labels.

Each bunch of bananas must have at least one adhesive label applied. These adhesive labels must not be used for any other purpose. Multiple labels can also be applied to a single bunch, but no more than 3, except when tape is used to hold the bunch together, see bottom right.

If a flowpack or other forms of packaging are used, please refer to page 40.

#### Compulsory information

- FAIRTRADE Mark
- Producer organization FLO-ID \*
- Trader FLO-ID in some markets \*

#### The Mark and size

The Mark must be reproduced accurately and clearly using the correct colour references (see page 13). Only the Mark files Mark provided by Fairtrade are to be used, without alterations. The Mark must not be less than 7 mm and no more than 11 mm wide, measured black edge to black edge. The words FAIRTRADE and MAX HAVELAAR where applicable must be legible.

#### Application

The producer organizations may only apply stickers for Fairtrade sales and on behalf of a licensee (please refer to the Fairtrade Standard).

\* Overprinting may be used where applicable.

#### Unbranded stickers

Example of unbranded stickers applied to bananas. The preferred sticker shape for bananas is a rounded rectangle



#### Use of tape to hold bunches together

Tape around bunches of bananas can reduce use of plastic bags and it's allowed. The FAIRTRADE Mark, Claim, producer FLO ID and NFO Code (if required) must be together on the tape at a legible size that can be clearly seen on shelf

If retailers allow the removal of single bananas from a taped bunch, it is recommended to place a sticker on each banana with the Mark and producer FLO ID so the right product is identified at checkout

# FOOD AND DRINKS

## FRUIT AND VEGETABLES

### SOLD LOOSE

#### ADHESIVE LABELS WITH A BRAND

Adhesive labels can be in the shape of a rounded rectangle or an oval as long as the Mark itself remains unaltered. If multiples of one fruit are sold as a unit, eg a bunch of bananas, each unit must have at least one adhesive label applied (see previous page). The design for these adhesive labels must not be used for any other purpose. For branded labels applied to flow packs or other forms of packaging, see page 43.

#### Compulsory information

- Brand name (not producer name)
- Graphic dividing element, eg a line
- FAIRTRADE Mark
- Producer organization FLO-ID \*
- Trader FLO-ID in some markets \*

Recommended: Product title

#### The Mark and size

The Mark must be reproduced accurately and clearly using the correct colour references (see page 13). Only the files of the Mark provided by Fairtrade are to be used, without alterations. The Mark must not be less than 7 mm and no more than 11 mm wide, measured black edge to black edge. The words FAIRTRADE and MAX HAVELAAR where applicable must be legible.

#### Application

The producer organizations may only apply stickers for Fairtrade sales and on behalf of a licensee (please refer to the Fairtrade Standard).

\* Overprinting may be used where applicable.



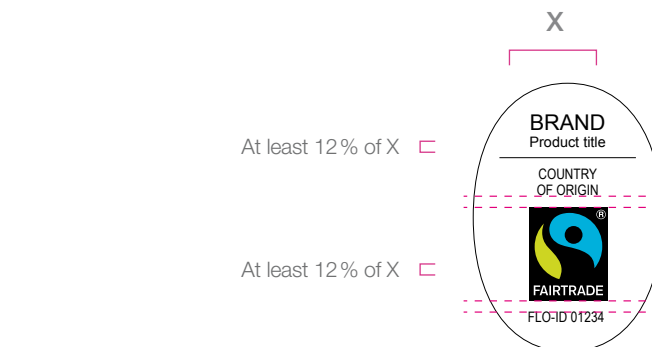
#### Size

Depending on the size of the adhesive label, a width between 7 mm and 11 mm, measured black edge to black edge, defined as "X".



#### Example stickers

Example of branded stickers (Fairtrade and Max Havelaar).



#### Layout example

of a branded sticker, for illustration purposes only. Sticker templates can be provided by the relevant NFO.

#### Exception

For fruit stickers only: Allow a clear space of at least 12% of the width of the Mark, (measured black edge to black edge) between the Mark and the text.



#### Branded stickers

Example of branded stickers applied on fruit.

# FOOD AND DRINKS

## SMALL SIZED AND/OR ROUGH SURFACED FRUIT AND VEGETABLES

Fairtrade certified fruit and vegetables too small or too rough to be labelled individually, eg grapes or lychees, must be displayed in a box, punnet or bag. Those with a rough surface, eg pineapples, must be labelled with a hang tag or collar tag. The bulk packaging guidelines apply (see pages 32 and 33).

### Compulsory information

- Brand or product owner name
- FAIRTRADE Mark
- The Fairtrade Claim (see page 61)
- It may be placed on the tag's flip side.
- Trader FLO-ID in some markets\*

Recommended: Producer FLO-ID, \* and product title. This reference code is compulsory in some markets, your NFO will provide guidance.

### Mark size

The width of the Mark is measured black edge to black edge, see page 22 for a size table. The words FAIRTRADE (and MAX HAVELAAR where applicable) must be legible.

### The Mark

The Mark must be reproduced accurately and clearly using the correct colour references (see page 13). Only the files of the Mark provided by Fairtrade are to be used, without alterations.

### Application

The producer organizations may only apply these examples for Fairtrade sales and on behalf of a licensee (please refer to the Fairtrade Standard).

\* Overprinting may be used where applicable.



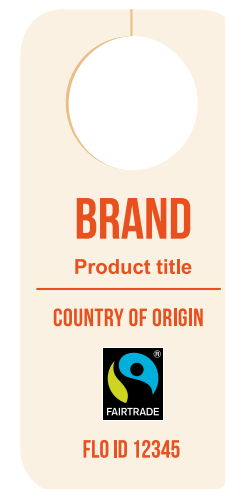
### Other information

Other information, eg product information, bar codes, etc may be added to the display box provided it's distinct and separate from the Mark; on hang tags and collar tags, this information

may only be on the side or a different page if a fold tag is used.

### 01 Collar or hang tag

Fruit or vegetables with a rough surface (eg pineapples) have a hang tag or collar tag.



### 02 Display box

Fruit and vegetables that are too small or rough to be labelled individually must be sold in a display box, punnet or bag. Fairtrade Claim and Producer FLO ID can be on the same side as the Mark or on a different side.



# FOOD AND DRINKS

## PACKAGED FRUIT AND VEGETABLES

Packed fruit or vegetables must have the FAIRTRADE Mark on the flowpack/net, adhesive tape, package, bag or box. Each unit must have at least one Mark applied to what is considered the front of the pack.

### Compulsory information

- Brand or product owner name
- FAIRTRADE Mark
- The Fairtrade Claim (see page 62)
- Trader FLO-ID in some markets \*

Recommended: Producer FLO-ID, country of origin and product title. An NFO reference code may also be used. This reference code is compulsory in some markets, your NFO will provide guidance.

### The Mark and size

See previous page.

### Packaged or repackaged fruits and vegetables

When fruits or vegetables are repackaged in a transparent bag, flowpack or similar, the units must already have stickers with the producer FLO ID, so the latter is not compulsory on the form of repackaging.

### Clear plastic bags

When printing directly onto a transparent substrate, eg plastic bag, the white parts of the Mark must be printed, see pages 11 and 14.

### Exception

Multiple full-colour FAIRTRADE Marks may be applied to plastic bags in a 'wallpaper' style, printed or as machine-applied stickers. This does not replace the requirement for the FAIRTRADE Mark to be on the main front label area. Allow a clear space of at least 200% of the Mark's width between each Mark.

### Application

Same principle as in previous fruit and vegetable pages applies.



01



02



### 03 Package or box

If used, the Mark must be positioned on the front face of point of sale packaging, clearly visible to the consumer. See pages 32 and 33.

### Other information

Other information, eg product information, bar codes, etc may be added to the display box provided it's distinct and separate from the Mark.

### 01 Giroband

On giro bands wrapped around net bags, the Mark and compulsory elements may be repeated for the length of the band.

### 02 Plastic bag

The Mark with the Fairtrade Claim can be printed directly onto the bag or an adhesive label or a combination of the two.

### 03 Exception

Multiple FAIRTRADE Marks may be printed to fruit and vegetable bags. A diagonal orientation is allowed as long as all Marks are all tilted in the same direction.



03

# FOOD AND DRINKS

## DRINKS

### DRINKS

The FAIRTRADE Mark must be printed on all types of container that drinks can be sold in, for example bottles, pouches, tetra-pak containers, boxes or cans. The Mark must always be placed on the front of the package. Please make sure it is placed away from the brand and clear of folds, seams, edges or seals.

These guidelines also apply to any other packaging such as gift boxes and bulk packaging that will appear in retail outlets.

Labels with the Mark must be machine-applied (not hand-applied) to bottles or packs.

#### Compulsory information

- Front of pack: FAIRTRADE Mark, brand, product title/descriptor
- Back of pack: Fairtrade Claim, NFO reference code (in some markets)

#### Optional information

Producer FLO ID



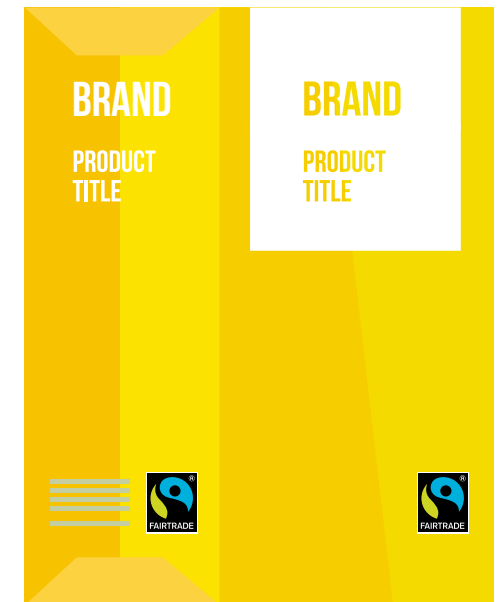
#### Seamed, sealed or cut edges

On pouches, boxes or tetra-pak containers, the Mark must be on the front and must not be placed on folds, seams, edges or seals



#### Bottles and cylindrical objects

On bottles, the Mark must be clearly visible when viewed from the front. It can be printed on the main adhesive label. See page 29 also



#### Multiple front faces

On packs or boxes with multiple faces, the Mark must appear on any side of the packaging that can be regarded as the front of the pack

### DRINKS

The FAIRTRADE Mark may be applied to multiple package faces, but it must be applied to any face that may be considered the front, depending on the display options and packaging design.

When packaging blocks the view of the FAIRTRADE Mark applied to the bottles themselves, at least one Mark on the front face must be printed.

When using recycled materials in a light or neutral colour and when colour restrictions apply, the White Mark or the Black Mark may be used as an exception. Colour restrictions must be presented to the licensing body upon request.

The Mark can be printed directly on a glass or plastic bottle, in full colour, black & white or single-colour black or white. No other colours may be used.

Other colours may be applied if the licensing body grants this exceptional use of the FAIRTRADE Mark due to restrictions in printing or application.

The Fairtrade Claim is compulsory on the outer packaging or on the bottle; it can be on front, side or back. Adhesive labels may also be used.



#### Outer packaging for drinks

The Mark can be printed on the front or on multiple sides. It must be printed when the Mark is not visible on the drinks themselves. The Black Mark may be used on light or neutral coloured, recycled materials



#### Glass and plastic bottles

The Mark can be printed directly on the glass or plastic

### BOTTLE LABELS

On bottles, e.g. for wine, the FAIRTRADE Mark can be printed directly onto the front and back labels. Alternatively it can be placed on a separate band label, as shown on the next page.

#### Front label

On the front of the bottle, the Mark should be positioned on the main product label, away from the brand. The Mark must be clearly visible when looking at the front of the bottle. The Mark may be placed in a separate band that sits directly below the main label.

#### Back label

The Fairtrade Claim and website must be printed on the back label, clearly separated from the product description. The Mark may be repeated on the back label. However, this is not compulsory.

#### Compulsory information

- Front of pack: FAIRTRADE Mark, brand, product title/descriptor
- Back of pack: Fairtrade Claim

#### Size

The Mark must be between 11mm and 13mm in width on 750ml bottle labels. For smaller sizes, please refer to the size guide on page 21.



#### 01 Front of bottle

The Mark must be clearly visible when viewed from the front

#### 02 Fairtrade Claim

The Fairtrade Claim must always be included, on the back label but also on the front or band

#### 03 Collar tag

The Mark may only be used on a collar tag when the brand name and the Mark are also printed on the bottle label. The producer FLO ID or NFO reference code (where applicable) must also be on the collar tag



### BAND LABELS

When the FAIRTRADE Mark cannot be printed directly onto the product label, e.g. for wine bottles, it may be placed on a separate band label underneath the product label.

The height of the band label will be determined by the Mark's clear space, while the width of the band label must follow the size of the product label.

The Mark must not be placed on a band around the bottle neck, since this placement alters the hierarchy.

A rectangular or square sticker with just the Mark is not allowed.

#### Size

When placed on the band label of a 750 ml bottle, the size of the Mark should be no larger than 13 mm wide.

#### Compulsory information

- Front label: FAIRTRADE Mark, brand, product title/descriptor
- Back label: The Fairtrade Claim must be on the back label which can be a separate band.

#### Optional

The FAIRTRADE Mark on the back label.

#### Application

The front and back band labels must be applied machine-applied, not by hand.



#### 01 Front label

When printing the Mark on a separate band label, it must be placed underneath the main label

#### 02 Back label

The Fairtrade Claim may be placed on a band label at the back of the bottle

#### 03 Positioning of the Mark

The Mark must not be placed around the bottle neck. A rectangular or square sticker with just the Mark is not allowed

### ALCOHOLIC DRINKS THAT ARE COMPOSITE PRODUCTS

Alcoholic drinks that are composite products containing all the Fairtrade ingredients that can be Fairtrade must use the FAIRTRADE Mark with an arrow and the corresponding Fairtrade Claim, depending on the ingredients' traceability type. See page 61.

These can be composite products like flavoured beers and ales, ciders, flavoured sangrías, pre-mixed bottled cocktails, fizzy alcoholic drinks, coolers, etc

If the alcoholic drink contains only one Fairtrade ingredient, please ask your licensing body about the Fairtrade Sourced Ingredient model (see page 9).

When the branding has very bright colours, the use of the Black Mark or the White Mark on bottle labels is not allowed. See page 15.

Other relevant rules apply.



Alcoholic composite with the full colour Mark



Alcoholic composite with the black & white Mark



The back (label or print) must have the Fairtrade Claim

# NON-FOOD FLOWERS

## SINGLE STEM FLOWERS

Single stem flowers or other single stem elements, like foliage, which are displayed and sold as Fairtrade certified, must have a single stem adhesive label carrying the FAIRTRADE Mark. This applies to single stems that are either sold individually or included in a bouquet.

The producer FLO ID is compulsory, on the single stem label and in some markets, an NFO reference code is also compulsory. A brand or product title/descriptor is recommended.

### Fairtrade Claim

Where space is available, the Fairtrade Claim for flowers should be placed on the single stem label (see page 54). Because of limited space, it is not compulsory to put the Fairtrade Claim on small labels.

### Compulsory information

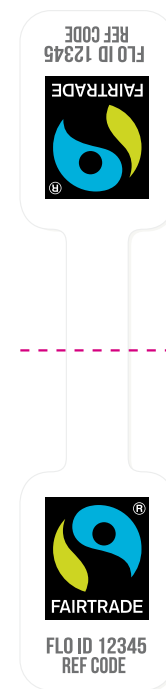
On the single stem label: Producer FLO ID or NFO reference code (in some markets).

### Optional information

Fairtrade Claim or only the Fairtrade URL.

### Application

The producer organizations may only apply these labels for Fairtrade sales and on behalf of a licensee (please refer to the Fairtrade Standard).



### Adhesive label

The single stem adhesive label must have the producer FLO ID. An NFO reference code may also be included (it's compulsory in some markets)

It must be applied by the Licensee or by the producer organisation on behalf of the Licensee.

# NON-FOOD PRE-PACKAGED BOUQUETS OR BUNCHES WITH 100% FAIRTRADE CONTENT

## CERTIFIED FLOWERS AND FILLERS (STEMS)

All pre-packaged Fairtrade certified flowers or foliage, single stems or bunches, displayed and sold as Fairtrade must have a FAIRTRADE Mark on the product packaging.

The compulsory information can be printed onto a sleeve wrap, an adhesive label attached to the sleeve wrap or a combination of label and sleeve wrap. The Mark and the Fairtrade Claim, including the Fairtrade URL, must be together.

### Bouquets

These are pre-packaged bouquets where all stems are Fairtrade. They come from the Fairtrade producers through a Fairtrade supply chain. The Mark must not be used on bouquets or bunches which are reformulated to include uncertified flowers or foliage, eg at a retailer or florist, and they cannot be referenced as Fairtrade.

### Compulsory information

On the packaging: FAIRTRADE Mark, brand, product title/descriptor, producer FLO ID and NFO reference code where required. Fairtrade Claim:

**All of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [www.info.fairtrade.net/sourcing](http://www.info.fairtrade.net/sourcing)**

### Optional information

Product owner (eg Licensee)

### Optional Fairtrade Claims

Additionally, the optional claims on page 62 may also be used.



01

**BRAND  
PRODUCT TITLE**

FLO ID 12345



All of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

02

### 01 Placement of the Mark

To ensure the Mark is visible when the flowers are displayed in a bucket, it must be placed in the top third of the packaging

### 02 Adhesive label

All compulsory information must be printed onto a sleeve wrap or on an adhesive label attached to the sleeve

# NON-FOOD

## PRE-PACKAGED BOUQUETS OR BUNCHES

### 100% FAIRTRADE CONTENT, NON-CERTIFIED FOLIAGE

#### CERTIFIED FLOWERS SOLD WITH UNCERTIFIED FOLIAGE

When all of the pre-packaged flowers are Fairtrade certified but the foliage is not, the bouquets or bunches with 100% Fairtrade stems must still have the FAIRTRADE Mark. In addition, a disclaimer statement to make it clear that only the flowers are Fairtrade certified is compulsory.

#### Uncertified flowers

If not all flowers in the bouquet or bunch are certified, **no FAIRTRADE Mark** is allowed on the packaging.

#### Mixed-content bouquets assembled in the destination markets

Bouquets where one or two types of flowers are Fairtrade but the rest is not, are regulated by the Fairtrade Sourced Ingredient model (FSI). Please refer to the [FSI Mark guidelines](#).

#### Compulsory information

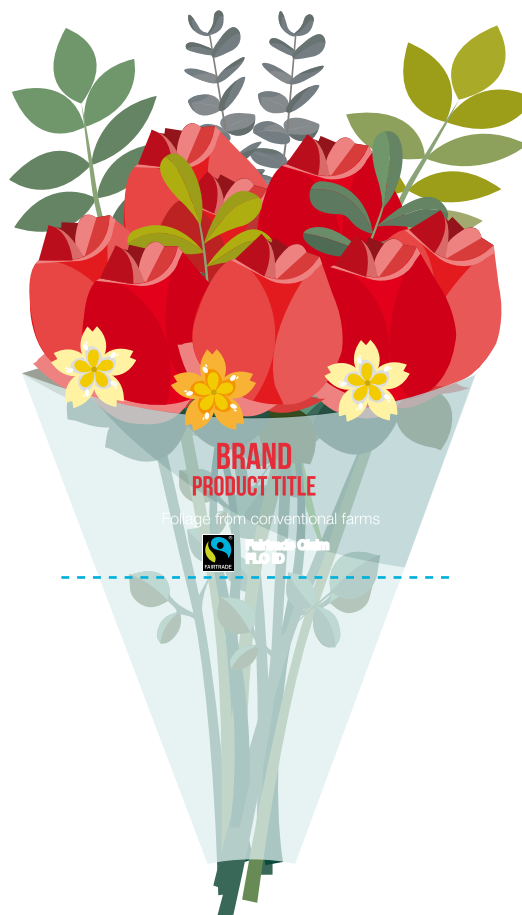
- On the packaging: FAIRTRADE Mark, brand, product title/descriptor, producer FLO ID and NFO reference code where required
- Fairtrade Claim for flowers, see page 54.

#### Compulsory disclaimer

“Foliage from conventional farms”, to be placed under the product title/descriptor.

#### Optional Fairtrade Claims

Additionally, the optional claims on page 62 may also be used.



01

**BRAND**  
**PRODUCT TITLE**

Foliage from conventional farms

FLO ID 12345



All of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

02

#### 01 Placement of the Mark

To ensure the Mark is visible when the flowers are displayed in a bucket, it must be placed in the top third of the packaging

#### 02 Disclaimer

If the flowers are certified but foliage isn't, a disclaimer statement must be added

# NON-FOOD FLOWERS CLAIMS OVERVIEW

## FAIRTRADE CLAIMS USED NEXT TO THE MARK

The Fairtrade Claim for flowers must reflect the bouquet composition and be clear about the certified content:

### 01- 100% Fairtrade composition (page 51)

All of of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [www.info.fairtrade.net/sourcing](http://www.info.fairtrade.net/sourcing)

### 02- Pre-packaged bouquets with non-certified foliage (page 52)

**Disclaimer** under the product title: Foliage from conventional farms

All of of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [www.info.fairtrade.net/sourcing](http://www.info.fairtrade.net/sourcing)

### Optional Fairtrade Claims

Additionally, the claims on page 62 may also be used.

### Mixed-content bouquets assembled in the destination markets

Bouquets where one or two types of flowers are Fairtrade but the rest is not, are regulated by the Fairtrade Sourced Ingredient model (FSI). Please refer to the [FSI Mark guidelines](#).



## BRAND PRODUCT TITLE



All of of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)  
FLO ID 12345

01

## BRAND PRODUCT TITLE

Foliage from conventional farms

FLO ID 12345



All of the stems in this bouquet are Fairtrade certified, traded, audited and sourced from Fairtrade producers. Visit [www.info.fairtrade.net/sourcing](http://www.info.fairtrade.net/sourcing)

02

# NON-FOOD PLANTS AND TREES

## PLANTS AND TREES

Fairtrade certified plants and trees, potted or unpotted, must have the FAIRTRADE Mark on the container, packaging or plant label.

### Compulsory information

On the packaging or plant label:

- FAIRTRADE Mark, brand, product title/descriptor, producer FLO ID and NFO reference code in markets where it's required
- Fairtrade Claim for plants.

### Optional information

Country of origin.

### Fairtrade Claim for plants

[Name of plant] is Fairtrade certified, traded, audited and sourced from Fairtrade producers.

Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)  
FLO ID 12345

The Fairtrade Claim for plants can be printed on the same side as the FAIRTRADE Mark or on the opposite side of the tag or label.

The FLO ID number can be placed next to the Claim or somewhere else on the tag or label, including on the back side.



### 01 Pot tags

If space is limited, the Fairtrade Claim for plants can be printed on the back of the plant label



### 02 Adhesive labels

The FAIRTRADE Mark and Fairtrade Claim for plants can be placed on a label



## FLOWER BULBS

Fairtrade certified bulbs, sold either loose or pre-packaged, must have FAIRTRADE Mark and Fairtrade Claim on the box. The individual bulbs are not labelled.

### Packaged bulbs

Flower bulbs sold in a net or bag must have an adhesive label or giro band with the compulsory and optional information.

### Compulsory information

- On the box or label: FAIRTRADE Mark, brand, product title/descriptor, producer FLO ID and NFO reference code where required
- Fairtrade Claim below.

### Optional information

Country of origin.

### Fairtrade Claim for bulbs

[Name of bulb] is Fairtrade certified, traded, audited and sourced from Fairtrade producers.

Visit [info.fairtrade.net/sourcing](https://info.fairtrade.net/sourcing)  
FLO ID 12345

The Fairtrade Claim for bulbs can be printed on the same side as the FAIRTRADE Mark or on the side of the box.

The FLO ID number can be placed next to the Claim or somewhere else on the box with other traceability information.



### 01 Loose bulbs

Loose bulbs must be in a display box.  
The individual bulbs are not labelled



### 02 Packaged bulbs

Flower bulbs sold in a bag or net must have a label or giro band showing the FAIRTRADE Mark and Fairtrade Claim for bulbs



# NON-FOOD YOUNG PLANT MATERIAL

## PLANTS FINISHED IN THE CONSUMER COUNTRIES

Certifying young plant material offers a great opportunity for Fairtrade producers to sell more of their produce under Fairtrade terms. Young plant material is produced by Fairtrade producer organizations and then grown to a finished size in the importing or consumer country by traders certified by Fairtrade for this purpose, then sold to consumers as fully grown plants.

### Fairtrade young plant material includes:

- Young plants
- Plant cuttings (rooted and unrooted)
- Canes

This means that only the young plant material is Fairtrade certified and for this reason, a different Fairtrade Claim was created. The FAIRTRADE Mark plus this compulsory claim are to be used together on packaging and promotional materials.

### Compulsory elements

- The FAIRTRADE Mark, the brand or product owner name, the producer FLO ID and NFO reference code where required.
- Fairtrade Claim for young plant materials.

### Fairtrade Claim for young plant materials.

[Young plant/cutting/cane. Optional: name of plant] produced by Fairtrade farm workers in [region or country] and [optional: name of fully grown plant] finished/fully grown in [country/EU].

Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

Note: The optional parts of the compulsory claim marked between [ ] may be used to specify the name of the young plant, the fully grown plant as well as the producer country and destination country.



### 01 Pot tags

Example of FAIRTRADE Mark on front and compulsory claim on the back of a stick-in pot tag. Mark and claim may be positioned on same side



### 02 Adhesive labels

The FAIRTRADE Mark and Fairtrade Claim for young plant material can be placed on a label

## SPORTS BALLS

Sports balls that are Fairtrade stitched or assembled must have a brand or club name, the FAIRTRADE Mark, an accompanying statement and NFO reference code (where required) printed directly onto the panels of the ball. The Mark should be visible from any angle and must not be printed more than three times on the ball.

### Compulsory information

A brand or club name is compulsory on the surface of the ball and must be more prominent than the Mark. The Mark must have an accompanying statement specifying the type of sports ball:

Fairtrade (assembled/stitched) (type of ball), eg Fairtrade assembled football.

### Optional information

The Fairtrade Claim for sports balls is optional.

The producer FLO ID and/or NFO reference code can be placed underneath the sports ball accompanying statement. One or both may be compulsory in some markets.

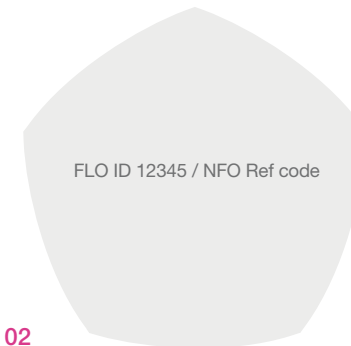
### Fairtrade Claim for sports balls

Fairtrade certification enables improved living and working conditions for the workers assembling this sports ball. [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)



### 01 Fairtrade Claim for sports balls

The accompanying statement must be printed directly below each Mark



### 02 Reference code

The FLO ID or NFO reference code may be printed on the sports ball. It can appear below the statement or on a separate panel. A FLO ID and/or NFO reference code may be compulsory in some markets

# NON-FOOD SPORTS BALLS

## PACKAGED SPORTS BALLS

Packaged sports balls that are Fairtrade certified must have a brand or club name, the Mark, the Fairtrade Claim for sports balls and/or a reference to the Fairtrade website on the outer package (box, net, plastic, etc). As an option the FLO ID or NFO reference code can also be placed on the package.

If the brand name and FAIRTRADE Mark printed on the sports ball are clearly visible, they do not need to be repeated on the outer packaging.

### Compulsory information

Brand or club name, FAIRTRADE Mark, Fairtrade Claim for sports balls.

### Fairtrade Claim for sports balls

Fairtrade certification enables improved living and working conditions for the workers assembling this sports ball. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

### Optional information

The producer FLO ID and/or NFO reference code can be placed underneath the sports ball accompanying statement. One or both may be compulsory in some markets.



### 01 Outer packaging

If the brand name and the Mark printed on the sports ball are clearly visible, they do not need to be repeated on the outer packaging, but they may be used



### 02 Outer packaging

When the brand name is clearly visible but the Mark is not, the Mark may be printed on the outer packaging, together with the Claim for sports balls. If the brand name is also not visible, it must be printed on the packaging

# 02

PART TWO

## 2.3 THE FAIRTRADE CLAIM

THE FAIRTRADE CLAIM IS A SHORT TEXT EXPLAINS THE MEANING OF THE FAIRTRADE MARK TO CONSUMERS. THE FAIRTRADE CLAIM AND URL ARE COMPULSORY ON EVERY PACK.

## FAIRTRADE CLAIM – OVERVIEW

### Fairtrade Claim

For packaging of physically traceable and mass balance ingredients in composite or single ingredient products.

Due to European Union regulations, **Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing.** Written or pictorial identifying elements, for example bold font type or symbols, **must not** be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2.3 of the Fairtrade Trader Standard, the Fairtrade content of the food composite product must be identified on pack as a percentage, unless it contradicts national law. Fairtrade ingredients that are granted an exception (section 2.2.4) may be required to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients in a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

The Fairtrade Claims are different for products with ingredients that have physical traceability and for those that have mass balance. The Fairtrade Claim must appear in at least one language.

Please note that It is the responsibility of the licensee to ensure that product packaging complies with all relevant labelling laws within the jurisdiction of the area(s) where the product is being sold.

### Compulsory information

The Fairtrade Claim required to specify Fairtrade certified ingredients including the relevant Fairtrade website is compulsory on pack. It is compulsory to print the Fairtrade Claim in at least one language, preferably English, plus the Fairtrade website [www.info.fairtrade.net](http://www.info.fairtrade.net) on the pack. The first sentence is compulsory (short version) the second sentence is optional (preferred version).

### Fairtrade website

The Fairtrade website is part of the Fairtrade Claim to allow consumers to find out more about Fairtrade. For international sales the international website, [www.info.fairtrade.net](http://www.info.fairtrade.net), must be used.

When a product is sold exclusively in a country where a National Fairtrade Organization (NFO) or Fairtrade Marketing Organisation (FMO) is present, the use of the national website is allowed.

### Traceability type

There are two claims based on the chain custody types of physical traceability or mass balance, each with choices of length depending on the available space. The wording of each claim complies with European Union transparency on-pack requirements.

### Optional information

The FAIRTRADE Mark may additionally be used on the back of pack if space allows but it is not compulsory.

### Translations of the Fairtrade Claim

Translations for the Fairtrade Claim for physical traceability or mass balance are contained in a separate document found at [this page in its most current version](#). See the next pages for the English versions.

# FAIRTRADE CLAIM

## PHYSICAL TRACEABILITY

### PHYSICAL TRACEABILITY

#### Applicable for:

##### Composite or single-ingredient product.

Due to European Union regulations, Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing on pack.

Written or pictorial identifying elements, for example bold font type or symbols, must not be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2 of the Fairtrade Trader Standard, the Fairtrade content of the food composite product must be identified on pack as a percentage, unless it contradicts national law. Fairtrade ingredients that are granted an exception (section 2.2.4) are to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients within a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

Please note that It is the responsibility of the licensee to ensure that product packaging complies with all relevant labelling laws within the jurisdiction of the area(s) where the product is being sold.

\* Text inside { } is optional.

\* Text inside [ ] is to be substituted by the name or information.

\* Text in ( ) brackets is compulsory, e.g. (mass balance)

### FAIRTRADE CLAIM

#### 1. Short version – when space is limited

[Name(s) of Fairtrade traceable ingredient (s)] is/are Fairtrade certified, traded, audited and sourced from Fairtrade producers, total xx%.

For more visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

##### Example:

Cashew nuts, raisins, almonds are Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 65%.

For more visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

#### 2. Preferred version

Fairtrade contributes to sustainable development for certified producers by enabling fairer trading conditions, social change and environmental protection. [Name(s) of Fairtrade traceable ingredient (s)] is/are Fairtrade certified, traded, audited and sourced from Fairtrade producers, total xx%. For more {information} visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

##### Example:

Fairtrade contributes to sustainable development for certified producers by enabling fairer trading conditions, social change and environmental protection. Coffee is Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 100%. For more {information} visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

A licensing body approved Licensee-drafted text may be included to indicate the source of the ingredient(s).

### 3. Optional claims

An optional additional sentence may be added to the Fairtrade Claim, if space allows. This sentence can reinforce the purchaser's assurance of supporting Fairtrade producers.

#### Examples:

##### Purchasing

**A.** Buying products from Fairtrade producers enables them to obtain fair prices for their crops and have decent working conditions.

**B.** By purchasing this product, you contribute to Fairtrade's efforts to empower Fairtrade [name of ingredient] producers to gain access to significant new market opportunities with the potential to deliver major social and environmental impact in their farms and communities.

##### Support to community

A proportion of the purchasing price of products traded on Fairtrade terms is invested by farmers and workers in social, environmental and economic development projects.

##### Sustainability

**A.** There are strict Fairtrade standards designed to improve social sustainability and protect the environment where Fairtrade products are grown.

**B.** Selling more of their [Fairtrade ingredient] on Fairtrade terms enables Fairtrade producers to get fairer trading conditions, stimulate social change and engage in environmental protection.



## MASS BALANCE

### Applicable for:

1. Composite (eg chocolate bars) or single-ingredient products (eg, tea, fruit juice).
2. Composite products with a mixture of traceable and non-traceable ingredients.

The word 'certified', when used in relation to an ingredient, implies physical traceability so it must not be used.

The Fairtrade ingredients identified in the mass balance claim are the ingredients that have been sourced on Fairtrade terms. **The claim or packaging must not imply that an ingredient sourced using mass balance is physically in the product.**

Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing.

Written or pictorial identifying elements, for example bold font type or symbols, must not be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2.3 of the Fairtrade Trader Standard, the Fairtrade content of the food composite product must be identified on pack as a percentage, unless it contradicts national law. Fairtrade ingredients that are granted an exception (section 2.2.4) are to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients within a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

## FAIRTRADE CLAIM

### 1. Short version - When space is limited

{The} Fairtrade [mass balance ingredient] may be mixed with non-certified [mass balance ingredient], on a mass balance basis, total xx%.

Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

#### Example:

Fairtrade cocoa may be mixed {during processing} with non-certified cocoa on a mass balance basis, total 57%.

Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

### 2. Preferred version

The quantity of [mass balance ingredient] required for this product is sourced, traded and audited as Fairtrade, ensuring [mass balance ingredient name] producers receive Fairtrade terms. It may be mixed {during processing} with non-certified [mass balance ingredient], so that the total matches the amount sourced as Fairtrade (mass balance), total xx%. For more {information} visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

#### Example:

The quantity of cocoa and sugar required for this product are sourced, traded and audited as Fairtrade, ensuring cocoa and sugar producers receive Fairtrade terms. They may be mixed {during processing} with non-certified cocoa and sugar, so that the total matches the amount sourced as Fairtrade (mass balance), total 68%. For more {information} visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

### 3. Extra short version (when space on pack is limited e.g. when several languages are required on-pack)

Fairtrade cocoa and sugar: mass balance is used to match Fairtrade sourcing, total xx%. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

## Claiming physical traceability for one or more ingredients

If a Licensee is able to declare traceability on one or more ingredients when the rest is mass balance, a licensing body approved, Licensee-drafted text to indicate the source of the physically traceable ingredient(s) may be included in addition to the Fairtrade Claim.

## Optional Claims

See previous page.

## Other claims

It is allowed to communicate benefits for Fairtrade producers in a specific country on packaging, providing that no explicit or implied reference is made that the mass balance ingredient is physically in the pack.

\* Text inside { } is optional.

\* Text inside [ ] is to be substituted by the name or information.

\* Text in ( ) brackets is compulsory, e.g. (mass balance)

# FAIRTRADE CLAIM

## MIXED TRACEABILITY

### PHYSICALLY TRACEABLE AND MASS BALANCE INGREDIENTS

When the product has ingredients that use different types of traceability, the differentiation must be made in the Fairtrade Claim. Example:

#### Short version:

Fairtrade vanilla and nuts are Fairtrade certified and sourced from Fairtrade producers, total 3%. Fairtrade cocoa and sugar may be mixed {during processing} with non-certified cocoa and sugar on a mass balance basis, total 57%. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

#### Preferred version:

Fairtrade vanilla and nuts are Fairtrade certified and sourced from Fairtrade producers, total 3%. The quantity of cocoa and sugar required for this product are sourced, traded and audited as Fairtrade, ensuring cocoa and sugar producers receive Fairtrade terms. They may be mixed {during processing} with non-certified cocoa and sugar, so that the total matches the amount sourced as Fairtrade (mass balance), total 68%. For more {information} visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

#### Exception

When chocolate components such as cocoa liquor and cocoa butter have different traceability types, and one of them is mass balance, the mass balance claim alone can be used in order to avoid confusion for the consumer.

#### Other claims

It is allowed to communicate benefits for Fairtrade producers in a specific country on packaging, providing that no explicit or implied reference is made that the mass balance ingredient is physically in the pack.

#### Allowed, for example:

(Only when substantiated): Fairtrade producers in Ghana have used the Fairtrade Premium to build a school.

### PRODUCTS CONTAINING MORE THAN 50% LIQUIDS

For products with >50% added water or dairy, Licensees are allowed to exclude all added water and/or dairy from the percentage calculations. This also applies to juices from concentrate but not fresh juices.

'Excluding water', 'Excluding dairy', 'Excluding milk', 'Excluding yoghurt', 'Excluding (name liquid ingredient being excluded)' must be added next to Fairtrade ingredient percentage if this is calculated excluding the added water or dairy.

Please refer to the Trader Standard, section 2.2.2.

The Fairtrade Claim for the corresponding traceability type is to be used.

#### Example:

If the percentage of sugar in a soda drink has been calculated to be 85% without including the water content, it must be indicated on pack that this calculation has been made excluding water.

Fairtrade sugar may be mixed {during processing} with non-certified sugar on a mass balance basis, total 85%, excluding water. Visit [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

Please note:

- The Licensee and/or brand owner (if different) is responsible for any claim made on pack about benefits to specific Fairtrade producer organisations and these must be substantiated.
- Information about the claim has to be made readily available to the consumer in a Licensee and/or brand hosted web page.
- The Licensee and/or brand hosted website has to be on the packaging.
- No claims are to be made on pack without a web page with the relevant information.
- Contents of this page must be submitted to the licensing body for approval. See last page for contact information.

### APPLICABILITY

Section '2.1 Traceability' of the Trader Standard applies to all Fairtrade operators.

Section '2.2 Product Composition' applies to all Food Composite Products certified from the 1st July 2011 onwards. Products certified before the 1st July had a two year transition period but should not be in shelves by now.

For changes in the Fairtrade Standards, the transition period to apply labelling that complies with the current Trader Standard is governed by your licence contract. Please contact your licensing body for more information.





**PART THREE**

**PROMOTIONAL GUIDELINES**

# 03

PART THREE

## 3.1 PROMOTING FAIRTRADE PRODUCTS

**THIS SECTION COVERS USE OF THE FAIRTRADE MARK WHEN COMMUNICATING ABOUT IT IN RETAIL AND 'OUT-OF-HOME' ENVIRONMENTS , PRINTED AND ONLINE ADVERTISING AND PROMOTION.**



# PROMOTIONAL MATERIALS OVERVIEW

## OVERVIEW

Please remember that all products that are identified and promoted as Fairtrade must be Fairtrade certified and carry the relevant FAIRTRADE Mark. Application of the Mark on promotional items used in hotels, restaurants, cafés, independent confectionery shops and on vending machines is covered here.

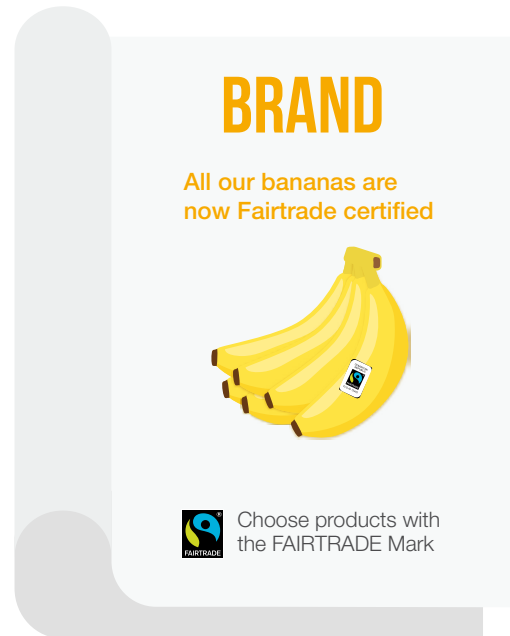
### Positioning

The Fairtrade elements on a promotional item must be positioned or grouped together, see page 28. They must always be less prominent than the brand and must never be used to imply endorsement or sponsorship of an event or brand by Fairtrade International or the National Fairtrade Organization (NFO) unless written permission is given. The promotional materials should be positioned in close proximity to the relevant information on Fairtrade products and to the products themselves.

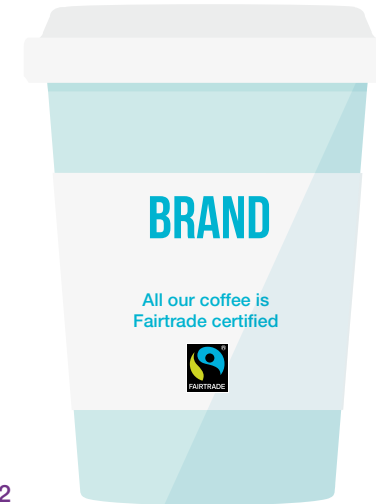
### Co-labelling with other ethical labels

Make sure the compulsory Fairtrade elements retain their independence from other ethical labels, see page 20. Be clear that the Mark does not appear to be the 'owner' of the materials by being dominant.

**Please note:** When there is a mixed offer of physically traceable products like coffee and products traded using mass balance like tea and cocoa-based products, the Mark with the arrow alone may be used. See pages 8 and 14.



01



02

### 01 Fairtrade elements

The Fairtrade elements must be grouped together and be less prominent than the brand

### 02 Brand name

On promotional materials a brand name and/or brand logo must always be clearly displayed

### 03 Messaging

Make sure the messaging about the Fairtrade product is clear



03

# PROMOTIONAL MATERIALS OUT-OF-HOME

## PROMOTING FAIRTRADE PRODUCTS

### Cafés and restaurants

These guidelines are to enable Fairtrade products in out-of-home locations to be promoted correctly. The Fairtrade products featured must be clearly linked to the Mark, and accompanied by a descriptive strapline identifying the products available, eg a descriptive statement or a call to action such as **Our coffee and English Breakfast tea are Fairtrade certified.**

The FAIRTRADE Mark must only be used once on promotional items such as menu boards, cups or loyalty cards.

### Cups or collars

Disposable cups or collars must only carry the Mark if the business or brand offers only Fairtrade certified products in a complete category and the brand name features.

### Claim examples

All our coffee is Fairtrade certified  
The (name of the relevant teas) are Fairtrade certified  
Our in-house coffee and tea are Fairtrade certified

### Optional information

The Fairtrade URL  
Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Please note:** When there is a mixed offer of physically traceable products like coffee and products traded using mass balance like tea and cocoa-based products, the Mark with the arrow alone may be used. See pages 8 and 14.



01



02



03

### 01 Fairtrade elements

The Fairtrade elements must be grouped together and be less prominent than the brand

### 02 Brand name

On promotional materials a brand name or logo must always be clearly displayed

### 03 Messaging

Make sure the messaging about the Fairtrade product is clear

# PROMOTIONAL MATERIALS OUT-OF-HOME

## USING THE WORD FAIRTRADE

The word 'Fairtrade' must only relate to the Fairtrade certified product – 'Fairtrade certified coffee'. Please do not make a generic reference to Fairtrade where the Fairtrade specific ingredient is not specified.

For example, do not say 'Fairtrade cappuccino' or 'Fairtrade latte' as it is the coffee content which is Fairtrade and not the cappuccino itself. Similarly, terms such as 'Fairtrade menu' or 'We are a Fairtrade café' must not be used.

To use the statement "All our coffee is Fairtrade certified", all coffee provided, including filter and decaffeinated coffee, must be Fairtrade certified and identified with the FAIRTRADE Mark.

The same applies to other products sold, like tea or chocolate drinks.

The Mark must not refer to products that are not Fairtrade certified.

SHOP NAME	CAFÉ MENU		
	<b>COFFEES</b>	<b>TEAS</b>	<b>JUICES</b>
	Americano *	English Breakfast	Apple juice
	Cappuccino *	Green Tea	Orange juice
	Espresso *	Oolong Tea *	Grapefruit juice
	Latte *		
	Mocha *		
	Macchiato *		

\* Fairtrade certified coffee and Oolong tea

### Correct use

The Fairtrade products featured must always be clearly linked to the Mark

Fairtrade products must be identified through use of an asterisk and a descriptive strapline specifying the products available

SHOP NAME	<del>FAIRTRADE</del> MENU
1 Fairtrade Americano	Latte
2 <del>Fairtrade</del> Cappuccino	Mocha
Fairtrade Espresso	Macchiatto
3 <del>Fairtrade</del> Chocolate Muffin	Orange Juice
4 <del>Blueberry</del> Muffin	Apple Juice
Fairtrade Chocolate Milkshake	Cranberry Juice

\* We sell Fairtrade certified products

### Things to avoid

1 Do not use terms like 'Fairtrade menu' or 'Fairtrade café'

2 Do not use Fairtrade for products that are not 100% Fairtrade

3 Fairtrade and non-Fairtrade products must be clearly separated

4 Do not use generic reference to Fairtrade where the products are not specified



# PROMOTIONAL MATERIALS OUT-OF-HOME, RETAIL

## RETAILERS' POINT OF SALE

Shops and other retailers are encouraged to promote Fairtrade products by using posters, signs, stickers and other types of promotional material.

Where these feature the FAIRTRADE Mark, they must also have an accompanying call to action, such as:

- Ask about Fairtrade products
- Buy products with the FAIRTRADE Mark here
- Buy products with this Mark

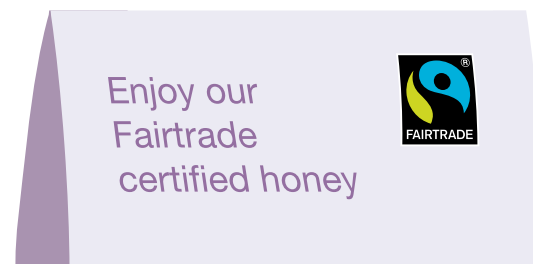
### Hotels and self service restaurants

Hotels or restaurants may wish to identify 100% Fairtrade certified honey, for example, when the honey is served unpackaged at breakfast, to signal the hotel's commitment to Fairtrade. It can be marked with a tent card, or similar, making the claim.

### Specialist chocolate shops and chocolatiers

Please ask the relevant artwork team for guidance.

**Please note:** When there is a mixed offer of physically traceable products like coffee and products traded using mass balance like tea and cocoa-based products, the Mark with the arrow alone may be used. See pages 8 and 14.



02



01



01

### 01 Posters, A-boards

Posters using the FAIRTRADE Mark must use a call to action or another qualifying statement about the Fairtrade offer

### 02 Tent cards

Hotels, restaurants and cafés (also those inside retailer shops) can promote their Fairtrade products with a leaflet, poster or tent card

# PROMOTIONAL MATERIALS

## RETAIL

### PROMOTING FAIRTRADE PRODUCTS

Fairtrade products labelled with the FAIRTRADE Mark may be promoted in retail environments when the retailers are the Licensee and product owners themselves and/or when they sell a variety of Fairtrade products by different brands.

It must be very clear which products are Fairtrade by placing hanging banners, shelf barkers, wobblers, talkers, price tags and POS close to the products and using the relevant FAIRTRADE Mark and product title. Please note several FAIRTRADE Marks for different sourcing models may be appearing for products on the same shelf. For information on SRPs please see page 32.

For POS near an entrance to the store away from product, consumers should be guided to the relevant area where Fairtrade products can be found.

**Please note:** When there is a mixed offer of physically traceable products like coffee and products traded using mass balance like tea and cocoa-based products, the Mark without the arrow may be used on the promotional materials.



01



02



03

# PROMOTIONAL MATERIALS

## RETAIL

### MIXED FAIRTRADE OFFER

#### MATERIALS THAT INCLUDE A MIXED FAIRTRADE OFFER

There are several FAIRTRADE Marks in the Fairtrade Brand architecture apart from the one that is the subject of these guidelines, for example the FAIRTRADE Cotton Mark for products that contain Fairtrade cotton and the Fairtrade Sourced Ingredient Mark, or FSI Mark, which is used to identify products that contain only one or two Fairtrade ingredients.

Shops or brands that have a diversified Fairtrade offer and wish to promote the products they sell can do it in two ways:

- Using the relevant FAIRTRADE Mark to identify the products that bear it, as seen in **01**, when space and the layout allow. A call to action or a relevant statement must be placed somewhere on the material.
- Using only the FAIRTRADE Mark without an arrow for all the offer, and also using the FSI Mark without a tab but listing the ingredients in text form, when the offer also includes products from this Fairtrade model, as seen in **02**, when space is limited and the layout makes it challenging to place a Mark next to each product or product range. A call to action or a relevant statement must be placed next to the Mark or Marks.

The options above can be combined according to the needs.

This applies to, for example, posters, adverts, flyers, banners, online/digital promotions, etc.



**01** When space is available and the layout permits: Use the relevant Mark next to the product

**02** When space or the layout don't permit: Use only the FAIRTRADE Mark without arrow and if relevant, the FSI Mark without a tab, but naming the ingredients as text



# PROMOTIONAL MATERIALS

## OUT-OF-HOME

### MIXED FAIRTRADE OFFER

#### WHEN THE FAIRTRADE OFFER IS MIXED

There are cases where the out-of-home outlet has a mixed offer of Fairtrade products that includes coffee, identified with the FAIRTRADE Mark without arrow, as well as chocolate, tea products and multi-ingredient products that are identified with the FAIRTRADE Mark with an arrow on-pack. In other cases, coffee may be the main product, with a smaller offer of chocolate and tea products. If differentiating the OHH materials with the two distinct Marks is challenging, the FAIRTRADE Mark without arrow may be used for promotional purposes.

If on the other hand the main OOH offer is tea and/or chocolate with a small coffee offer, the FAIRTRADE Mark with the arrow shall be used for all promotion.

The same rules as in the previous pages apply. Consumers must not be misled into thinking or assuming that non-Fairtrade products on offer are Fairtrade.

A call to action or statement next to the Mark is used to specify the Fairtrade offer, see **03**.

The Mark with a relevant claim may be used on disposable cups or sleeves, provided the relevant product offer that is served in them is 100% Fairtrade, see **01** and **02**.

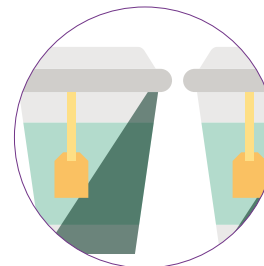
When the relevant product offer is not 100% Fairtrade, those products that are in the category may be identified with the Mark on the menu board, see **04**.

For uses on-pack, the rule remains in place to use the FAIRTRADE Mark with or without arrow as relevant (see pages 8 and 14).



#### 01 Disposable cups without a Mark

When not 100% of the relevant product offer is Fairtrade, disposable cups or sleeves must not have the Mark



#### 02 Disposable cups with a Mark

When 100% of the relevant product offer is Fairtrade, it's allowed to put the Mark on disposable cups or sleeves with a relevant claim

# PROMOTIONAL MATERIALS

## LOOSE PRODUCTS

### WHEN PRODUCTS ARE SOLD TO THE CONSUMER LOOSE, WITHOUT A PRE-PACKAGED SOLUTION

In small markets, corner shops or small artisanal shops where Fairtrade products are purchased in bulk from a licensed operator and then sold loose to consumers, the FAIRTRADE Mark can be used for promotional materials and for identifiers of the Fairtrade offer.

This situation only applies when the shop in question has purchased the Fairtrade products from a company that has a license contract with a Fairtrade International licensing body (NFO or FI), which means that the products, in bulk but licensed, are certified and audited up to that point.

Bulk coffee sacks purchased from a licensed company may already carry a FAIRTRADE Mark and it's all right for the shop to leave this packaging in view (see **04** on the right).

The FAIRTRADE Mark can be used to identify the Fairtrade products where they are displayed and also on billboards, chalkboards or posters, with a statement about the Fairtrade offer and/or a call to action.

Banana bunches, fruit and vegetables sold loose must carry the Fairtrade fruit sticker. Punnets or flowpacks carry the corresponding Mark. Please refer to page 36 onwards.

Since the small shops are not audited or controlled, the Fairtrade products sold loose must not be repacked in a package labelled with the Mark. Paper bags or other means of providing the loose products to consumers must not carry the FAIRTRADE Mark.

It is the responsibility of the shop owner or manager to make sure that only the Fairtrade licensed products are identified as such.



#### 01 The Mark on billboard or chalkboard

With a statement about the Fairtrade offer, i.e. "All of our coffee is Fairtrade" or "XYZ coffee is Fairtrade" and a call to action to ask for other Fairtrade products, if/when available

#### 02 Fruit identified with the Mark and with the fruit sticker

Fairtrade banana bunches come with the Fairtrade banana sticker when purchased in bulk from a licensed company

#### 03 Nuts sold loose identified with the Mark

When sold in a paper or other type of bag, the latter must not have a FAIRTRADE Mark

#### 04 Fairtrade coffee sold loose identified with the Mark

A FAIRTRADE Mark may also be on the bulk packaging, if it was purchased like that from the licensed company

#### 05 Fairtrade wine already labelled with the Mark

The shop may also have pre-packaged, licensed Fairtrade products on offer, such as wine

# PROMOTIONAL MATERIALS

## VENDING MACHINES

### BRANDED VENDING MACHINES – GLASS FRONTED

#### Mixed Fairtrade and non-Fairtrade

For the Mark to feature on the machine, it is compulsory that at least 50% of the space be filled with Fairtrade certified products.

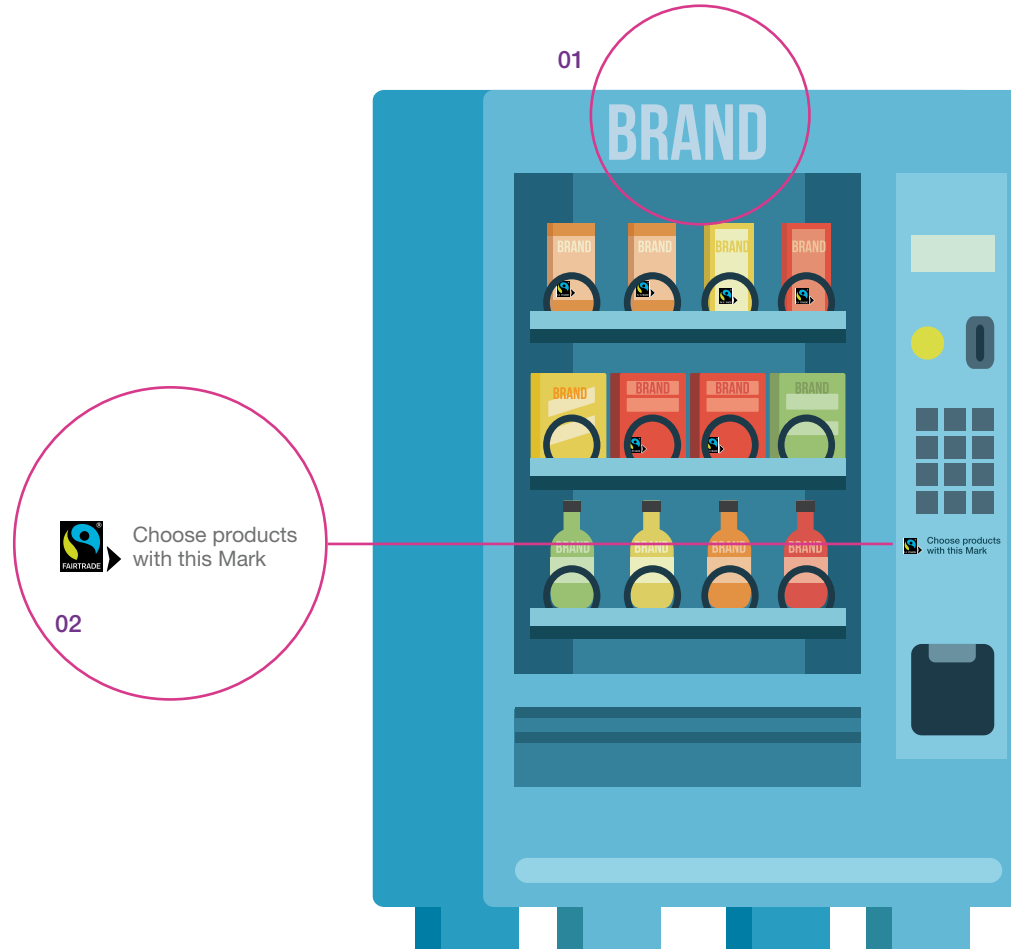
#### Action statement

A statement must be added next to the Mark, for instance:

- **Choose products with this Mark**
- **Learn more about Fairtrade**
- with an (optional) Fairtrade Claim (see page xx). A national Fairtrade URL may be used instead of the international one).
- **Look for the FAIRTRADE Mark on products**
- with an (optional) Fairtrade Claim (see page xx). A national Fairtrade URL may be used instead of the international one).
- **Look for this Mark, Look for the FAIRTRADE Mark, Look for the FAIRTRADE Mark when you shop**

#### Fairtrade Claim – optional

Please refer to the Fairtrade Claims, starting on page 57.



#### 01 Brand name

The vending machine must have a separate brand name and/or brand logo clearly displayed

#### 02 Mark and statement

The FAIRTRADE Mark must be independent from the machine's brand.

An action statement must be added next to the Mark

# PROMOTIONAL MATERIALS

## VENDING MACHINES

### BRANDED MACHINES - FOR FAIRTRADE CERTIFIED PRODUCTS

When the vending machine dispenses a single product which is Fairtrade certified or everything inside is Fairtrade certified, the following must be complied with:

- Images of the product, when used, must be a true representation of approved retail packaging
- The machine must contain the relevant Fairtrade certified product as implied by the pack image or images

When the Mark is also displayed separately from the pack image, an accompanying statement must be placed next to the Mark eg: **All the chocolate in this machine is Fairtrade certified.**

#### Action statement

An action statement such as **Buy products with this Mark** may also be used.

#### Optional Fairtrade Claim

One of the Fairtrade Claims on pages 57 or 58 may also be added.

To use producer images or impact claims about Fairtrade on a vending machine please contact your licensing body for approval.



#### 01 Statement

When the FAIRTRADE Mark is displayed on the machine separately from the Mark seen on the Fairtrade product packaging, an accompanying statement must be placed next to it

#### 02 Product image

If used, the pack image must be a true representation of approved retail packaging



# PROMOTIONAL MATERIALS

## VENDING MACHINES

### DRINKS VENDING AND TABLE TOP MACHINES

The Mark may be used on a hot drinks machine that mainly dispenses Fairtrade products, with some non-Fairtrade secondary ingredients (eg a Fairtrade hot chocolate dispenser which also adds milk, which is not certified).

A vending machine may be:

- Fairtrade retail product branded
- Third party branded and must identify products that are Fairtrade on the fascia
- Unbranded (except for the owner or operator of the machine) and must identify Fairtrade products on the fascia

A vending machine must feature:

- A brand or image of a Fairtrade retail product that is in the machine
- A product statement next to the Mark confirming the Fairtrade products that are being dispensed, eg: **All the coffee in this machine is Fairtrade certified**

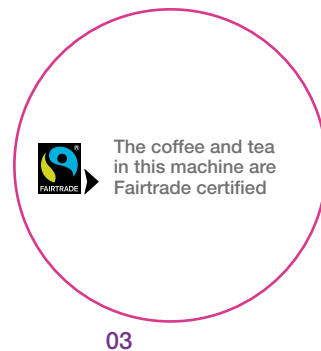
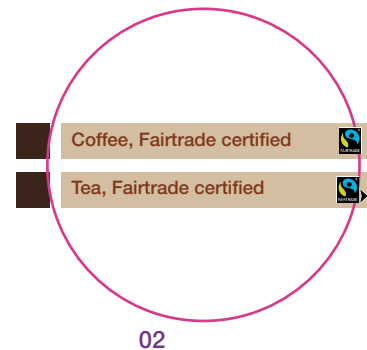
#### Action statement

An action statement such as **Choose products with this Mark** may also be used.

#### Optional Fairtrade Claim

One of the Fairtrade Claims on pages 57 and 58 may also be added.

**Please note:** When there is a mixed offer of physically traceable products like coffee and products traded using mass balance like tea and cocoa-based products, the Mark with the arrow alone may be used. See pages 8 and 14.



#### 01 Brand name

The vending machine must have a separate brand name and/or brand logo clearly displayed

#### 02 Fairtrade products

Fairtrade products must be clearly marked, eg next to the push button

#### 03 Statement

A statement must be added next to the Mark confirming the Fairtrade products that are being dispensed

# PROMOTIONAL MATERIALS ADVERTISING

## PRINT AND ONLINE ADVERTISING

The FAIRTRADE Mark can be used on printed and moving image advertisements or advertorials providing the guidelines below are followed.

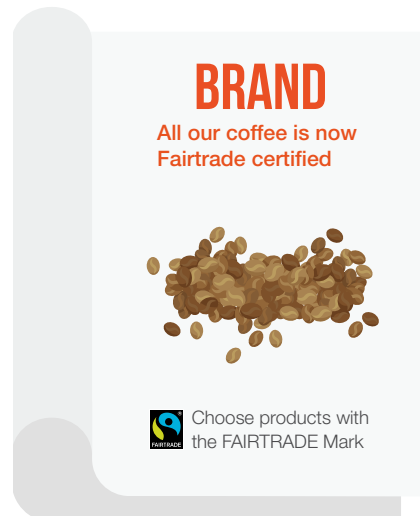
The company or brand being advertised must be clear. The Mark must be clearly identifiable as representing independent product certification. It must not be used in any way that implies endorsement of the company brand, or in place of the company brand.

Companies should avoid placing the Mark in the bottom right hand corner of a page or screen which could suggest the advertiser is Fairtrade.

### Claims and statements about Fairtrade

All claims made about any part of the Fairtrade system must be accurate and statements made about Fairtrade must be agreed with the licensing body. These can either be drawn from a list of agreed statements or submitted to Fairtrade for approval.

**Please note:** When there is a mixed offer of physically traceable, single-ingredient products like coffee, and products with multiple ingredients (composites) or with ingredients traded using mass balance like tea and cocoa-based products, the Mark without the arrow may be used for all promotions. If the offer is composites and/or products traded using mass balance like tea, cocoa and fruit juices, the Mark with the arrow must be used. See pages 8 and 14.



01

### 01 Print advertising

The Mark can be used for print advertising and advertorials



02

### 02 Moving image

On moving image advertisements (eg screen, TV, film) a strapline (statement) is not required providing the Fairtrade content is clear

# PROMOTIONAL MATERIALS

## PRESS AND EVENTS

### PRESS ARTICLES

In order for the FAIRTRADE Mark to be used in a press article, it must be appropriately positioned adjacent to the relevant part of the article that talks about Fairtrade.

### FAIRTRADE EVENTS OR PROMOTIONS

When holding a special promotional event, commitment to Fairtrade may be signalled in displays and stands showing Fairtrade products projected onto screens, or on tablecloths or backdrops for an event that is specifically promoting Fairtrade products.

The FAIRTRADE Mark must not be used to signify endorsement or sponsorship of an event by Fairtrade International, a National Fairtrade Organization or a Fairtrade Marketing Organization, unless there is written approval, provided in advance.

The application of the FAIRTRADE Mark and claim on each type of promotional material must be signed off by Fairtrade so Fairtrade has a clear overview of the extent of the event, promotion or campaign.

**Please note:** When there is a mixed offer of physically traceable, single-ingredient products like coffee, and products with multiple ingredients (composites) or with ingredients traded using mass balance like tea and cocoa-based products, the Mark without the arrow may be used for all promotions. If the offer is composites and/or products traded using mass balance like tea, cocoa and fruit juices, the Mark with the arrow must be used. See pages 8 and 14.



#### Press articles

In press articles the Mark must be positioned adjacent to the relevant part of the article that talks about Fairtrade



#### Events and promotions

At events or promotions the Mark can be used on banners or display stands as long as it is clearly identifiable as an independent product certification mark

# PROMOTIONAL MATERIALS

## DIGITAL USE

### THIRD PARTY WEBSITES

The FAIRTRADE Mark will be allowed to be added to a Licensee website providing the Mark is not positioned within the top header or permanent header bar of the homepage. The website owner or brand must be obvious. It must be clear that the Mark does not endorse or accredit the company. If using the Mark or web badge, see below, on the homepage, the appropriate Fairtrade products must be clearly denoted throughout the site.

#### Web badges

Fairtrade web badges are allowed in lateral and footer permanent bars, but again there must not be any misinterpretation to suggest that more items are Fairtrade than is the reality or that the Mark endorses or accredits the company.

#### Accompanying straplines

A strapline close to the Mark can be an action statement or a statement about the Fairtrade offer, eg

- Look for our Fairtrade certified products
- See our range of Fairtrade coffees
- We offer a range of Fairtrade chocolates

#### Approvals

Before going live with your website, submit a draft sample of your home page and a product page or a link to your unpublished website page or pages to your licensing body for written approval.

You can also ask your NFO, FMO or FI if you can create a link to a relevant web page on their site to further explain Fairtrade.



- 1 Strapline** When applying the Mark, you must also apply one of the accompanying straplines. Ensure the strapline and call to action are positioned next to or near the Mark.

If less than 100% of the offer is Fairtrade certified, a statement is needed, eg 'Look for our Fairtrade certified products' or 'See our range of Fairtrade coffees'

- Exception** As an exception, the Mark may be placed in the header bar or in the footer if other certification marks or logos are also featured on the site and that is where they are located

- Please note:** When there is a mixed offer of physically traceable, single-ingredient products like coffee, and products with multiple ingredients (composites) or with ingredients traded using mass balance like tea and cocoa-based products, the Mark without the arrow may be used for all promotions. If the offer is composites and/or products traded using mass balance like tea, cocoa and fruit juices, the Mark with the arrow must be used. See pages 8 and 14.





**PART FOUR**  
**APPENDICES**

# 04

PART FOUR

## 4.1 APPENDICES

**THIS SECTION INCLUDES ADVICE ON:  
ARTWORK APPROVAL  
LICENSEE RESPONSIBILITIES  
PROTECTING THE MARK  
USE OF FAIRTRADE TERMS AND GLOSSARY  
CREDIT AND CONTACT DETAILS**

# APPENDICES

## ARTWORK APPROVAL AND LICENSEE RESPONSIBILITIES

### ARTWORK APPROVAL

Fairtrade International has licensed the FAIRTRADE Mark to National Fairtrade Organizations, NFOs, so that they are able to issue it to Licensees in their country or region for use on Fairtrade certified products and promotion. If packaging is created in line with these guidelines, it will be acceptable in all destination markets for cross-border sales in other countries. All artwork must be approved in writing by the NFO or FI artwork teams prior to printing or publication.

Most markets use Fairtrade's online unified system for artwork approvals, please ask your licensing body about this.

Other packaging artwork applications should be sent to the relevant NFO or FMO or to [license@fairtrade.net](mailto:license@fairtrade.net).

Please check that artwork complies with these guidelines and the artwork submission checklist on page 34.

You can find the [most current version of these guidelines on this page](#).

Please note: incomplete information on artwork applications will result in a delay.

### PROCESS AND TIMINGS

The artwork team at the NFO or at Fairtrade International will make every effort to approve artwork submissions that meet the instructions outlined in these guidelines. Care given to accuracy of artwork production means that the approval process is more straightforward.

The team will endeavour to respond quickly; aiming to respond in one week from receipt of initial artwork, and then to complete the approval process within three weeks of the artwork's first submission to account for changes. This response rate depends on the artwork fully complying with these guidelines and the product being certified. It is good practice to allow sufficient time for the artwork approval process.

#### Licensee responsibilities

It is the Licensee's responsibility to ensure that artwork is compliant with:

- 01 These guidelines
- 02 Fairtrade Standards
- 03 The Fairtrade certified products detailed in the Product Schedule in the Licensing Agreement
- 04 Licensees must also ensure that product applications are submitted before or at the same time as artwork

Artwork must comply with relevant labelling regulations in the destination market.

Fairtrade related claims on packaging must be able to be substantiated. The Licensee may be asked to provide evidence to support any claim made which is linked to the Mark and/or the Fairtrade system. Fairtrade International and NFOs reserve the right to refuse use of the Mark until the claim is substantiated, corrected or withdrawn.

The Licensee must make certain that both the product and the artwork are approved prior to publication or printing or public distribution of any product, packaging or promotional material that displays the FAIRTRADE Mark.

The Licensee must also ensure that any third parties, including design agencies, retailers or other companies who create artwork, comply with these guidelines.

#### Transition period

Artwork that is submitted after the new issue must comply with that latest issue of the guidelines.

From the issue date of new guidelines, Licensees have a 12 month period to comply on new packaging and promotional material. An extension can be requested from an NFO or FI in special circumstances. However, the Licensee will be allowed to use remaining packaging already approved and produced during the transition period until the supply runs out.



### DISCLAIMER

Fairtrade International licenses the use of the FAIRTRADE Mark ('the Mark') to companies on products which meet international Fairtrade Standards.

The right to apply the Mark is granted only for certified products that are listed in the Licensing Agreement and does not make any statement about the companies or organisations selling them.

The licensing of a company to use the Mark by Fairtrade International or a National Fairtrade Organization is subject to the company signing and complying with the requirements of the Licensing Agreement. The approved use of the Mark is not valid for any product other than the certified product/s that is/are specified in the Licensing Agreement.

### LICENSEE RESPONSIBILITIES

The Licensee is responsible for ensuring the correct use of the Mark and word Fairtrade on packaging and promotional materials at all times. Fairtrade International, or the relevant NFO, is not the seller and does not take responsibility for any other claims made on packaging or related to the product otherwise and makes no warranties whether express or implied (including without limitation, implied warrant of merchantability) as to the product sold by the Licensee or seller.

The Licensee and/or seller, whose name appears on or is attached to the product, is solely responsible for the product labelling, packaging and other information thereon. It is the Licensee's and/or seller's responsibility to ensure that packaging and labelling comply with all relevant labelling legislation and standards, and that all claims and statements relating to Fairtrade and the Fairtrade Premium are accurate, up-to-date at the time of printing and can be substantiated if required.

Certification means only that, at the time of certification, the product, its composition and packaging conformed to the requirements and procedures specified in the Licensing Agreement and Fairtrade Standards.

# APPENDICES

## PROTECTING THE MARK

### PROTECTING THE MARK

The FAIRTRADE Mark is the exclusive property of Fairtrade International (FI).

Fairtrade actively monitors the use of the Mark on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Licensees are encouraged to notify Fairtrade International or National Fairtrade Organization where any suspected misuse is identified.

### MISUSE

In the event of misuse of the Mark by a registered Licensee, the complaint and misuse will be processed through the Fairtrade's complaints procedure and, as a minimum, the following procedure will be implemented:

- The report of the misuse will be logged in the appropriate register of complaints or misuse
- The company or organisation misusing the Mark will be contacted in writing and/or by telephone and the complaint investigated
- Where appropriate, corrective action will be required within a time limit. The time-frame will be dependent upon the medium in which the violation appeared and the severity of the violation or misuse
- Follow-up action will be conducted to ensure the misuse has been corrected

Failure by the Licensee to take required action may result in the suspension or termination of a Licensee's license and/or legal action. In the event of the Mark being misused by a third party, the infringement will also be processed through the complaints procedure and the organisation notified that the product/s must be withdrawn from sale or the promotional materials from circulation and/or its website with immediate effect.

Fairtrade International reserves the right to take legal action against any party that reproduces, copies or associates with the FAIRTRADE Mark in any form whatsoever, without prior authorisation.

### COPYRIGHT

All information, illustrations and graphics within the FAIRTRADE Mark Guidelines is the copyright of Fairtrade International. Reproduction in whole or in part of any content of these guidelines is allowed only with the written permission of the Head of Brand or the Brand Integrity Manager at Fairtrade International.

# APPENDICES

## FAIRTRADE TERMS AND ARTWORK TERMS

### FAIRTRADE TERMS

It is important that all text and imagery that refers to or is associated with the Fairtrade certification system and/or the FAIRTRADE Mark is accurate.

The following words must be written as follows at all times:

**FAIRTRADE Mark:** uppercase for FAIRTRADE and capital M for Mark

**'Fairtrade' in relation to the Fairtrade certification system:** one word (not two) with a capital F

**Fairtrade Standards:** capital F for Fairtrade, capital S for Standards

**Fairtrade Premium:** capital F for Fairtrade, capital P for Premium

**Fairtrade labelling:** capital F for Fairtrade, lower case l for labelling

### ARTWORK TERMS

**Artwork:** electronic file, normally in PDF format, as a two dimensional image, with full measurements, cutter, seal and fold guidelines

**CMYK:** 4 colour print process

**EPS/Illustrator EPS:** vector file of the FAIRTRADE Mark supplied by Fairtrade for professional printing

**Pantone Matching System®:** PMS, the international system used by the printing industry to classify specific colours

**PDF:** Portable Document Format, the preferred format for submitted artwork

### GLOSSARY

**Composite product:** a multi-ingredient product which complies with the Fairtrade Trader Standard.

**Composite Product Standard:** defines the conditions under which multi-ingredient products containing Fairtrade ingredients can be labelled with the FAIRTRADE Mark and sold in international markets.

**Cross border sales:** selling products into multiple international markets.

**Fairtrade International (FI):** the international Organization comprising NFO and Producer Networks in consumer and producer countries. Among other things, Fairtrade International is responsible for developing Fairtrade Standards and setting the strategy for Fairtrade.

**FAIRTRADE Mark:** used on products meeting Fairtrade Standards as defined by Fairtrade International (FI). The FAIRTRADE Mark is a registered trademark and independent product certification label.

**Fairtrade Marketing Organization:** Fairtrade Organizations without licensing operations, responsible for promoting Fairtrade in their countries.

**Ingredients or components:** all raw materials and constituent parts of the finished product as offered for sale by the Licensee.

**National Fairtrade Organization (NFO):** full member of Fairtrade International. The NFO is responsible for licensing, marketing, business development and awareness raising in a defined geographical area. An NFO has the right to sub-license the FAIRTRADE Mark to Licensees and third parties in its area.

**Licensing Agreement:** the agreement between a National

Fairtrade Organization or Fairtrade International and a Licensee which includes setting out the conditions for using the FAIRTRADE Mark.

**Licensing body:** A Fairtrade organization that has formal agreements in place with Fairtrade International to sub-license the FAIRTRADE Marks in their country or region. In the Fairtrade system, these are the national Fairtrade organizations (NFO). Fairtrade International is itself a licensing body, sub-licensing the FAIRTRADE Marks in countries where there are no NFOs present.

**Licensee:** a company that has signed the Fairtrade Licensing Agreement and is therefore licensed to apply the FAIRTRADE Mark to products covered by the agreement.

**NFO reference code:** Fairtrade reference code given to each Licensee by some NFOs. Compulsory in some markets.

**Mass balance:** traceability type allowed in Fairtrade which requires certified Operators to ensure that the amount of outputs sold as Fairtrade is equivalent to the amount of inputs sourced as Fairtrade. Mass Balance is only applicable to a few Fairtrade products, namely cocoa, cane sugar, fruit juice and tea, as well as the Fairtrade Sourced Cotton under the FSI model and gold in the Gold Sourcing Programme. This means that these ingredients can come from many different farms and countries and often have to be mixed together, Fairtrade with non-Fairtrade, for transport and production, as it is often not practical or is too expensive to keep them completely separate. The FAIRTRADE Mark with arrow is used for ingredients and products traded using mass balance.

**Out-of-home products:** food or drink consumed on the move or away from the home environment.

**Organic:** certified as meeting the organic standards of a recognised organisation or body.

**Packaging:** all materials normally supplied as part of the product and includes all containers, wrappers, labels, hang-tags and transit packaging that carries the FAIRTRADE Mark.

**Physical traceability:** means that Fairtrade products can be physically separated from non-Fairtrade products at all stages of the supply chain. Physical traceability is advisable but not compulsory for cocoa, cane sugar, fruit juice and tea, as well as Fairtrade Sourced Cotton and gold in the Gold Sourcing Programme. Physical traceability is compulsory for all other Fairtrade products.

**Private label:** a product made by the Licensee for the brand owner.

**Products/product schedule:** any or all of the Licensee's products detailed in the Licensing Agreement.

**Product descriptor:** A term characterizing the product or explaining product characteristics, e.g. organic, refreshing, cool, etc

**Retrocertification or retroactive certification:** The term retroactive certification describes the process of retrospectively converting a Fairtrade eligible product bought from a Fairtrade producer or exporter under ordinary conditions (non-Fairtrade), into a Fairtrade product by payment of the Fairtrade price and/or Fairtrade Premium adjustment. Retroactive certification is only granted in very exceptional circumstances and needs a formal application and approval process conducted by FLOCERT or the NFO certifier.

**Single Fairtrade product:** a sole ingredient product like coffee. 100% of the product must be Fairtrade certified to carry the FAIRTRADE Mark.

**Stem:** Referring to both a single flower or filler stalk.

# CONTACT DETAILS

## 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 your licensing body 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

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## ARTWORK APPROVAL

For countries with a National Fairtrade Organization (NFO): Find the NFO's contact details at: [info.fairtrade.net](mailto:info.fairtrade.net) and/or <https://www.fairtrade.net/en/about/fairtrade-global-network/fairtrade-organisations.html>

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## NATIONAL FAIRTRADE ORGANIZATIONS

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