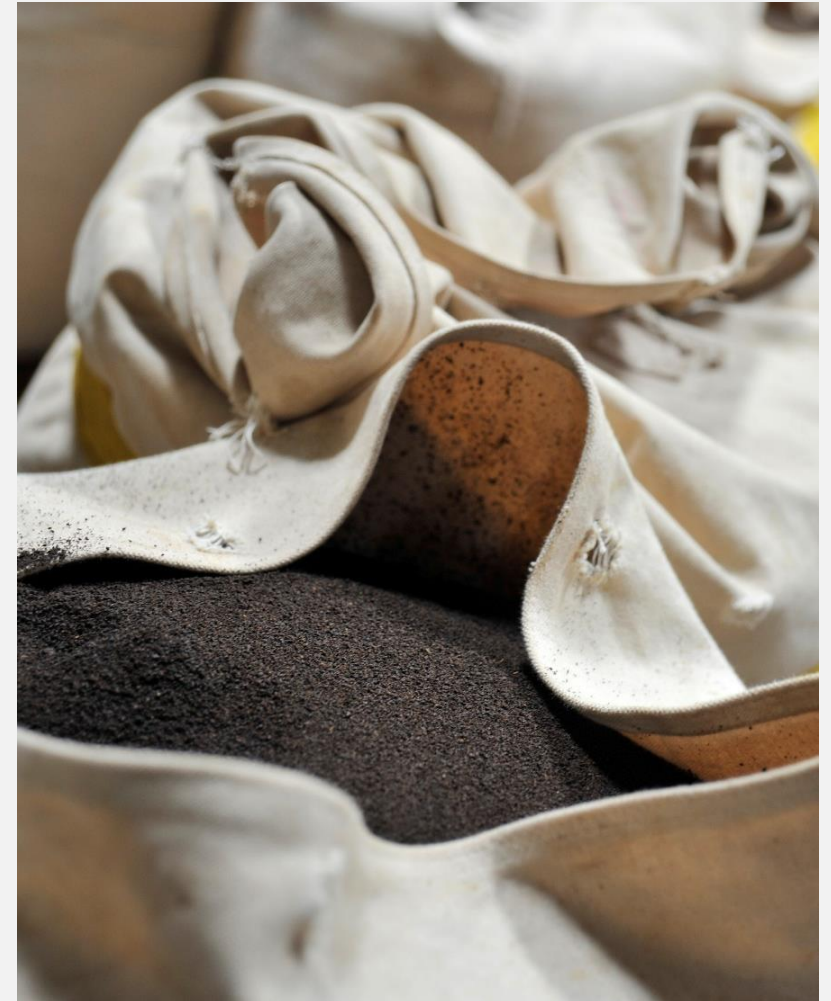
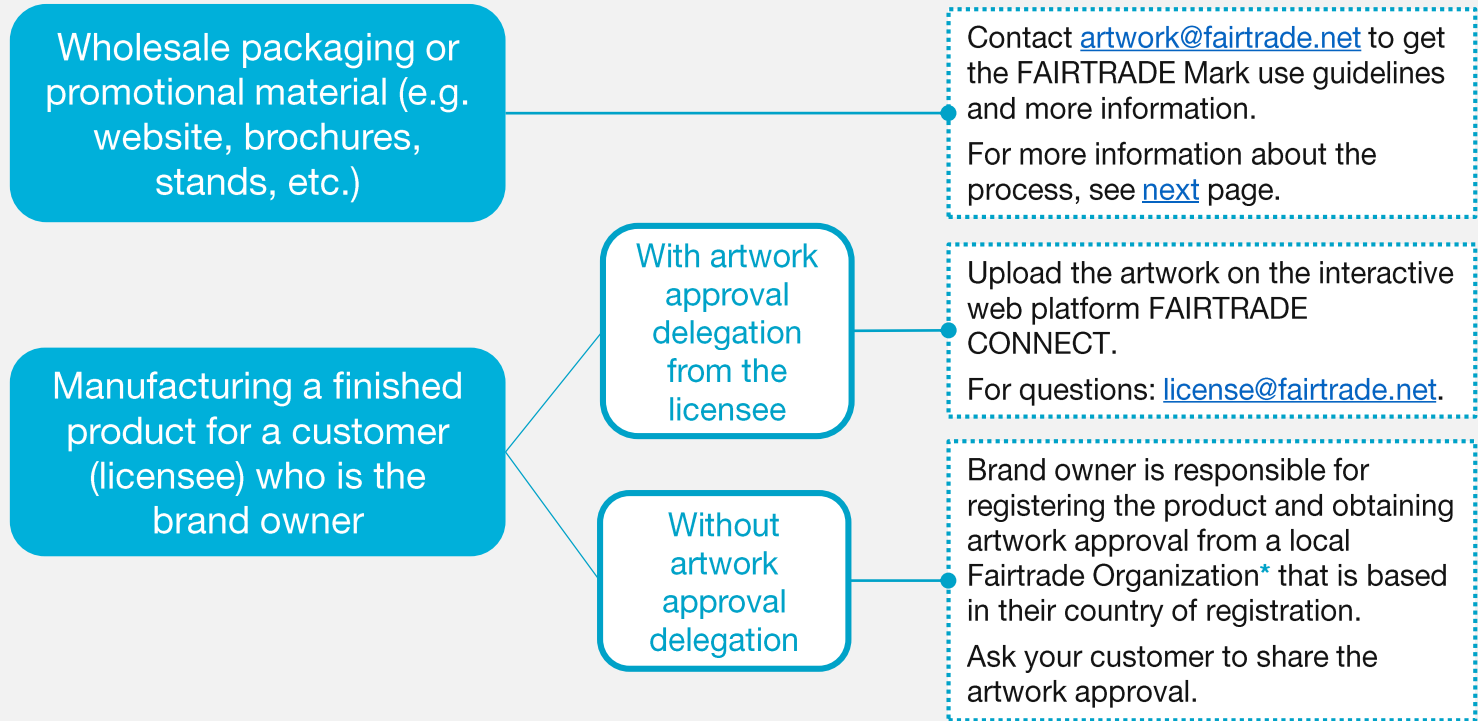


INFORMATION ABOUT ARTWORK APPROVAL

FOR CERTIFIED OPERATORS (PRODUCERS AND/OR TRADERS): WHOLESALE PACKAGING OR EXTERNAL PROMOTIONAL MATERIAL



*List of countries with local Fairtrade Organizations:

Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland (with Estonia, Latvia and Lithuania), France, Germany, Hong Kong, India, Ireland, Italy, Japan, Luxemburg, The Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Spain, South Korea, Sweden, Switzerland, Taiwan, United Kingdom, United States.

More information: <https://www.fairtrade.net/about/fairtrade-organizations>.

If there is no local Fairtrade Organization in your country, then the license is issued by Fairtrade International.

STEP 1 GETTING IN TOUCH

Send an enquiry to Fairtrade International (artwork@fairtrade.net), containing:

1. Your FLO ID.
2. A list of formats where you want to use FAIRTRADE Mark (for example: website page, stand, brochure, transportation box, drums or other containers etc.)

The enquiry does not require a separate document such as official letterhead with signature.

Our team will then provide you with FAIRTRADE Mark Use Guidelines for Operators and other important information.



STEP 2 ARTWORK PREPARATION

Prepare the artwork following the provided Guidelines and send it for review:

1. Use the provided FAIRTRADE Mark.
2. Prepare full artwork, for example draft of transportation label or catalogue page.
3. Use the correct FAIRTRADE Marks (always use colour version, unless there are printing restrictions; otherwise use a special black/white version).

If you have been provided with information regarding artwork approval process and FAIRTRADE Mark Use Guidelines in the last 12 months, you can start from Step 2. Otherwise, start from Step 1.

STEP 3 ARTWORK APPROVAL

Congratulations, if you followed the FAIRTRADE Mark Use Guidelines, your artwork will be successfully approved!

Printing or publishing of the material containing FAIRTRADE Mark is allowed only after an official approval document* is issued by Fairtrade International.

*Traders are additionally asked to countersign the document.

If you want to use FAIRTRADE Mark on finished products, contact Fairtrade International's Licensing Team. For more information [see next page](#).

INFORMATION ABOUT ARTWORK APPROVAL

FOR LICENSEES SELLING FINISHED PRODUCTS: FINISHED PRODUCTS AND PROMOTIONAL MATERIAL

Finished product
packaging artwork

The artwork is uploaded, reviewed and approved on the interactive web platform FAIRTRADE CONNECT.

For more information about the process, see [next](#) page.

Promotional material

Contact artwork@fairtrade.net to get the FAIRTRADE Mark use guidelines and more information.

For more information about the process, see [previous](#) page.

*List of countries with local Fairtrade Organizations:

Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland (with Estonia, Latvia and Lithuania), France, Germany, Hong Kong, India, Ireland, Italy, Japan, Luxemburg, The Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Spain, South Korea, Sweden, Switzerland, Taiwan, United Kingdom, United States.

More information: <https://www.fairtrade.net/about/fairtrade-organizations>.

If there is no local Fairtrade Organization in your country, then the license is issued by Fairtrade International.

Finished Products are consumer-ready products that are not further transformed or repacked before sale to consumers.



STEP 1

APPLICATION AND VERIFICATION

The first step is sending an enquiry to our Licensing team at Fairtrade International: license@fairtrade.net.

First email should at least contain following information:

1. Your FLO ID (if applicable)
2. Information about who is the brand owner (your company or a retailer for example)

The enquiry should not contain product packaging artworks. They are sent only at a later step, after filling in a questionnaire.

Our Licensing team will provide you with a Licensing Application Package and other relevant information regarding the licensing process.

STEP 2

PREPARING AND PROCESSING THE LICENSE CONTRACT

In this step you will be asked to provide the specification (brand name, ingredients, supply chain information, etc.) of your product and submit it for review.

Then our team will verify its compliance with applicable requirements of the [Trader Standard](#) and other relevant [Fairtrade standards](#).

Once the product is approved, we will prepare the License Contract.

Lastly, once the License Contract is countersigned, we will provide you with further information that will support you in the artwork approval process.

If you have been provided with Licensing Application Package in the last 12 months, you can start from Step 2. Otherwise, start from Step 1.

STEP 3

ACCOUNT IN CONNECT AND ARTWORK APPROVAL

Our team will set up an account for you as a new Licensee on the interactive web platform FAIRTRADE CONNECT and provide you with log-in details, user guide and other relevant information.

The artwork is uploaded, reviewed and approved on FAIRTRADE CONNECT. Please note that printing or publishing of the product artworks containing FAIRTRADE Mark is allowed only after the artworks are approved on the FAIRTRADE CONNECT platform.

Finished Products are consumer-ready products that are not further transformed or repacked before sale to consumers.

