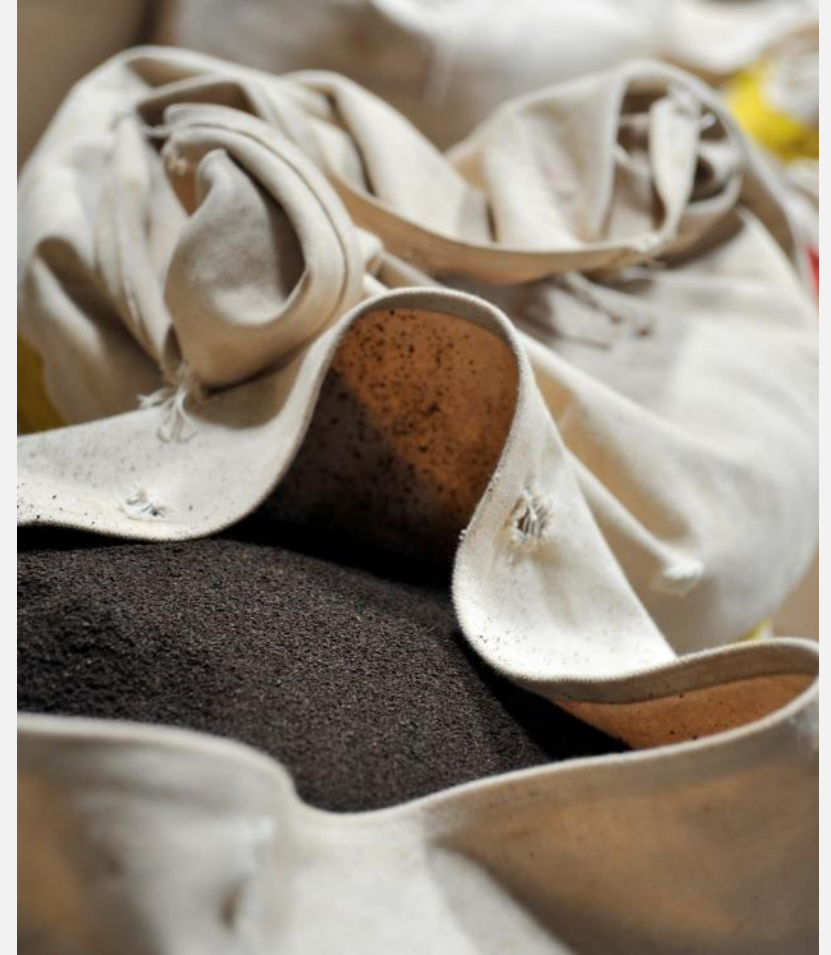
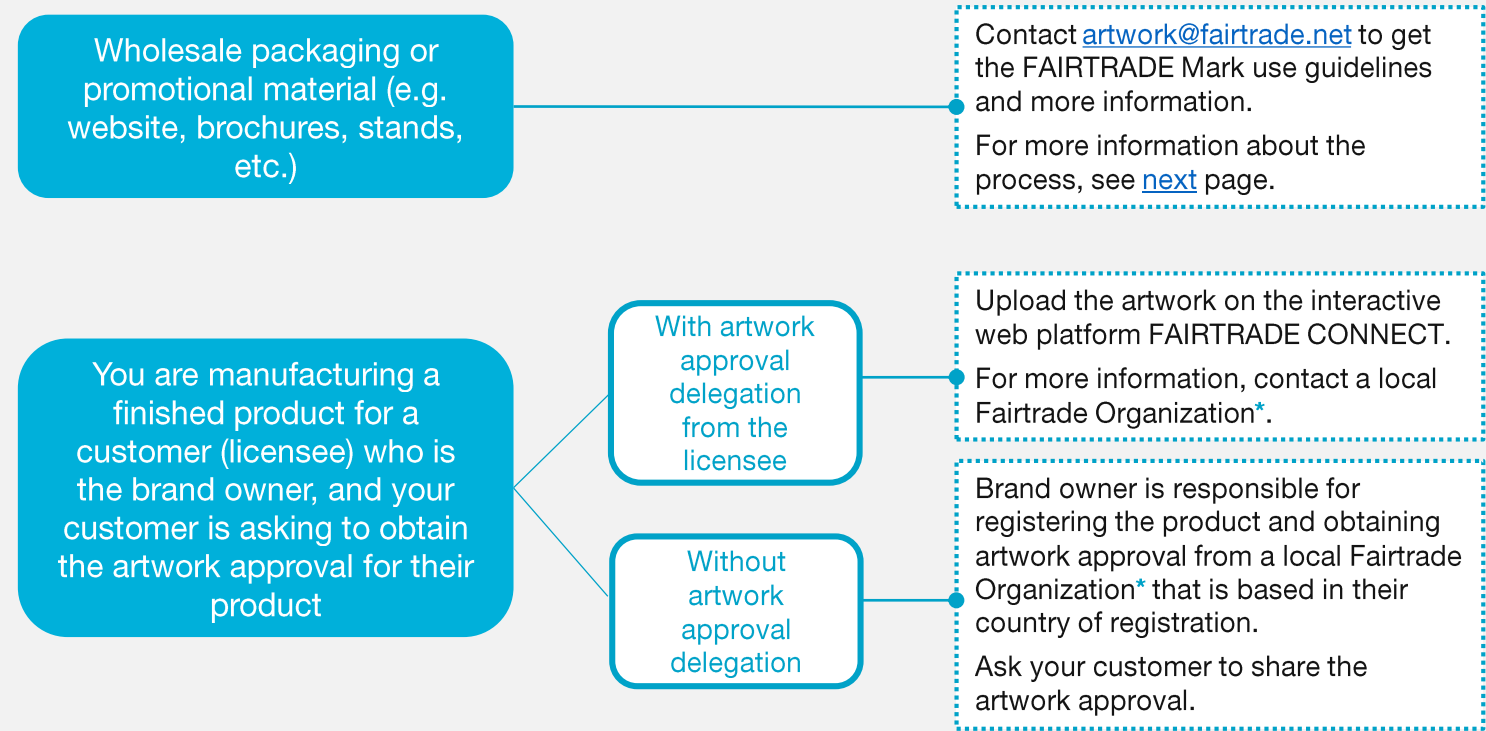


INFORMATION ABOUT ARTWORK APPROVAL

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



Are you a certified operator? If yes, you can already start using the FAIRTRADE Mark on your wholesale packaging and external promotional material. However, a prior approval from Fairtrade international is mandatory. If you also want to use the Mark on your finished products, you will have to become a licensee. For more information, see [page 3](#).



*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 contact 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.



If you want to use FAIRTRADE Mark on finished products, [see next page](#).

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.

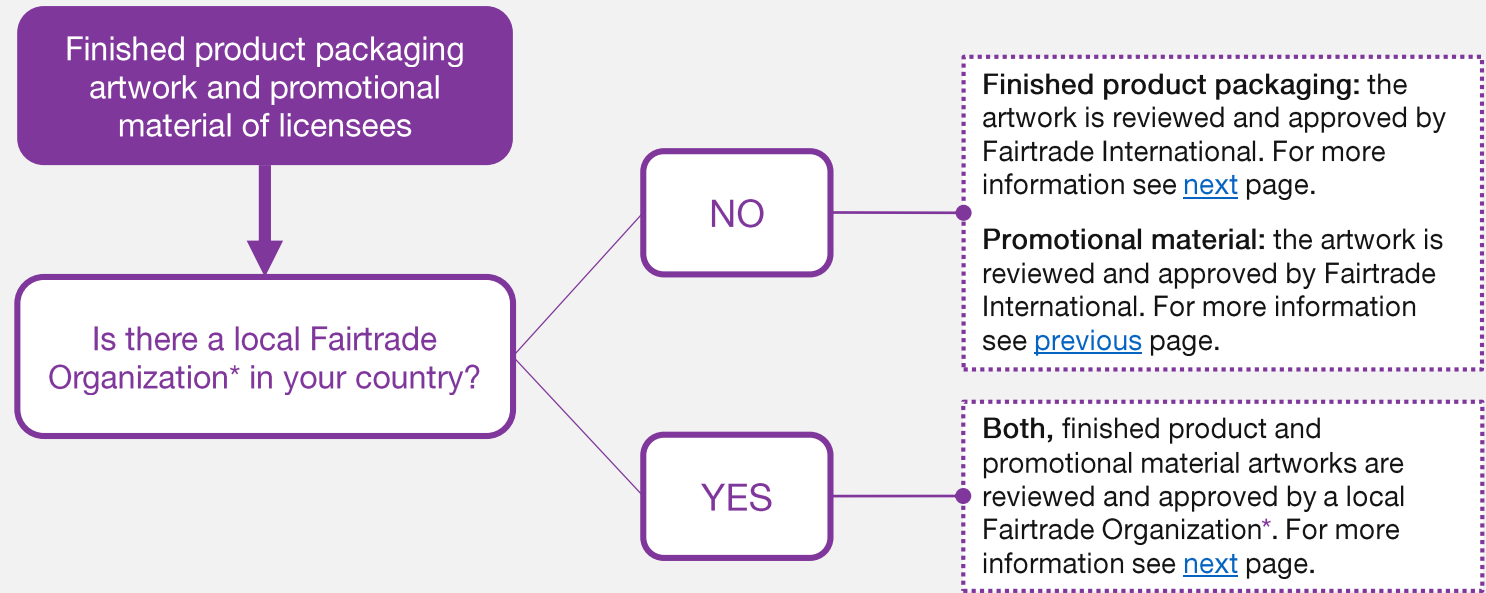
*Traders are additionally asked to countersign the document.

INFORMATION ABOUT ARTWORK APPROVAL

FOR LICENSEES SELLING FINISHED PRODUCTS: FINISHED PRODUCTS AND PROMOTIONAL MATERIAL



Are you interested in applying the FAIRTRADE Mark on the packaging of your finished products? If yes, your next step is to become a Fairtrade licensee. After you become a licensee, the local Fairtrade organization that issued the license will also review and approve your promotional material containing FAIRTRADE Mark.



*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:

- A [local Fairtrade Organization in your country](#), or
- Fairtrade International at license@fairtrade.net, if there is no Fairtrade Organization in your country.

First email should at least contain following information:

1. Your FLO ID
2. Information about who is the brand owner (your company or a retailer for example)
3. Finished product to be sold with FAIRTRADE Mark (e.g. chocolate bar, ground coffee, etc.)
4. Brand name of the product

The enquiry should not contain product packaging artworks. They are uploaded only at a later step.

Fairtrade team will provide you with information about the licensing process and artwork approval.

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.



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 login 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.