

# FSC®, SFI® and PEFC Trademark Usage Requirements

These guidelines apply to any Quad job printing an FSC®, SFI® or PEFC trademark, including the labels, the initials FSC®, SFI®, PEFC™, or phrases “Forest Stewardship Council®”, “Sustainable Forestry Initiative®”, or “Programme for the Endorsement of Forest Certification”. *To use these certified paper labels, clients must request FSC, SFI or PEFC certification labels on their project(s).*

## FSC MIX OR FSC RECYCLED LABEL

100% of all permanently bound non-removable components must be produced on paper that is FSC MIX or FSC RECYCLED certified.

Essentially, body and cover components need to be certified (including board and end leaf for books). If any questions on this, please contact the [Quad CoC Central Office](#) for clarification.

## SFI CoC LABEL

100% of all permanently bound non-removable components must be produced on paper that is SFI CoC certified, or else a clarifying statement must be used near the SFI label, such as “The text (or cover) stock is SFI certified”, in order to clearly identify to which component the certified paper trademark pertains.

*If a situation occurs where the above requirements are not met, presses must stop and plates/cylinders re-created without the trademark before presses can continue to print on non-certified paper.*

## SFI CERTIFIED SOURCING LABEL

66.67% of the paper used for the job must be SFI Certified Sourcing certified from an SFI certified paper mill, while the remaining paper (up to 33.3%) must qualify as controlled sources from non-controversial areas of harvest.

## PAPER SUPPLY

**If Customer Supplied:** FSC, SFI and PEFC papers are unique items which Quad does not keep excess inventory of. It is recommended that the paper buffer for any project using a FSC, SFI or PEFC trademark be increased to mitigate the risk of running out of certified paper while on press. Quad is not responsible for the costs of the downed press time, extra plates, bindery versions or any other costs associated with running out of FSC, SFI or PEFC paper on jobs using a certified label.

## PEFC CoC LABEL

100% of all permanently bound non-removable components must be produced on paper that is PEFC CoC certified, or else a clarifying statement must be used near the PEFC label, such as “The text (or cover) stock is PEFC certified”, in order to clearly identify to which component the certified paper trademark pertains.

**If Quad Supplied:** FSC, SFI and PEFC papers are unique items which Quad does not keep excess inventory of. Quad will use commercially reasonable efforts to ensure that enough paper is ordered and kept in inventory so as not to run out of certified paper while on press with a job printing a certified paper trademark.

## IN ALL CASES

Excluded from consideration are any component that is intended to be removed from the main printed publication by the end user. Examples include, but are not limited to: reply cards, order forms, tip-ins, labels, inserts, dust jackets, cover wraps, quadalogs. If the component is not needed for the accomplishment of the printed product's primary function...the paper for this component need not be certified.



The mark of  
responsible forestry  
FSC® C084269



## LABEL ACQUISITION

Labels are issued per title and job by Quad and contain Quad' Chain-of-Custody trademark ID number within the label itself. The specific label issued depends upon the type of paper, percentage recycled content, and paper manufacturer. It must be used on only the title(s) and job(s) for which the label is issued. These trademark labels are the property of Quad, Inc. and must be used only for printing at a Quad' facility. Label placement guidelines are provided with the FSC, SFI, and PEFC trademark label files. Labels are provided in PDF, and EPS or AI formats.

## ARTWORK APPROVAL

All artwork and pages containing a trademark must be approved prior to printing by the [Quad CoC Central Office](#). A digital (PDF) copy of the completed page with the label must be submitted for approval *no later than three days before press*. If label placement guidelines are not followed, the label usage will be rejected. Blanket approvals, valid for one year and specific to one print title, are available upon request provided that the same paper, same label, and same placement are followed each print job for the title.

## CHAIN-OF-CUSTODY CERTIFICATION FEE

3rd party Chain-of-Custody certification is the mechanism by which Quad can enable and 100% support client environmental claims of forest certification. The cost of maintaining chain-of-custody certification is very high, including annual fees, training costs, audit costs, and multiple salaries. In order to recover a portion of this cost, a chain-of-custody certified paper handling fee may be added to a project requiring use of an FSC, SFI or PEFC trademark.

*Quad's print sites in North America have certifications from the world's three leading forest management programs: the Forest Stewardship Council® (FSC®), Sustainable Forestry Initiative® (SFI®) and the Program for the Endorsement of Forest Certification (PEFC™). Chain of Custody (CoC) certification is a measure to track wood through the supply chain, from a certified forest through the end-user of the certified printed product, and it demonstrates that the paper or packaging materials are coming from responsibly-managed forests. This minimizes environmental risks and protects our customers' brands. Quad is licensed to print the trademarks for these three CoC standards.*

See how we can help.