



# FAIRTRADE Certification Mark Guidelines

Issue 1 – Autumn 2011



### ABOUT THESE GUIDELINES

The FAIRTRADE Certification 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 Certification 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 Certification Mark is needed, please use the contact details on the last page of these guidelines.

The instructions given in these guidelines must be adhered to.

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A close-up photograph of a woman with dark skin and short hair, smiling warmly at the camera. She is wearing a blue and white striped top with a blue strap across her shoulder. Her right arm is extended, holding a large bunch of green, unripe bananas. The background is filled with lush green foliage and trees, suggesting a tropical or jungle setting.

# PART ONE BASIC GUIDELINES

# 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.

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Fairtrade's values are:

**Action  
Integrity  
Respect  
Challenge  
Optimism**

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## **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.

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## The following entities make up the Fairtrade Organization:

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### **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 Certification 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.

#### **Fairtrade International (FLO)**

Fairtrade International is a non-profit, multi-stakeholder body that is responsible for the strategic direction of Fairtrade, sets Fairtrade Standards and supports producers.

#### **FLO-CERT**

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

#### **Fairtrade Labelling Initiatives (LI)**

These are national Organizations that market Fairtrade in their country. There are currently 19 Fairtrade Labelling Initiatives covering 23 countries in Europe, North America, South Africa, Japan, Australia and New Zealand. These Organizations also license companies in their country to use the FAIRTRADE Certification Mark.

#### **Fairtrade Marketing Organizations**

These are national Organizations that market and promote Fairtrade in their country, similar to Labelling Initiatives. FLO directly licenses companies in these countries to use the FAIRTRADE Certification Mark. There are currently two Fairtrade Marketing Organizations in the Czech Republic and South Korea.

#### **Fairtrade Producer Networks**

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

## ABOUT FAIRTRADE FAIRTRADE SYSTEM

### THE FAIRTRADE SYSTEM

The FAIRTRADE Certification 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.



## **ABOUT FAIRTRADE**

### **FAIRTRADE CERTIFICATION MARK**

#### **THE FAIRTRADE CERTIFICATION MARK**

The FAIRTRADE Certification Mark is an independent, trusted and widely recognised product certification that reinforces the message that Fairtrade producers have benefited from purchase of the product.

The FAIRTRADE Certification Mark ensures that international Fairtrade Standards 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. The label is now available in 50 countries.

#### **Registered trademark**

The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark.



## PART ONE

### 1.2 CERTIFICATION MARK

**This section gives an overview  
of how the FAIRTRADE  
Certification Mark must be used.**

## CERTIFICATION MARK

### MEANING OF THE MARK

#### THE CERTIFICATION MARK

The FAIRTRADE Certification Mark was created in 2002 to replace the variety of different national marks used by Fairtrade Organizations. It was updated in 2011 to refine and simplify the design, to achieve clearer stand-out and increased legibility on pack and to enhance Fairtrade awareness.

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 trademark

The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark. 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 (Labelling Initiatives – LIs).



## CERTIFICATION MARK CLEAR SPACE

### MINIMUM CLEAR SPACE

To preserve the visual independence of the FAIRTRADE Certification 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 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 Certification Mark is measured from black edge to black edge, excluding the white keyline and the registered trademark symbol ®.

## CERTIFICATION MARK COLOURS

### FAIRTRADE COLOURS

When using the colour version of the FAIRTRADE Certification 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.

Other colours that are too similar to Leaf Green or Sky Blue must not be used, in order to protect the integrity of the Mark as a certification mark. If the brand already uses colours close to Leaf Green or Sky Blue or where colour restrictions apply, the Black & White version of the Mark must be used.

#### Matching colours

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

	Pantone Matching System (PMS)	CMYK	RGB	HTML
<b>Fairtrade Sky Blue</b>	PMS 306 C (coated) PMS 306 U (uncoated)	C 79 M 0 Y 7 K 0	R 0 G 185 B 228	#00B9E4
<b>Fairtrade Leaf Green</b>	PMS 382 C PMS 380 U	C 28 M 0 Y 92 K 0	R 190 G 214 B 0	#BED600
<b>Fairtrade White</b>	N/A	C 0 M 0 Y 0 K 0	R 255 G 255 B 255	#FFFFFF
<b>Fairtrade Grey</b>	PMS Cool Grey 7 C PMS Cool Grey 7 U	C 0 M 0 Y 0 K 50	R 154 G 155 B 156	#9A9B9C
<b>Fairtrade Black</b>	PMS Process Black C PMS Process Black U	C 50 M 50 Y 50 K 100	R 30 G 30 B 30	#1E1E1E

## CERTIFICATION MARK INTERNATIONAL VERSIONS

### STANDARD VERSIONS

The FAIRTRADE Certification Mark is available in Colour and Black & White versions, both positive (black ®) and negative (white ®). To achieve maximum contrast between the background colour and the registered trademark symbol, the positive or negative version must be chosen accordingly. The full colour version of the Certification Mark is the most recognised and is recommended. If production challenges present themselves with the colour version of the Mark, the Black & White version may be used.

#### 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 Certification 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 Certification Mark, see the last page for contact details. For versions with the Max Havelaar strapline, see page 17.



#### Colour Mark positive

Colour Mark with black ® symbol

#### EPS files:

FCM\_PMS\_Pos  
FCM\_CMYK\_Pos  
FCM\_RGB\_Pos

#### Colour Mark negative

Colour Mark with white ® symbol

#### EPS files:

FCM\_PMS\_Neg  
FCM\_CMYK\_Neg  
FCM\_RGB\_Neg

#### Black & White Mark positive

Black & White Mark with black ® symbol

#### EPS file:

FCM\_BW\_Pos

#### Black & White Mark negative

Black & White Mark with white ® symbol

#### EPS file:

FCM\_BW\_Neg

## CERTIFICATION MARK INTERNATIONAL VERSIONS

### LIMITED USE VERSIONS

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 Certification Mark is still strongly recommended, whenever possible.

#### 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.



#### Black Mark

Single colour Mark black

#### EPS file:

FCM\_Black

#### White Mark

Single colour Mark white

#### EPS file:

FCM\_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

## CERTIFICATION MARK MAX HAVELAAR VERSIONS

### COUNTRY-SPECIFIC VERSIONS

The FAIRTRADE Certification Mark with a strapline indicating members of the 'Max Havelaar' movement is available in Colour and Black & White versions, both positive (black ®) and negative (white ®).

These versions of the Mark may only be used for products sold primarily in Belgium, France, The Netherlands and Switzerland.

The FAIRTRADE Certification 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 Certification Mark apply, see page 15.

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



**Colour Mark MH positive**

Colour Mark with black ® symbol

**EPS files:**

FCM\_MH\_PMS\_Pos  
FCM\_MH\_CMYK\_Pos  
FCM\_MH\_RGB\_Pos

**Colour Mark MH negative**

Colour Mark with white ® symbol

**EPS files:**

FCM\_MH\_PMS\_Neg  
FCM\_MH\_CMYK\_Neg  
FCM\_MH\_RGB\_Neg

**Black & White Mark MH positive**

Black & White Mark with black ® symbol

**EPS file:**

FCM\_MH\_BW\_Pos

**Black & White Mark MH negative**

Black & White Mark with white ® symbol

**EPS file:**

FCM\_MH\_BW\_Neg

## CERTIFICATION MARK MAX HAVELAAR VERSIONS

### LIMITED USE VERSIONS

It might not always be possible to print the FAIRTRADE Certification 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.

For these instances the Black Mark and the White Mark have been created, which should only be used as an exception. Use of the full colour version of the Certification 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.

All guidelines for the limited use (international) versions of the Certification Mark apply, see page 16.

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



**Black Mark MH**

Single colour Mark black

**EPS file:**

FCM\_MH\_Black



**White Mark MH**

Single colour Mark white

**EPS file:**

FCM\_MH\_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

## CERTIFICATION MARK MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

It is important that the appearance of the FAIRTRADE Certification 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 sit outside the keyline.

The FAIRTRADE Certification 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 Certification Mark. The Mark has been updated in 2011 and all previous versions of the Mark must be replaced.



Do not use old versions of the Mark with a black keyline inside the roundel

The colours, type and trademark symbol must never be changed

The Mark must always be shown in an upright position and never tilted

The Mark must not be changed in any way



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

Do not remove any elements from the Mark

## CERTIFICATION MARK THE POSITIVE AND NEGATIVE MARKS

### USE OF THE POSITIVE AND NEGATIVE MARKS

The FAIRTRADE Certification 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 Certification Mark against a background other than white, the Mark must have a white keyline and the registered symbol must be legible.

Use of the positive or negative version of the Mark, see page 15, should result in the highest possible contrast between the registered trademark symbol ® and the background. In general, the positive version should be used on white or light coloured backgrounds. The negative version should be used on dark coloured backgrounds.

#### Busy backgrounds

If the Mark is used against an extremely busy background, an even border must be added to surround the Mark, the white keyline and the ® symbol. The border should be half of the minimum clear space (1/4 X), see page 13.



Negative version



Black border



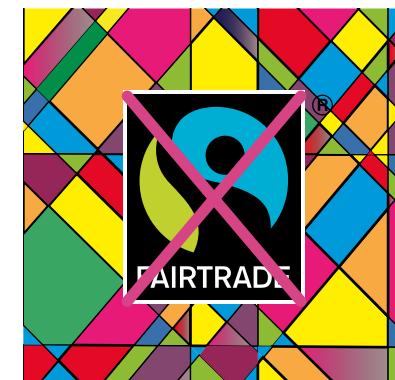
Registered symbol not legible



Positive version



White border



Extremely busy background,  
registered symbol not legible

## CERTIFICATION MARK MULTIPLE MARKS

### RELATIONSHIP WITH OTHER MARKS

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

In situations where there is more than one mark supporting or collaborating with the FAIRTRADE Certification 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 22.

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



## CERTIFICATION MARK SIZE AND PROPORTION

### SIZE OF THE MARK

The FAIRTRADE Certification 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.

#### Minimum size

To ensure legibility, extra care must be taken when producing the FAIRTRADE Certification 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 black edge to black edge, excluding the white keyline and the registered trademark symbol ®, see page 13.

**A4:** 21 mm



**A5:** 17 mm



**A6:** 15 mm



**A7:** 13 mm



**A8:** 11 mm



**Min:** 7 mm



**Size guide**  
(ISO 216 – A series)

**A1** (594 x 841 mm)

**A2** (420 x 594 mm)

**A3** (297 x 420 mm)

**A4** (210 x 297 mm)

**A5** (148 x 210 mm)

**A6** (105 x 148 mm)

**A7** (74 x 105 mm)

**A8** (52 x 74 mm)

**Example**  
Applications

Posters, display stands

Display stands, POS

Posters, POS, flower bunches

Large packs, 1 litre cartons

Packs and labels

20-50 bag tea pack

750 ml bottle labels

Labels and hang tags

**Maximum Mark size**  
(Width)

66 mm

46 mm

33 mm

21 mm

17 mm

15 mm

13 mm

11 mm

60 mm

42 mm

31 mm

19 mm

15 mm

13 mm

11 mm

7 mm

**CERTIFICATION MARK**  
**SIZE GUIDE**

**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

## PART TWO

### 2.1 KEY PACKAGING ELEMENTS

This section provides an overview of how and where to place the FAIRTRADE Certification Mark on packaging. Individual sections that follow cover specific product type packaging.

## PRODUCT PACKAGING KEY ELEMENTS ON PACK

### KEY ELEMENTS ON PACK

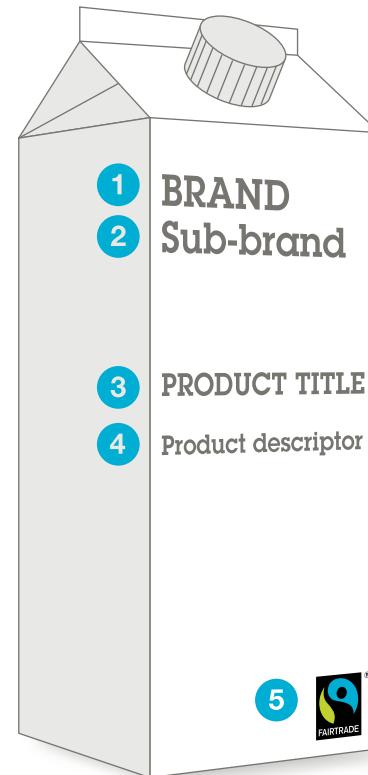
When placing the FAIRTRADE Certification Mark on product packaging, it is important that consumers are clear about the role of the Certification Mark in relation to the branding.

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

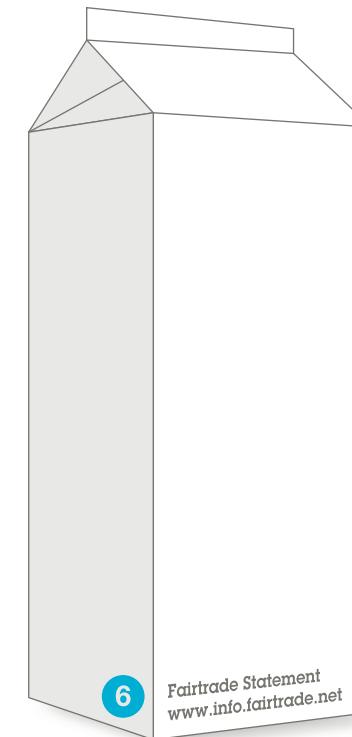
#### Elements on pack

- Brand
- Sub-brand
- Product title
- Product descriptor
- FAIRTRADE Certification Mark
- Fairtrade Statement and website

Front of pack



Back of pack



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

The Fairtrade licensee reference code or producer FLO-ID is compulsory for certain products and markets.

### 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.

ELEMENT	CONSUMER-FACING	NON-CONSUMER-FACING		
<b>Brand name</b>	Compulsory	Page 28–29	Compulsory	Page 33
<b>FAIRTRADE Certification Mark</b>	Compulsory	Page 28–30	Compulsory	Page 33
<b>Fairtrade in product title/ descriptor</b>	Useful advice	Page 31	Useful advice	Page 31
<b>Licensee company name</b>	Useful advice	Page 32	Compulsory	Page 33
<b>Producer FLO-ID</b>	Useful advice	Page 32	Compulsory	Page 33
<b>LI reference code</b>	Compulsory for some products	Page 32	Compulsory for some products	Page 33
<b>Fairtrade ingredients list</b>	Compulsory	Page 63	Useful advice	Page 63
<b>Fairtrade Statement</b>	Compulsory	Page 63	Useful advice	Page 63
<b>Fairtrade website</b>	Compulsory	Page 63	Useful advice	Page 63

# PRODUCT PACKAGING POSITIONING OF THE MARK

## BRAND HIERARCHY

When placing the FAIRTRADE Certification 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 Certification 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 Labelling Initiative (LI) as part of the product's brand name. The Certification Mark must never appear on unbranded retail products.

### Brand colours

When the full colour Mark is used, Fairtrade Leaf Green and Fairtrade Sky Blue, or colours that are similar to them, must not be included in the brand or sub-brand or used as the defining colour of the packaging.



### 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 Certification 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.

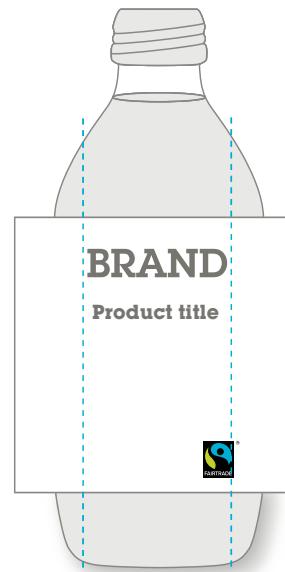
### Back of pack

In addition to the front of the pack, the Mark may also be placed on the back of the packaging next to the Fairtrade Statement.



### Position of the Mark

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



### 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



### 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

# PRODUCT PACKAGING POSITIONING OF THE MARK

## EDGE OF PACK

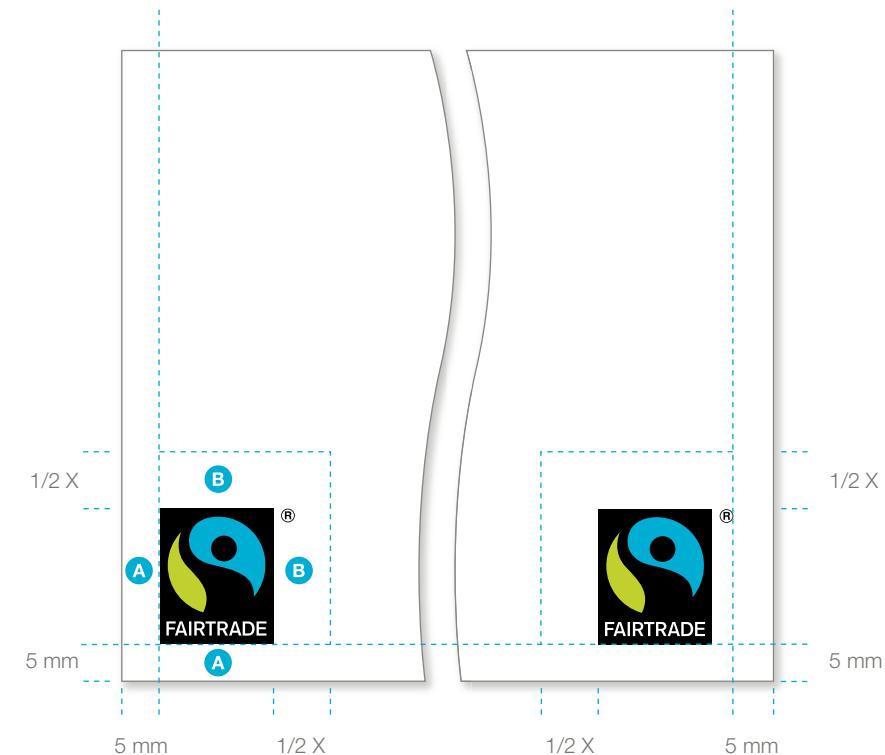
To ensure visual impact and legibility, the positioning of the FAIRTRADE Certification Mark on the pack must be carefully considered. The brand hierarchy must be maintained. The Mark must not be printed too close to any area that will be seamed, sealed or cut.

### Distance from edge of pack

When positioning the Certification 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 13.

### The trademark symbol

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



## PRODUCT PACKAGING

### PRODUCT TITLE AND DESCRIPTOR

#### PRODUCT TITLE AND DESCRIPTOR

The term Fairtrade can be used (non-compulsory) in a product title or product descriptor, providing it is not used as a brand or sub-brand. It is not allowed to use the name of an LI, for example 'Max Havelaar', as part of the product title.

##### Single product

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

**Name: Fairtrade coffee**

##### Composite product with all Fairtrade ingredients

Certified composite products being made solely from Fairtrade 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 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 ingredients.

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

#### 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

#### 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 rum
- ✗ Fairtrade muffin with chocolate

# PRODUCT PACKAGING

## CONSUMER-FACING PACKAGING

### RETAIL PACKAGING

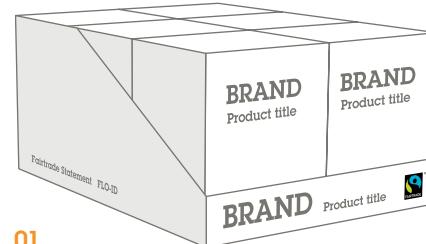
The FAIRTRADE Certification Mark must be applied to any shelf trays, counter display units and boxes that contain loose Fairtrade certified products for sale in a consumer-facing environment. However, it must only be used on units where all items in the container are Fairtrade certified.

#### 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 Certification Mark on a product within a unit is visible.

#### Boxes for loose sale

Any boxes or containers that are used for the sale of products in a consumer-facing environment must include the following: the Certification Mark, brand, product title/descriptor, FLO-ID or LI reference code and Licensee name and country of origin. The same requirements apply when the produce 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



03



04

#### 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

#### 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

#### 04 Certified and uncertified products

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

## 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 Certification Mark, brand, product title/descriptor and the Licensee name or LI reference code. Recommended: FLO-ID or LI reference code and Fairtrade Statement. Please make sure that the transport box labels comply with FLO-CERT requirements.

### Exceptions

The use of the monochrome Black Mark is only acceptable on non-consumer-facing containers when printed on a neutral background, see pages 16 and 18.

For communicating that transport cartons contain certified products, the Fairtrade Statement, eg 100% Fairtrade coffee, can be used instead of printing the Certification Mark.



01



02

### 01 Shipping boxes

The use of the Black Mark is only acceptable on non-consumer-facing packaging

### 02 Bulk packaging

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

---

## **PRODUCT PACKAGING – CHECKLIST**

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### **ARTWORK APPROVAL**

Written approval must be received from your Labelling Initiative or FLO artwork team prior to printing or public distribution of any packaging that displays the Certification Mark.

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.

- Products displayed or sold as Fairtrade certified must have a FAIRTRADE Certification Mark. The full colour version of the Mark is recommended.
- 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.
- 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.
- 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.
- In addition to the above, the presence of a product title or descriptor, the product owner (eg Licensee) and the producer FLO-ID or LI reference code on the package is recommended.
- The Fairtrade Statement must be placed on any packaged consumer product that is Fairtrade certified.
- And remember, never alter the FAIRTRADE Certification Mark.
- For artwork approval first contact your local LI Fairtrade at [cm@fairtrade.se](mailto:cm@fairtrade.se) (Sweden) or Fairtrade International at [artwork@fairtrade.net](mailto:artwork@fairtrade.net).

## PART TWO

### 2.2 SPECIFIC REQUIREMENTS

**This section covers use of the FAIRTRADE Certification Mark on food and drinks. A separate section covers non-food: flowers and plants, and sports balls.**

## PRE-PACKAGED FRUIT AND VEGETABLES

Packed fruit or vegetables must have the FAIRTRADE Certification Mark on the net, package or box. Each unit must have at least one Mark applied to the front of the pack.

### Clear plastic bags

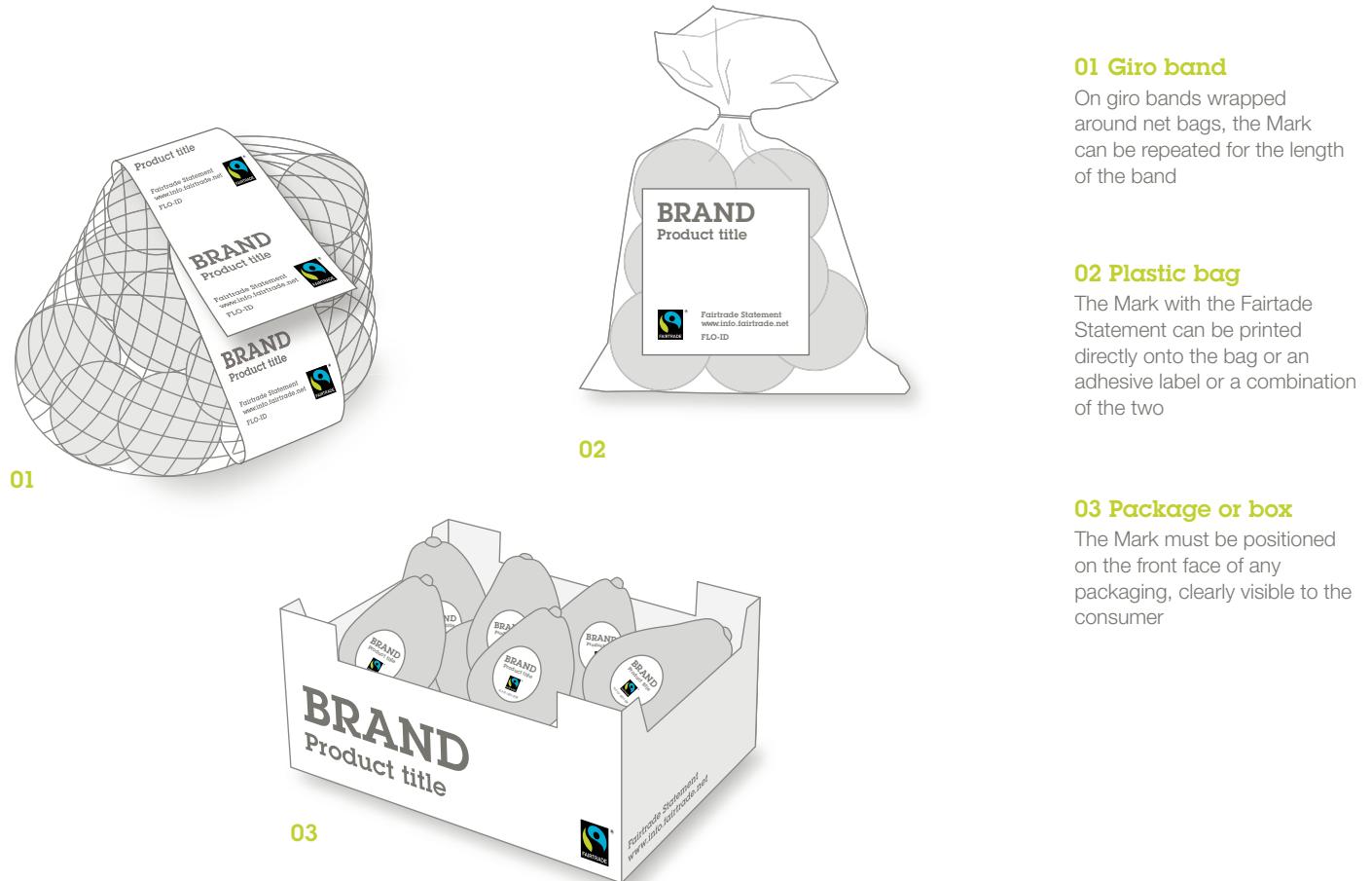
When printing directly onto a transparent substrate, eg plastic bag, the colour white must be printed, see pages 12 and 15.

### Compulsory information

**Packs, nets and labels:** FAIRTRADE Certification Mark, brand, product title/descriptor. The Fairtrade Statement and website are compulsory for pre-packaged fruit and vegetables, see page 63.

### Optional information

Producer FLO-ID or LI reference code and product owner (eg Licensee).



### 01 Giro band

On giro bands wrapped around net bags, the Mark can be repeated for the length of the band

### 02 Plastic bag

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

### 03 Package or box

The Mark must be positioned on the front face of any packaging, clearly visible to the consumer

## **FRUIT AND VEGETABLES SOLD LOOSE**

Fruit or vegetables, sold either loose or in multiples of the same type, must be labelled individually with the FAIRTRADE Certification Mark. Bananas will need to carry at least one Mark on the bunch.

### **Adhesive labels**

The adhesive label can be rectangular, oval or round but the Mark itself must remain 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. The adhesive labels must not be used for any other purpose.

### **Compulsory information**

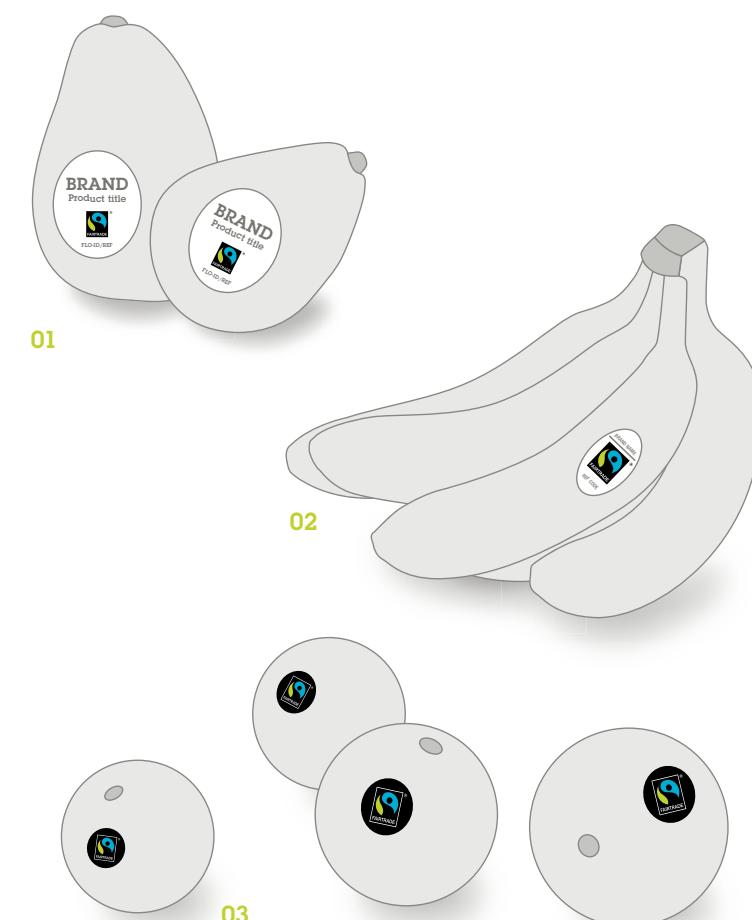
#### **On the label:**

FAIRTRADE Certification Mark.

### **Optional information**

Producer FLO-ID or LI reference code.

A brand or country of origin can be placed on the label provided the minimum clear space of the Mark is applied.



### **01 Large adhesive label**

When placing the Mark on a larger label that includes the brand name, the Mark has to remain independent from the brand and must be no smaller than 7 mm wide



min: 7 mm

### **02 Size of the Mark**

Depending on the size of the adhesive label required for the fruit or vegetable, the width of the FAIRTRADE Certification Mark must be no smaller than 7 mm and the word 'Fairtrade' must be perfectly legible



### **03 Exception**

Please note the round sticker version of the Mark has been created for use on fresh fruit only and must not be used for any other purpose

## **FRUIT AND VEGETABLES EXCEPTIONS**

Fairtrade certified fruit and vegetables that are too small to be labelled individually must be displayed in a box.

Fruit and vegetables with a rough surface, eg pineapples, must be labelled with a hang tag or collar tag.

### **Compulsory information**

#### **On the display box:** FAIRTRADE

Certification Mark, brand, product title/descriptor, Fairtrade Statement and website, see page 63.

#### **On the hang or collar tag:**

FAIRTRADE Certification Mark, brand, product title/descriptor.

### **Optional information**

Producer FLO-ID or LI reference code.

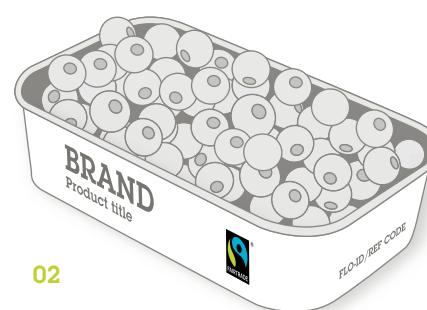
Optional information can be added to the hang or collar tag provided the minimum clear space of the Mark is applied.



01



01



02

### **01 Collar or hang tag**

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

### **02 Display box**

Fruit and vegetables that are too small to be labelled individually must be sold in a display box

### DRINKS

The FAIRTRADE Certification 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 Certification Mark must be machine-applied (not hand-applied) to bottles or packs.

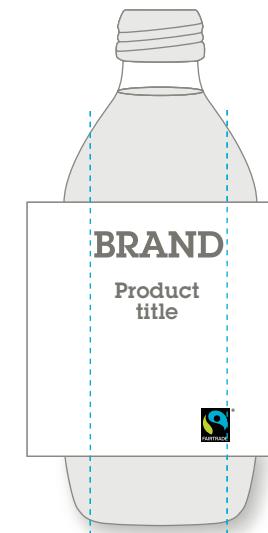
#### Compulsory information

**Front of pack:** FAIRTRADE Certification Mark, brand, product title/descriptor

**Back of pack:** Fairtrade Statement and website

#### Optional information

Producer FLO-ID or LI reference code



#### Seamed, sealed or cut edges

On pouches, boxes or tetra-pak containers, the Certification 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 printed on the main adhesive label and be clearly visible when viewed from the front

#### 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

## BOTTLE LABELS

On bottles, the FAIRTRADE Certification 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 Certification 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 Statement and website must be printed on the back label, clearly separated from the product description. The Certification Mark may be repeated on the back label. However, this is not compulsory.

### Compulsory information

**Front of pack:** FAIRTRADE Certification Mark, brand, product title/descriptor

**Back of pack:** Fairtrade Statement and website



### 01 Front of bottle

The Mark must be clearly visible when viewed from the front

### 02 Fairtrade Statement

The Fairtrade Statement must be placed on the back label

### 03 Collar tag

The Mark may only be used on a collar tag when the Mark is also printed on the bottle label. The producer FLO-ID or LI reference code must also be on the collar tag

## BAND LABELS

When the FAIRTRADE Certification Mark cannot be printed directly onto the product label, 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.

### Sizes

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

### Compulsory information

**Front label:** FAIRTRADE Certification Mark, brand, product title/descriptor

**Back label:** The Fairtrade Statement and website must be on the back label which can be a separate band.



### 01 Front label

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

### 02 Back label

The Fairtrade Statement should be placed on a band label at the back of the bottle

### 03 Positioning of the Mark

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

## 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 Certification Mark. This applies to single stems that are either sold individually or included in a bouquet.

It is compulsory to show the producer FLO-ID or LI reference code on the single stem label. The presence of a brand or product title/descriptor is recommended.

### Fairtrade Statement

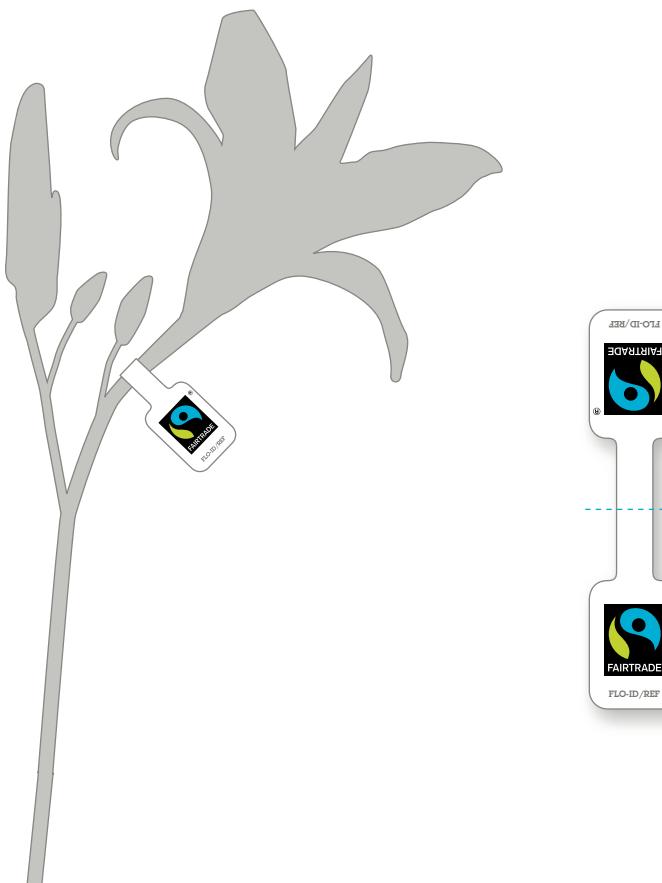
Where space is available, the Fairtrade Statement and the website should be placed on the single stem label, see page 63. Because of limited space, it is not compulsory to put the Fairtrade Statement and website on small labels.

### Compulsory information

**On the single stem label:** Producer FLO-ID or LI reference code

### Optional information

Fairtrade Statement and website



### Adhesive label

The single stem adhesive label must be applied by the Licensee or by the producer organisation on behalf of the Licensee.

## NON-FOOD PRE-PACKAGED FLOWERS

### CERTIFIED FLOWERS

All pre-packaged Fairtrade certified flowers or foliage, single stem or bunches, displayed and sold as Fairtrade must have a FAIRTRADE Certification 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, Fairtrade Statement and website must be together.

#### Bouquets

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 Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

#### Optional information

Product owner (eg Licensee)



#### 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



#### Adhesive label

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

## 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 must have the FAIRTRADE Certification 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 Mark is allowed on the packaging.

### Compulsory information

**On the packaging:** FAIRTRADE Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

### Disclaimer statement:

**Foliage from conventional farms** to be placed under the product title/descriptor.



### 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

**BRAND**  
Product title

Foliage from conventional farms



### Disclaimer

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

## PLANTS AND TREES

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

### Compulsory information

#### On the packaging or plant label:

FAIRTRADE Certification Mark, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

### Optional information

Please note that the brand is not compulsory on the packaging.



01



02

### 01 Plant labels

If space is limited, the Fairtrade Statement can be printed on the back of the plant label

### 02 Adhesive labels

The FAIRTRADE Certification Mark and Fairtrade Statement can be placed on a label or directly on the container

## FLOWER BULBS

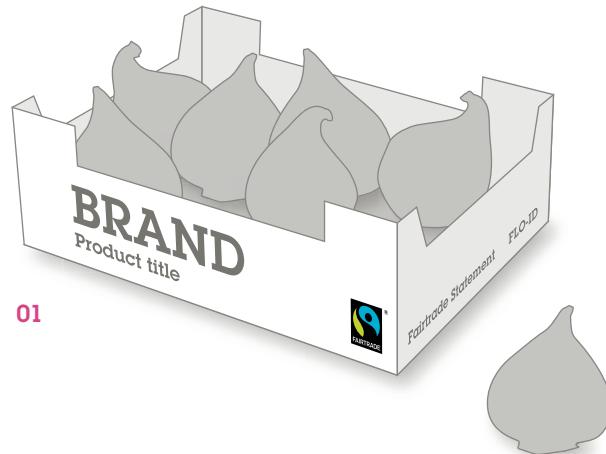
Fairtrade certified bulbs, sold either loose or pre-packaged, must have the FAIRTRADE Certification Mark, Fairtrade Statement and website on the box. The individual bulbs are not labelled.

### 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 Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.



01



02

#### 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 showing the FAIRTRADE Certification Mark and Fairtrade Statement

## **SPORTS BALLS**

Sports balls that are Fairtrade stitched or assembled must have a brand or club name, the FAIRTRADE Certification Mark, an accompanying statement and LI reference code printed directly onto the panels of the ball. The Mark should be visible from any angle and must be printed at least twice (maximum 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 Certification Mark. The Mark must have an accompanying statement specifying the type of sports ball, eg Fairtrade assembled football.

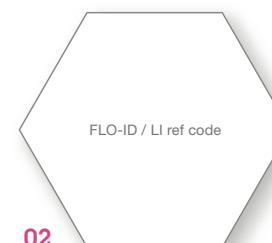
### **Fairtrade (assembled/stitched) (type of ball)**

### **Optional information**

The Fairtrade Statement and website are optional.

Swedish: **Fairtrade-certifiering möjliggör förbättrade arbets- och levnadsvillkor för de anställda som tillverkat denna boll.** [www.info.fairtrade.net](http://www.info.fairtrade.net)

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



### **01 Fairtrade Statement**

The accompanying statement must be printed directly below each Mark

### **02 Reference code**

The FLO-ID or LI reference code may be printed on the sports ball. It can appear below the statement or on a separate panel. A FLO-ID or LI reference code may be compulsory in some LIs

## **PACKAGED SPORTS BALLS**

Packaged sports balls that are Fairtrade certified must have a brand or club name, the Certification Mark, the Fairtrade Statement and/or a reference to the website on the outer package. As an option the FLO-ID or LI reference code can also be placed on the package.

If the brand name and Certification 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 Certification Mark, Fairtrade Statement and website.

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

### **Optional information**

The producer FLO-ID or LI reference code



### **Outer packaging**

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



## PART THREE PROMOTIONAL MATERIALS

## PART THREE

### 3.1 PROMOTING FAIRTRADE PRODUCTS

**This section covers use of the FAIRTRADE Certification Mark when promoting it in specific 'out-of-home' retail environments and in printed and online advertising and promotion.**

## OVERVIEW

Please remember that all products that are identified and promoted as Fairtrade must be Fairtrade certified and carry the 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, see page 26, on a promotional item must be positioned or grouped together. 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 Labelling Initiative unless permission is given. The promotional items should be positioned in close proximity to the relevant information on Fairtrade products.

### Co-labelling with other ethical labels

Make sure the compulsory Fairtrade elements retain their independence from other ethical labels, see page 21. Be clear that the Certification Mark does not appear to be the 'owner' of the materials by being dominant.

**01**

**02**

**03**

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

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

**03 Messaging**  
Make sure the messaging about the Fairtrade product is clear

## **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 Certification Mark, and accompanied by a descriptive strapline identifying the products available.

The FAIRTRADE Certification 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 Certification Mark if the business or brand offers only Fairtrade certified products in a complete category and the brand name features.



**01**



**02**



**03**

## USING THE WORD FAIRTRADE

The word 'Fairtrade' must only relate to the Fairtrade certified product – 'Fairtrade certified coffee'. Please do not use 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 Mark must not refer to products that are not Fairtrade certified.



### Correct use

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

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

### 1 Fairtrade menu ✗

- |   |  |           |
|---|--|-----------|
| 2 | Americano                              | Espresso  |
|   | Fairtrade cappuccino ✗                 | Mocha     |
|   | Fairtrade latte ✗                      | Macchiato |
| 3 | Fairtrade chocolate muffin ✗           |           |
|   | Blueberry muffin ✗                     |           |
| 4 | 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

## 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 Certification Mark, they must also have an accompanying call to action, such as:  
**Ask about Fairtrade products**  
or **Buy products with the FAIRTRADE Certification Mark here.**

### 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.



#### 01 Posters

Posters using the FAIRTRADE Certification Mark must use a call to action or another qualifying statement

02

#### 02 Tent cards

Hotels and restaurants can promote their Fairtrade products with a leaflet, poster or tent card

## **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.

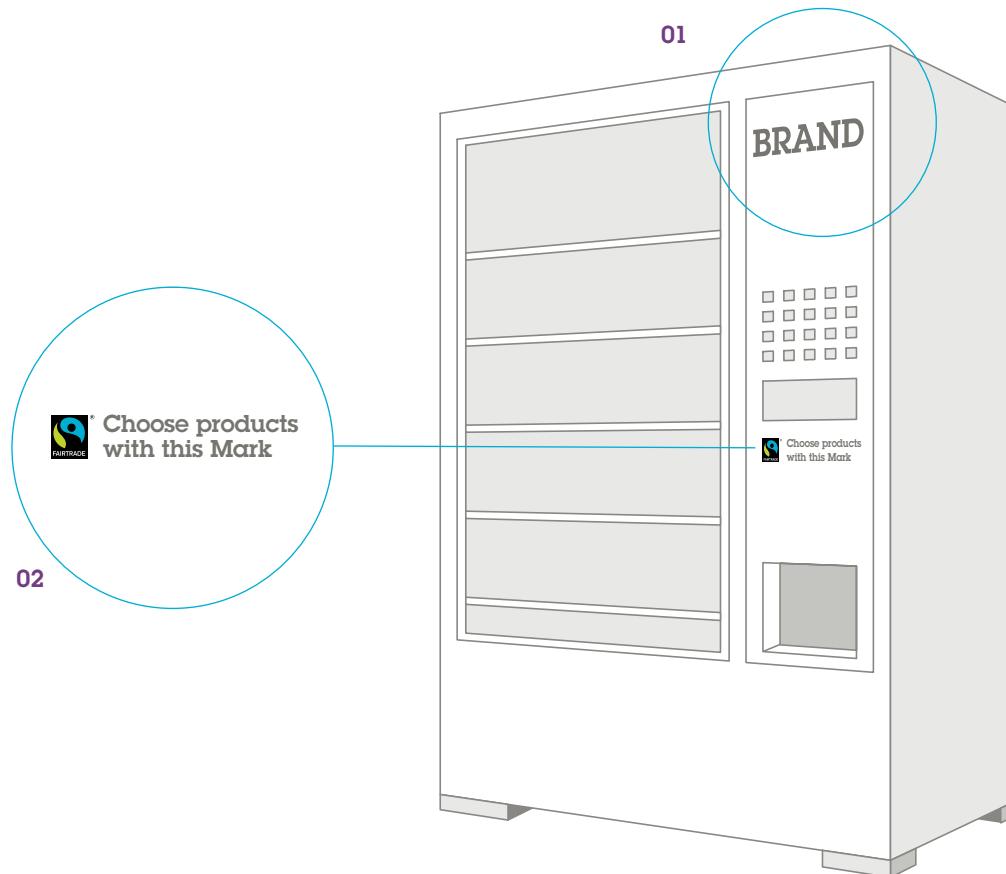
### **Action statement**

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

- **Choose products with this Mark**
- **Learn more about Fairtrade**  
(Website depends on country of operation, see page 63.)
- **Look for the FAIRTRADE Mark on products**  
(Website depends on country of operation, see page 63.)

### **Fairtrade Statement – optional**

Please refer to the Fairtrade Statement, page 63.



### **01 Brand name**

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

### **02 Mark and statement**

The FAIRTRADE Certification Mark must be independent from the machine's brand. A statement must be added next to the Mark

## FAIRTRADE CERTIFIED BRANDED MACHINES

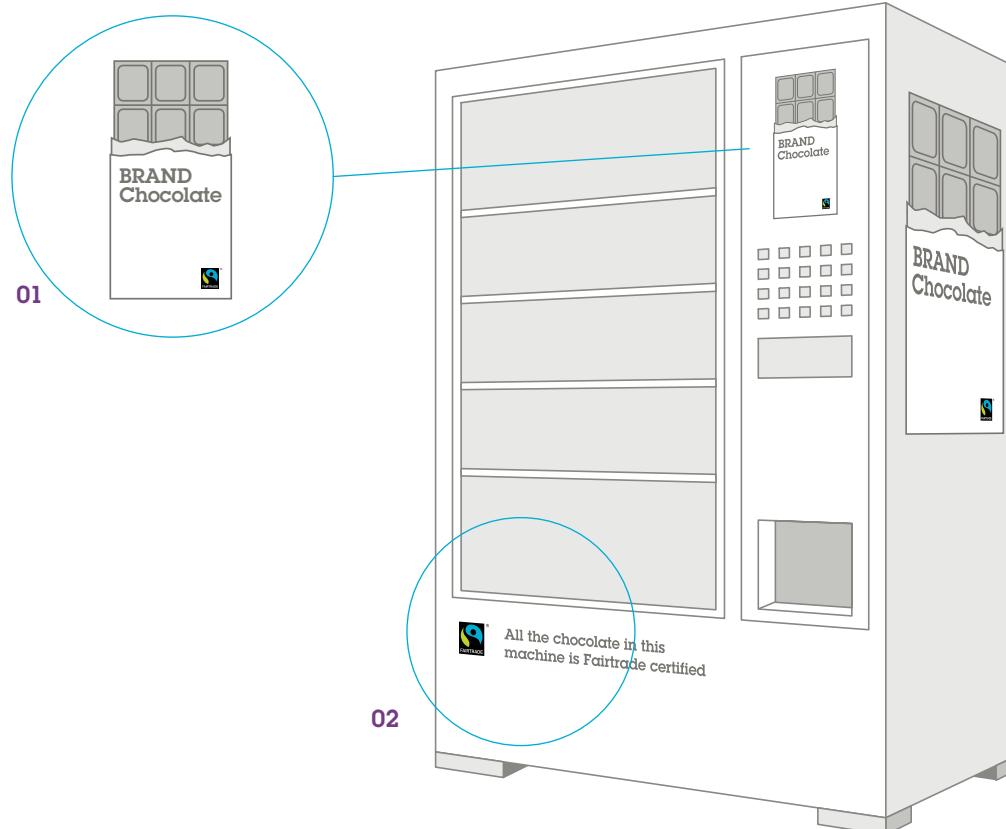
When the vending machine dispenses a single product which is Fairtrade certified or everything inside is Fairtrade certified, the following must be complied with:

- The pack image or images 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 or a Fairtrade Statement, see page 63, may also be added.



### 01 Product image

The pack image must be a true representation of approved retail packaging

### 02 Statement

When the Mark is also displayed separately from the pack image, an accompanying statement must be placed next to the Mark

# 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:

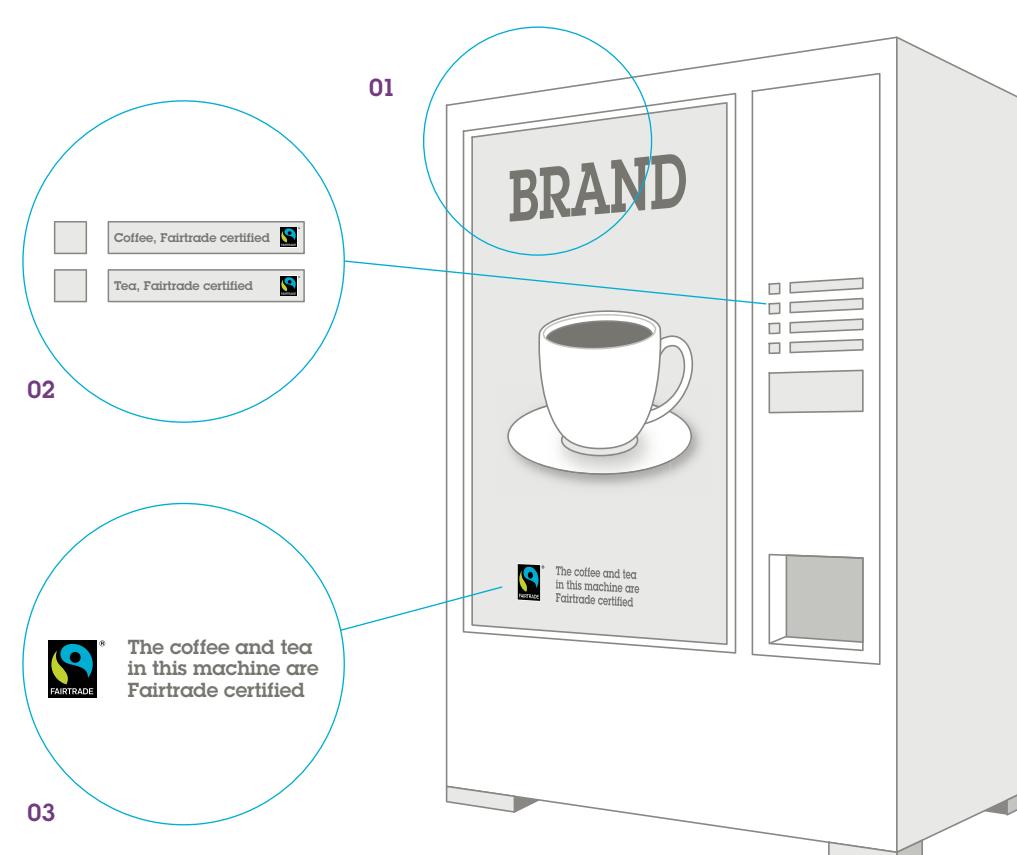
- Fairtrade retail product branded
- Third party branded and must identify products that are Fairtrade on the fascia
- Unbranded (except for the owner or operator of the machine) and must identify Fairtrade products on the fascia

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 or a Fairtrade Statement, see page 63, may also be added.



### 01 Brand name

The vending machine must have a separate brand name or 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

## **PRINT AND ONLINE ADVERTISING**

The FAIRTRADE Certification 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 an independent product certification label. 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. These can either be drawn from a list of agreed statements or submitted to Fairtrade for approval.



**01**

### **01 Print advertising**

The Certification Mark can be used for print advertising and advertorials



**02**

### **02 Moving image**

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

## PRESS ARTICLES

In order for the FAIRTRADE Certification 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 Certification Mark must not be used to signify endorsement or sponsorship of an event by Fairtrade International or a Labelling Initiative, unless there is written approval, provided in advance.



### 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 Certification Mark can be used on banners or display stands as long as it is clearly identifiable as an independent product certification mark

## THIRD PARTY WEBSITES

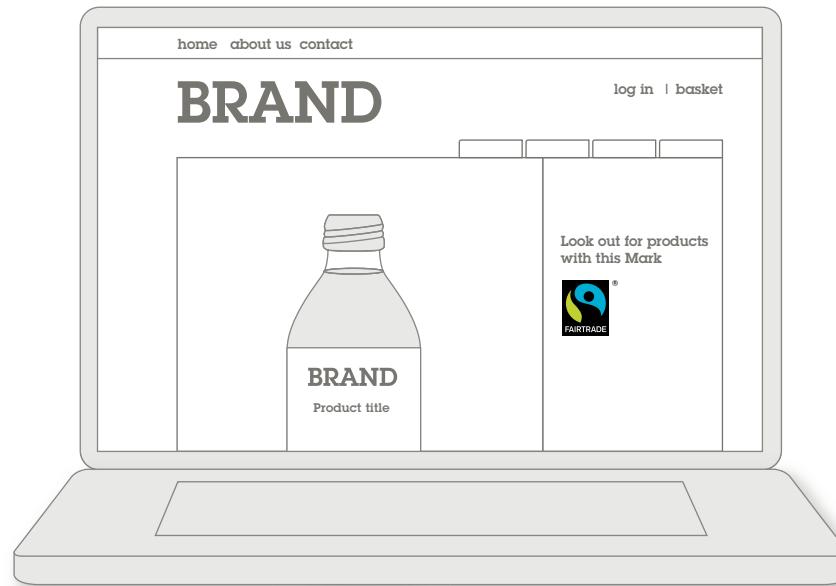
The FAIRTRADE Certification Mark will be allowed to be added to a Licensee website providing the Mark is not positioned within the top header or permanent header bar of the homepage. The website owner or brand must be obvious. It must be clear that the Mark does not endorse or accredit the company. If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

### Web badges

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.

### Approvals

Before going live with your website, submit a mock up of your artwork or a link to your non-live website page to your LI at [cm@fairtrade.se](mailto:cm@fairtrade.se) (Sweden) or FMO, or [artwork@fairtrade.net](mailto:artwork@fairtrade.net), for written approval.



### 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

### Exception

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

A close-up photograph of a young woman wearing traditional Hmong clothing. She has a green and pink plaid headwrap with fringe, a black jacket over a white shirt, and a colorful skirt. She is working with a large, dark brown woven basket, possibly a背篓 (baliu) used for carrying babies or goods. Her hands are visible, and she is looking down at her work. The background is blurred, showing some greenery.

## PART FOUR ESSENTIAL INFORMATION

## **PART FOUR**

### **4.1 FAIRTRADE STATEMENT**

**The Fairtrade Statement specifies the Fairtrade contents in the pack. This short text explains the meaning of the FAIRTRADE Certification Mark to consumers. The Fairtrade Statement and website are compulsory on every pack.**

## FAIRTRADE STATEMENT OVERVIEW

### FAIRTRADE STATEMENT – OVERVIEW

#### Fairtrade Statement

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

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 of the Generic Fairtrade Trade Standard, the Fairtrade content of the food composite product must be identified on pack as a percentage. Fairtrade ingredients that are granted an exception 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 Statements follow for products with ingredients that have physical traceability and for those that have mass balance. The Fairtrade Statement must appear in at least one language.

#### Compulsory information

The Fairtrade Statement required to specify Fairtrade certified ingredients including the relevant Fairtrade website is compulsory on pack. It is compulsory to print the Fairtrade Statement 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 Statement 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 Labelling Initiative (LI) or Fairtrade Marketing Organisation (FMO) is present, the use of the national website is allowed.

#### Optional information

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

#### Translations of the Fairtrade Statement

Translations for the Fairtrade Statement for Physical Traceability or Mass Balance, see pages 64 and 65 for the English versions, are contained in a separate section of these guidelines.

# FAIRTRADE STATEMENT

## PHYSICAL TRACEABILITY

### PHYSICAL TRACEABILITY

#### Applicable for:

#### Composite or single-ingredient 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 of the Generic Fairtrade Trade Standard (GFTS), the Fairtrade content of the food composite product must be identified on pack as a percentage. Fairtrade ingredients that are granted an exception (section 2.2.4 of the GFTS) 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 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 STATEMENT

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

**[Name(s) of ingredient(s)]**: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Example:

Cashew nuts, raisins, almonds: Fairtrade certified and sourced from Fairtrade producers. Total 65%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### 2. Preferred version

**[Name(s) of ingredient(s)]**: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

An LI/FLO approved Licensee-drafted text may be included to indicate the source of the ingredient(s).

#### 3. Optional statement

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

#### Examples:

#### Purchasing

Buying Fairtrade certified products enables producers to have fair prices and decent working conditions.

#### Support to community

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

#### Sustainability

There are strict Fairtrade certification standards designed to improve local sustainability and protect the environment where Fairtrade products are grown.

# FAIRTRADE STATEMENT

## MASS BALANCE

### MASS BALANCE

#### Applicable for:

1. Composite or single-ingredient products.
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.

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 of the Generic Fairtrade Trade Standard (GFTS), the Fairtrade content of the food composite product must be identified on pack as a percentage, Fairtrade ingredients that are granted an exception (section 2.2.4 of the GFTS) 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 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 STATEMENT

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

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Example:

Cocoa, sugar, almonds: traded in compliance with Fairtrade Standards, total 65%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### 2. Preferred version

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future.

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

If a Licensee is able to declare traceability on one or more ingredients, an LI/FLO approved Licensee-drafted text to indicate the source of the physically traceable ingredient(s) may be included.

#### 3. Optional statement

An optional additional sentence may be added to the Fairtrade Statement, if space allows.

#### Examples:

#### Purchasing

Buying Fairtrade certified products enables producers to have fair prices and decent working conditions.

#### Support to community

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

#### Sustainability

There are strict Fairtrade certification standards designed to improve local sustainability and protect the environment where Fairtrade products are grown.

### PHYSICALLY TRACEABLE AND MASS BALANCE INGREDIENTS

It is allowed to communicate benefits for Fairtrade producers in a country on packaging providing that no reference to the ingredient is made.

#### **Allowed, for example:**

Fairtrade producers in Ghana may decide to use the Fairtrade Premium to build a school.

#### **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 package.
- 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.

### PRODUCTS CONTAINING MORE THAN 50% LIQUIDS

'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.

#### **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.

### APPLICABILITY

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

Section '2.2 Product Composition' (the new food composite product rules) applies to all Food Composite Products certified from the 1st July 2011 onwards. Products certified before the 1st July have a two year transition period.

The transition period to apply labelling that complies with the current GFTS is governed by your licence contract. Please contact your licensing body for more information.

## FAIRTRADE STATEMENT TRANSLATIONS

### FOREIGN LANGUAGE TRANSLATIONS OF THE FAIRTRADE STATEMENT

The Fairtrade Statement translations follow for products with ingredients that have physical traceability and for those that have mass balance.

Note: If any other translation of the Fairtrade Statement is undertaken because the language is not supplied here, this must be approved by Fairtrade International.

#### English

##### Physical traceability: Short version

[Name(s) of ingredient(s)]: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Physical traceability: Preferred version

[Name(s) of ingredient(s)]: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Mass balance: Short version

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Mass balance: Preferred version

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Afrikaans

##### Fisiese Naspeurbaarheid:

**Kort Weergawe – Wanneer die ruimte beperk is**  
[Die naam (name) van die bestanddeel (bestanddele)]: Fairtrade gesertifiseer en ontvang van die Fairtrade produsente. Totale xx%. Besoek [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Fisiese Naspeurbaarheid: Verkose Weergawe

[Die naam (name) van die bestanddeel (bestanddele)]: Fairtrade gesertifiseer en ontvang van die Fairtrade produsente. Totale xx%. Fairtrade beteken eerliker handelstoestande en geleenthede vir produsente in ontwikkelende lande om te bele in hulle ondernemings en gemeenskappe vir 'n volhoubare toekoms.  
Besoek [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Massa gebalanseerd:

**Kort weergawe – Wanneer die ruimte beperk is**  
[Die naam (name) van die bestanddeel (bestanddele)]: verhandeld in ooreenstemming met Fairtrade standarde, totale xx%. Besoek [www.info.fairtrade.net](http://www.info.fairtrade.net)

##### Massa gebalanseerd: Verkose Weergawe

[Die naam (name) van die bestanddeel (bestanddele)]: verhandel in ooreenstemming met Fairtrade standarde, totale xx%. Fairtrade beteken meer regverdighe handelstoestande en geleenthede vir produsente in ontwikkelende lande om te bele in hulle ondernemings en gemeenskappe vir 'n volhoubare toekoms.  
Besoek [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Arabic

قدوچم حفاسمل اتناك اذإ - قرصت خم خسین : جنتملا عبّتت ئين الکم Fairtrade  
قىدالعىلا قراجتللا قمالع : (حاتاجتنملاء) جتنملاء <عامسأ> مس(ا)  
،قىدالعىلا قراجتللا ماظنب نيلمعاعلا نىيجتنملاء نم اه ب حرصلماو دمتعملا  
عقولما قرايىزب مق. xx% ئىلكللا قبسنلما

لضفملما ئخسنلما : جنتملا عبّتت ئين الکم Fairtrade  
قىدالعىلا قراجتللا قمالع : (حاتاجتنملاء) جتنملاء <عامسأ> مس(ا)  
،قىدالعىلا قراجتللا ماظنب نيلمعاعلا نىيجتنملاء نم اه ب حرصلماو دمتعملا  
مامت ئين عت Fairtrade قىدالعىلا قراجتللا قمالع xx% ئىلكللا قبسنلما  
ضربغ صرفلا يواست أبمو قىدالعىلا قراجتللا طورش تتح تالماعمل  
قىقحتل مهتاعمتجمو ئيراجتللا مهتالماعم لاجم يف رامثتسالا  
عقولما قرايىزب مق. نم او رقتسم لبوقتسنلما

قدوچم حفاسمل اتناك اذإ - قرصت خم خسین : داوملا نازتا  
قمالع رېياعمل اقبط وچتنم : (حاتاجتنملاء) جتنملاء <عامسأ> مس(ا)  
xx% ئىلكللا قبسنلما، Fairtrade، قىدالعىلا قراجتللا  
عقولما قرايىزب مق. www.info.fairtrade.net

لضفملما ئخسنلما : داوملا نازتا  
قراجتللا رېياعمل اقفو وچتنم : (حاتاجتنملاء) جتنملاء <عامسأ> مس(ا)  
قىدالعىلا قراجتللا قمالع xx% ئىلكللا قبسنلما، Fairtrade، قىدالعىلا  
صرفلا يواست أبمو قىدالعىلا قراجتللا طورش تتح تالماعمل مامت ئين عت  
قىقحتل مهتاعمتجمو ئيراجتللا مهتالماعم لاجم يف رامثتسالا ضربغ  
عقولما قرايىزب مق. نم او رقتسم لبوقتسنلما

# FAIRTRADE STATEMENT TRANSLATIONS

## Bosnian

### Mogućnost fizičkog praćenja:

#### Kratka verzija – kada je ograničen prostor

[Naziv(i) sastojka(aka)]: potvrđeno Fairtrade i porijeklom od Fairtrade proizvođača. Ukupno xx%.

Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Mogućnost fizičkog praćenja: Prioritetna verzija

[Naziv(i) sastojka(aka)]: potvrđeno Fairtrade i porijeklom od Fairtrade proizvođača. Ukupno xx%. Fairtrade znači pravednije uslove poslovanja i mogućnosti proizvođača iz zemalja u razvoju za ulaganje u preduzeća i zajednice radi održive будућnosti. Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Kompenzacija težine:

#### Kratka verzija – kada je ograničen prostor

[Naziv(i) sastojka(aka)]: kojima se posluje u skladu s Fairtrade standardima, ukupno xx%. Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Kompenzacija težine: Prioritetna verzija

[Naziv(i) sastojka(aka)]: kojima se posluje u skladu s Fairtrade standardima, ukupno xx%. Fairtrade znači pravednije uslove poslovanja i mogućnosti proizvođača iz zemalja u razvoju za ulaganje u preduzeća i zajednice radi održive будућnosti.

Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Bulgarian

### Физическа проследимост: Кратък вариант

#### – при ограничение на пространството

[Наименование(-я) на съставката(-ите)]: Fairtrade сертифицирани и с произход от Fairtrade производители. Общо xx%. Посетете: [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Физическа проследимост: Препоръчителен вариант

[Наименование(-я) на съставката(-ите)]: Fairtrade сертифицирани и с произход от Fairtrade производители. Общо xx%. Fairtrade означава осигуряване на по-справедливи търговски условия и възможности за производителите в развиващите се държави за инвестиране в дейността и общностите им за устойчиво бъдеще. Посетете: [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Масов баланс: Кратък вариант – при ограничение на пространството

[Наименование(-я) на съставката(-ите)]: търгувани в съответствие със стандартите на Fairtrade, общо xx%. Посетете: [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Масов баланс: Препоръчителен вариант

[Наименование(-я) на съставката(-ите)]: търгувани в съответствие със стандартите на Fairtrade, общо xx%. Fairtrade означава осигуряване на по-справедливи търговски условия и възможности за производителите в развиващите се държави за инвестиране в дейността и общностите им за устойчиво бъдеще. Посетете: [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Chinese Traditional

### 物資追蹤: 簡易版本 - 如篇幅受限

【原料名稱】：經Fairtrade認證且來源於Fairtrade生產方。共占xx%。查詢信息請登陸 [www.info.fairtrade.net](http://www.info.fairtrade.net)

### 物資追蹤: 首選版本

【原料名稱】：經Fairtrade認證且來源於Fairtrade生產方。共占xx%。Fairtrade旨在為發展中國家的生產方創造更加公平的貿易條件及機會以利於他們的可持續發展投資。更多信息請登陸[www.info.fairtrade.net](http://www.info.fairtrade.net)

### 物料平衡: 簡易版本 - 如篇幅受限

【原料名稱】：買賣過程符合Fairtrade標準。共占xx%。查詢信息請登陸 [www.info.fairtrade.net](http://www.info.fairtrade.net)

### 物料平衡: 首選版本

【原料名稱】：買賣過程符合Fairtrade標準。共占xx%。Fairtrade旨在為發展中國家的生產方創造更加公平的貿易條件及機會以利於他們的可持續發展投資。更多信息請登陸[www.info.fairtrade.net](http://www.info.fairtrade.net)

## FAIRTRADE STATEMENT TRANSLATIONS

### Chinese Simplified

物资追踪: 简易版本 - 如篇幅受限

【原料名称】: 经Fairtrade认证且来源于Fairtrade生产方。共占xx%。查询信息请登录 [www.info.fairtrade.net](http://www.info.fairtrade.net)

物资追踪: 首选版本

【原料名称】: 经Fairtrade认证且来源于Fairtrade生产方。共占xx%。Fairtrade旨在为发展中国家的生产方创造更加公平的贸易条件及机会以利于他们的可持续发展投资。更多信息请登录 [www.info.fairtrade.net](http://www.info.fairtrade.net)

物料平衡: 简易版本 - 如篇幅受限

【原料名称】: 买卖过程符合Fairtrade标准。共占xx%。查询信息请登录 [www.info.fairtrade.net](http://www.info.fairtrade.net)

物料平衡: 首选版本

【原料名称】: 买卖过程符合Fairtrade标准。共占xx%。Fairtrade旨在为发展中国家的生产方创造更加公平的贸易条件及机会以利于他们的可持续发展投资。更多信息请登录 [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Croatian

#### Mogućnost fizičkog praćenja:

Kratka verzija – kada je ograničen prostor  
[Naziv(i) sastojka(aka)]: provjерeno Fairtrade i porijeklom od Fairtrade proizvođača. Ukupno xx%.  
Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Mogućnost fizičkog praćenja: Prioritetna verzija

[Naziv(i) sastojka(aka)]: provjерeno Fairtrade i porijeklom od Fairtrade proizvođača. Ukupno xx%. Fairtrade znači pravednije uvjete poslovanja i mogućnosti proizvođača iz država u razvoju za ulaganje u poduzeća i zajednice radi održive budućnosti. Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Izjednačenje težine:

Kratka verzija – kada je ograničen prostor  
[Naziv(i) sastojka(aka)]: kojima se posluje sukladno Fairtrade standardima, ukupno xx%. Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Izjednačenje težine: Prioritetna verzija

[Naziv(i) sastojka(aka)]: kojima se posluje sukladno Fairtrade standardima, ukupno xx%. Fairtrade znači pravednije uvjete poslovanja i mogućnosti proizvođača iz država u razvoju za ulaganje u poduzeća i zajednice radi održive budućnosti. Posjetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Czech

#### Fyzická dohledatelnost:

Krátká verze – v případě omezeného prostoru  
[Jméno/jména složky/složek]: s certifikací Fairtrade, pochází od fairtradových producentů. Celkem xx %. Navštivte [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Fyzická dohledatelnost: Preferovaná verze

[Jméno/jména složky/složek]: s certifikací Fairtrade, pochází od fairtradových producentů. Celkem xx %. Fairtrade (spravedlivý obchod) znamená pro producenty z rozvojových zemí lepší obchodní podmínky a investice do udržitelného rozvoje jejich komunit. Pro více informací navštivte [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Hmotnostní poměr:

Krátká verze – v případě omezeného prostoru  
[Jméno/jména složky/složek]: obchodováno v souladu se standardy Fairtrade, celkem XX %. Navštivte [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Hmotnostní poměr: Preferovaná verze

[Jméno/jména složky/složek]: obchodováno v souladu se standardy Fairtrade, celkem XX %. Fairtrade (spravedlivý obchod) znamená pro producenty z rozvojových zemí lepší obchodní podmínky a investice do udržitelného rozvoje jejich komunit. Pro více informací navštivte [www.info.fairtrade.net](http://www.info.fairtrade.net)

# FAIRTRADE STATEMENT TRANSLATIONS

## Danish

### Fysisk sporbarhed: Kort version

[Navn(e) på ingrediens(er)]: Fairtrade-certificeret(de) ingrediens(er) fra Fairtrade producenter. I alt xx%.  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fysisk sporbarhed: foretrukne version

[Navn(e) på ingrediens(er)]: Fairtrade-certificeret(de) ingrediens(er) fra Fairtrade producenter. I alt XX%. Fairtrade betyder mere fair handelsvilkår og flere muligheder for, at producenter i udviklingslande kan investere i deres produktion og i deres lokalsamfund for at skabe en bæredygtig fremtid. Besøg [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massebalance: Kort version

[Navn(e) på ingrediens(er)]: handlet i overensstemmelse med Fairtrade standarder. I alt XX%. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massebalance: foretrukne version

[Navn(e) på ingrediens(er)]: handlet i overensstemmelse med Fairtrade standarder. I alt XX%. Fairtrade betyder mere fair handelsvilkår og flere muligheder for, at producenter i udviklingslande kan investere i deres produktion og i deres lokalsamfund for at skabe en bæredygtig fremtid. Besøg [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Dutch

### Fysieke traceerbaarheid: Korte versie bij beperkte ruimte

[Naam/namen van de ingrediënt(en)]: Fairtrade gecertificeerd en afkomstig van Fairtrade boeren. Totaal xx%. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fysieke traceerbaarheid: Voorkeursversie:

[Naam/namen van de ingrediënt(en)]: Fairtrade gecertificeerd en afkomstig van Fairtrade boeren. Totaal xx%. Fairtrade betekent betere handelsvooraarden voor boeren in ontwikkelingslanden. Zo kunnen zij investeren in hun bedrijf en leefomstandigheden voor een duurzame toekomst. Zie [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Mass balance: Korte versie bij beperkte ruimte

[Naam/namen van de ingrediënt(en)]: verhandeld in overeenstemming met de Fairtrade voorwaarden. Totaal xx%. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Mass balance: Voorkeursversie

[Naam/namen van de ingrediënt(en)]: verhandeld in overeenstemming met de Fairtrade voorwaarden. Totaal xx%. Fairtrade betekent betere handelsvooraarden voor boeren in ontwikkelingslanden. Zo kunnen zij investeren in hun bedrijf en leefomstandigheden voor een duurzame toekomst. Zie [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Estonian

### Füüsiline jälgitavus: Lühike versioon, kui teksti jaoks kasutatav ruum on piiratud

[Koostisaine(te) nimi (nimed)]: öiglase kaubanduse sertifikaadiga ja öiglase kaubanduse tootjatelt. Kokku xx%. Vt [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Füüsiline jälgitavus: Eelistatud versioon

[Koostisaine(te) nimi (nimed)]: öiglase kaubanduse sertifikaadiga ja öiglase kaubanduse tootjatelt. Kokku xx%. Õiglane kaubandus tähendab arengumaade tootjatele öiglasemaid kaubandustingimusi ja võimalust investeerida oma äritegevusesse ja kogukonda jätkusuutliku tuleviku nimel. Vt [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massebalance: Lühike versioon, kui teksti jaoks kasutatav ruum on piiratud

[Koostisainet(e) nimi (nimed)]: millega kauplemisel järgitakse öiglase kaubanduse standardeid, kokku xx%. Vt [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massebalance: Eelistatud versioon

[Koostisaine(te) nimi (nimed)]: millega kauplemisel järgitakse öiglase kaubanduse standardeid, kokku xx%. Õiglane kaubandus tähendab arengumaade tootjatele öiglasemaid kaubandustingimusi ja võimalust investeerida oma äritegevusesse ja kogukonda jätkusuutliku tuleviku nimel. Vt [www.info.fairtrade.net](http://www.info.fairtrade.net)

## FAIRTRADE STATEMENT TRANSLATIONS

### Finnish

#### Fyysinen jäljitetävyys:

##### **Lyhyt versio, käytetään kun tila on rajallinen**

Reilu kauppa -sertifioitu (/ -dut) raaka-aine (-et) Reilun kaupan tuottajilta: [ainesosan/-osien nimi/nimet], yhteensä xx%. Lue lisää: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Fyysinen jäljitetävyys: Ensisijainen versio

[Ainesosan/-osien nimi/nimet] (yhteensä xx%) on (/ovat) Reilu kauppa -sertifioitua (/ -ja). Reilu kauppa tarkoittaa kehitysmaiden viljelijöille ja työntekijöille oikeudenmukaisempaa kaupankäyntiä ja mahdollisuutta kehittää tuotantoaan ja yhteisöän kestävästi.

Lue lisää: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Volymiseuranta:

##### **Lyhyt versio, käytetään kun tila on rajallinen**

[Ainesosan/-osien nimi/nimet] (yhteensä xx%) kaupankäynnissä on noudatettu Reilun kaupan kriteerejä. Lue lisää: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Volymiseuranta: Ensisijainen versio

[Ainesosan/-osien nimi/nimet] (yhteensä xx%) kaupankäynnissä on noudatettu Reilun kaupan kriteerejä. Reilu kauppa tarkoittaa kehitysmaiden viljelijöille ja työntekijöille oikeudenmukaisempaa kaupankäyntiä ja mahdollisuutta kehittää tuotantoaan ja yhteisöän kestävästi. Lue lisää: [www.info.fairtrade.net](http://www.info.fairtrade.net)

### French

#### Traçabilité physique : Version courte (espace limité)

Ingrédients certifiés Fairtrade : ingrédient 1, ingrédient 2, ... (xx% du poids total). [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Traçabilité physique : Version standard

Ingrédients certifiés Fairtrade : ingrédient 1, ingrédient 2, ... (xx% du poids total). [www.info.fairtrade.net](http://www.info.fairtrade.net)  
La certification Fairtrade assure aux producteurs et travailleurs du Sud de meilleures conditions commerciales et/ou de travail et leur donne la possibilité d'investir dans un futur durable. Pour plus d'informations : [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Bilan de masse : Version courte (espace limité)

Ingrédients conformes aux standards du commerce équitable Fairtrade/Max Havelaar : ingrédient 1, ingrédient 2, ... (xx% du poids total). [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Bilan de masse : Version standard

Ingrédients conformes aux standards du commerce équitable Fairtrade/Max Havelaar : ingrédient 1, ingrédient 2, ... (xx% du poids total). Les standards du commerce équitable Fairtrade/Max Havelaar assurent aux producteurs et travailleurs du Sud de meilleures conditions commerciales et/ou de travail et leur donnent la possibilité d'investir dans un futur durable. Pour plus d'informations : [www.info.fairtrade.net](http://www.info.fairtrade.net)

### German

#### Rückverfolgbarkeit: Kurzversion

##### **– wenn nur begrenzter Platz vorhanden ist**

[Name(n) der Zutat(en)]: Fairtrade-zertifiziert und von Fairtrade-Produzenten angebaut. Gesamtanteil xx%. [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Rückverfolgbarkeit: Bevorzugte Version

[Name(n) der Zutat(en)]: Fairtrade-zertifiziert und von Fairtrade-Produzenten angebaut. Gesamtanteil xx%. Durch faire Handelsbedingungen können Kleinbauern und Arbeiter in den Anbauländern in eine nachhaltige Zukunft investieren. Mehr Infos unter: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Massenbilanz: Kurzversion

##### **– wenn nur begrenzter Platz vorhanden ist**

[Name(n) der Zutat(en)]: nach Fairtrade-Standards gehandelt, Gesamtanteil xx%. [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Massenbilanz: Bevorzugte Version

[Name(n) der Zutat(en)]: nach Fairtrade-Standards gehandelt, Gesamtanteil xx%. Durch faire Handelsbedingungen können Kleinbauern und Arbeiter in den Anbauländern in eine nachhaltige Zukunft investieren. Mehr Infos unter: [www.info.fairtrade.net](http://www.info.fairtrade.net)

## FAIRTRADE STATEMENT TRANSLATIONS

### Greek

**Φυσική ανιχευσιμότητα: Σύντομη έκδοση – όταν ο χώρος είναι περιορισμένος**  
[Ονομασία(-ες) συστατικού(-ών)]: Πιστοποιημένο(-α) κατά Fairtrade και προμηθευόμενο(-α) από Fairtrade παραγωγούς. Σύνολο xx%. Επισκεφτείτε την ιστοσελίδα [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Φυσική ανιχευσιμότητα: Προτιμώμενη έκδοση**  
[Ονομασία(-ες) συστατικού(-ών)]: Πιστοποιημένο(-α) κατά Fairtrade και προμηθευόμενο(-α) από Fairtrade παραγωγούς. Σύνολο xx%. Fairtrade σημαίνει δικαιότερες συνθήκες εμπορικών συναλλαγών και ευκαιρίες για τους παραγωγούς στις αναπτυσσόμενες χώρες ώστε αυτοί να επενδύουν στις επιχειρήσεις και τις κοινότητές τους προσβλέποντας σε ένα αειφόρο μέλλον. Επισκεφτείτε την ιστοσελίδα [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Ισορροπία μάζας: Σύντομη έκδοση**  
– όταν ο χώρος είναι περιορισμένος

Ονομασία(-ες) συστατικού(-ών): εμπορευόμενο(-α) σε συμμόρφωση με το πρότυπο Fairtrade, σύνολο xx%. Επισκεφτείτε την ιστοσελίδα [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Ισορροπία μάζας: Προτιμώμενη έκδοση**

Ονομασία(-ες) συστατικού(-ών): εμπορευόμενο(-α) σε συμμόρφωση με το πρότυπο Fairtrade, σύνολο xx%. Fairtrade σημαίνει δικαιότερες συνθήκες εμπορικών συναλλαγών και ευκαιρίες για τους παραγωγούς στις αναπτυσσόμενες χώρες ώστε αυτοί να επενδύουν στις επιχειρήσεις και τις κοινότητές τους προσβλέποντας σε ένα αειφόρο μέλλον. Επισκεφτείτε την ιστοσελίδα [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Hungarian

**Fizikai nyomon követhetőség:**  
**Rövid verzió – ha a hely korlátozott**  
[Az összetevő(k) megnevezése]: Fairtrade minősítés és Fairtrade termelőktől származik. Összesen xx%. Látogassa meg a [www.info.fairtrade.net](http://www.info.fairtrade.net) weboldalt.

**Fizikai nyomon követhetőség: Javasolt verzió**  
[Az összetevő(k) megnevezése]: Fairtrade minősítés és Fairtrade termelőktől származik. Összesen xx%. A Fairtrade a termelők számára méltányosabb kereskedelmi feltételeket jelent, valamint jobb lehetőségeket kínál, hogy a fenntartható jövő érdekében vállalkozásainak és közösségeikbe fekessenek.  
Látogassa meg a [www.info.fairtrade.net](http://www.info.fairtrade.net) weboldalt.

**Tömegegyensúly: Rövid verzió – ha a hely korlátozott**  
[Az összetevő(k) megnevezése]: a Fairtrade Szabvánnyal összhangban forgalmazott termék, összesen xx%. Látogassa meg a [www.info.fairtrade.net](http://www.info.fairtrade.net) weboldalt.

**Tömegegyensúly: Javasolt verzió**  
[Az összetevő(k) megnevezése]: a Fairtrade Szabvánnyal összhangban forgalmazott termék, összesen xx%. A Fairtrade a termelők számára méltányosabb kereskedelmi feltételeket jelent, valamint jobb lehetőségeket kínál, hogy a fenntartható jövő érdekében vállalkozásainak és közösségeikbe fekessenek.  
Látogassa meg a [www.info.fairtrade.net](http://www.info.fairtrade.net) weboldalt.

### Icelandic

**Efnislegur rekjanleiki:**  
**Stutt útgáfa – þegar pláss er takmarkað**  
[Nafn/nöfn innihaldsefnis/-efna]: Fairtrade vottað og upprunið frá Fairtrade framleiðendum. Samtals xx%. Sjá nánar á [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Efnislegur rekjanleiki: Æskileg útgáfa**

[Nafn/nöfn innihaldsefnis/-efna]: Fairtrade vottað og upprunið frá Fairtrade framleiðendum. Samtals xx%. Fairtrade þýðir að stuðla að sanngjarnari viðskiptaskilmálum og auknum tækifærum fyrir framleiðendur í þróunarlöndum til að fjárfesta í viðskiptum og samfélögum fyrir sjálfbæra framtíð. Sjá nánar Sjá nánar á [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Yfirlit yfir efnahlutföll:**

**Stutt útgáfa – þegar pláss er takmarkað**  
[Nafn/nöfn innihaldsefnis/-efna]: verslað í samræmi við Fairtrade staðla, samtals xx%.  
Sjá nánar á [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Yfirlit yfir efnahlutföll: Æskileg útgáfa**

[Nafn/nöfn innihaldsefnis/-efna]: verslað í samræmi við Fairtrade staðla. Fairtrade þýðir að stuðla að sanngjarnari viðskiptaskilmálum fyrir framleiðendur í þróunarlöndum og að auknum tækifærum handa þeim til að fjárfesta í viðskiptum og samfélögum þeirra fyrir sjálfbæra framtíð. Sjá nánar á [www.info.fairtrade.net](http://www.info.fairtrade.net)

## FAIRTRADE STATEMENT TRANSLATIONS

### Italian

#### Tracciabilità fisica:

##### Versione Breve – quando lo spazio è limitato

[Nome(i) ingrediente(i)]: certificato(i) Fairtrade e proveniente(i) da produttori Fairtrade. Totale: xx%.

Per informazioni: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Tracciabilità fisica: Versione preferibile

[Nome(i) ingrediente(i)]: certificato(i) Fairtrade e proveniente(i) da produttori Fairtrade. Totale: xx%. Fairtrade significa condizioni commerciali più equa e opportunità, per i produttori dei paesi in via di sviluppo, di investire nelle loro imprese e nelle loro comunità per un futuro sostenibile.

Per informazioni: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Bilancio di massa:

##### Versione Breve – quando lo spazio è limitato

[Nome(i) ingrediente(i)]: conforme(i) agli standard Fairtrade. Totale: xx%. Per informazioni: [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Bilancio di massa: Versione preferibile

[Nome(i) ingrediente(i)]: conforme(i) agli standard Fairtrade. Totale: xx%. Fairtrade significa condizioni commerciali più equa e opportunità, per i produttori dei paesi in via di sviluppo, di investire nelle loro imprese e nelle loro comunità per un futuro sostenibile.

Per informazioni: [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Japanese

トレーサビリティ:略式版ースペースが限られている場合  
原材料の[フェアトレード認証原材料名]は、フェアトレード生産者から基準を守って調達されたフェアトレード認証原材料です。全原材料中の含有率:xx%  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

#### トレーサビリティ:推奨版

原材料の[フェアトレード認証原材料名]は、フェアトレード生産者から基準を守って調達されたフェアトレード認証原材料です。全原材料中の含有率:xx%  
フェアトレードは、開発途上国の生産者へより公正な貿易条件と機会を提供し、持続可能な未来のために生産者が自らの力でビジネスや地域社会を改善していくことにつながります。  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

#### マスバランス:略式版ースペースが限られている場合

原材料の[フェアトレード認証原材料名]は、国際フェアトレード基準を遵守して取引されています。  
全原材料中の含有率:xx%  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

#### マスバランス:推奨版

原材料の[フェアトレード認証原材料名]は、国際フェアトレード基準を遵守して取引されています。  
全原材料中の含有率:xx%  
フェアトレードは、開発途上国の生産者へより公正な貿易条件と機会を提供し、持続可能な未来のために生産者が自らの力でビジネスや地域社会を改善していくことにつながります。  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

### Korean

#### 제품출처: 축약형

성분(들)명: 공정무역 생산자로부터 수입한 공정무역 인증을 받은 성분. 총xx%.  
[www.info.fairtrade.net](http://www.info.fairtrade.net) 방문

#### 제품출처: 선택형

성분(들)명: 공정무역 생산자로부터 수입한 공정무역 인증을 받은 성분. 총xx%.  
공정무역이란 보다 공정한 무역 조건으로서 개발도상국 생산자들이 그들의 지속 가능한 미래를 위해 지역사회와 사업에 투자할 수 있는 기회를 제공한다.  
[www.info.fairtrade.net](http://www.info.fairtrade.net) 방문

#### 물질수지: 축약형

성분(들)명: 공정무역 기준을 준수한 거래. 총xx%.  
[www.info.fairtrade.net](http://www.info.fairtrade.net) 방문

#### 물질수지: 선택형

성분(들)명: 공정무역 기준을 준수한 거래. 총xx%.  
공정무역이란 보다 공정한 무역 조건으로서 개발도상국 생산자들이 그들의 지속 가능한 미래를 위해 지역사회와 사업에 투자할 수 있는 기회를 제공한다.  
[www.info.fairtrade.net](http://www.info.fairtrade.net) 방문

## FAIRTRADE STATEMENT TRANSLATIONS

### Latvian

#### Fiziska izsekojamība: Saīsināta versija, ja tekstam atvēlētā platība ir ierobežota

[Sastāvdalas (-u) nosaukums (nosaukumi)]: ar taisnīgas tirdzniecības sertifikātu un no taisnīgas tirdzniecības ražotājiem. Kopā xx %. Skat. [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Fiziska izsekojamība: Vēlamā versija

[Sastāvdalas (-u) nosaukums (nosaukumi)], ar taisnīgas tirdzniecības sertifikātu un no taisnīgas tirdzniecības ražotājiem, t.i., taisnīgāki tirdzniecības noteikumi priekš attīstības valstu ražotājiem, iespēja ieguldīt savā saimnieciskajā darbībā un kopienas ilgtspējīgas nākotnes vārdā. Kopā xx %.

Papildu informāciju skat. [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Masas bilance: Saīsināta versija, ja tekstam atvēlētā platība ir ierobežota

[Sastāvdalas (-u) nosaukums (nosaukumi)]: ar ko tirgojoties ievēro taisnīgas tirdzniecības standartus, kopā xx %.

Skat. [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Masas bilance: Vēlamā versija

[Sastāvdalas (-u) nosaukums (nosaukumi)], ar ko tirgojoties ievēro taisnīgas tirdzniecības standartus, kopā xx %. Taisnīga tirdzniecība nozīmē: taisnīgāki tirdzniecības noteikumi priekš attīstības valstu ražotājiem, iespēja ieguldīt savā saimnieciskajā darbībā un kopienas ilgtspējīgas nākotnes vārdā.

Papildu informāciju skat. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Lithuanian

#### Fizinis atsekamumas:

##### Trumpoji versija – kai yra ribota vieta

[Sudedamosios(uju) dalies(ių) pavadinimas(ai)]: patvirtinta sąžiningos prekybos organizacijos ir sąžiningos prekybos gamintojų, iš viso xx%. Aplankykite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Fizinis atsekamumas: Pageidautina versija

[Sudedamosios(uju) dalies(ių) pavadinimas(ai)], patvirtinta sąžiningos prekybos organizacijos ir sąžiningos prekybos gamintojų. Iš viso xx%. Sąžininga prekyba reiškia besivystančių šalių gamintojams sąžiningesnes prekybos sąlygas ir galimybes investuoti į savo verslą bei bendruomenę siekiant užtikrinti tvarią ateitį.  
Aplankykite [www.info.fairtrade.net](http://www.info.fairtrade.net).

#### Masės balansas: Trumpoji versija – kai yra ribota vieta

[Sudedamosios(uju) dalies(ių) pavadinimas(ai)]: kuriais prekiavojant laikomasi sąžiningos prekybos standartų, iš viso xx%. Aplankykite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Masės balansas: Pageidautina versija

[Sudedamosios(uju) dalies(ių) pavadinimas(ai)]: kuriais prekiavojant laikomasi sąžiningos prekybos standartų, iš viso xx%. Sąžininga prekyba reiškia besivystančių šalių gamintojams sąžiningesnes prekybos sąlygas ir galimybes investuoti į savo verslą bei bendruomenę siekiant užtikrinti tvarią ateitį. Aplankykite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Norwegian

#### Full sporbarhet:

##### Kortversjon – ved begrenset plass

[Navn på ingrediens(er)] er Fairtrade-sertifisert, totalt xx %. Se [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Full sporbarhet: Foretrukket versjon

[Navn på ingrediens(er)] er Fairtrade-sertifisert og dyrket av bønder/arbeidere som har mer rettferdige handelsbetingelser og dermed muligheten til å investere i produksjon, lokalsamfunn og en bærekraftig framtid. Totalt xx%. Se [www.info.fairtrade.net](http://www.info.fairtrade.net) for mer informasjon.

#### Volumbalanse: Kortversjon – ved begrenset plass

[Navn på ingrediens(er)] oppfyller Fairtrade-standardene, totalt xx %. Se [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Volumbalanse: Foretrukket versjon

[Navn på ingrediens(er)] er handlet etter Fairtrade-standardene, det innebærer at bønder/arbeidere har mer rettferdige handelsbetingelser og dermed muligheten til å investere i produksjon, lokalsamfunn og en bærekraftig framtid. Totalt xx%. Se [www.info.fairtrade.net](http://www.info.fairtrade.net) for mer informasjon.

# FAIRTRADE STATEMENT TRANSLATIONS

## Polish

**Fizyczna identyfikowalność: Wersja skrócona – w przypadku, gdy przestrzeń jest ograniczona**  
[Nazwa(y) składnika(ów)]: potwierdzone certyfikatem Fairtrade i pochodzące od producentów Fairtrade. Ogółem xx%. Odwiedź [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Fizyczna identyfikowalność: Wersja preferowana**  
[Nazwa(y) składnika(ów)]: potwierdzone certyfikatem Fairtrade i pochodzące od producentów Fairtrade. Ogółem xx%. Fairtrade oznacza sprawiedliwsze warunki handlu i możliwość inwestowania przez producentów z krajów rozwijających się w ich społeczności i firmy dla lepszej przyszłości. Odwiedź [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Bilans masy: Wersja skrócona – w przypadku, gdy przestrzeń jest ograniczona**  
[Nazwa(y) składnika(ów)]: w obrocie handlowym zgodnym z normami Fairtrade, ogółem xx%. Odwiedź [www.info.fairtrade.net](http://www.info.fairtrade.net)

**Bilans masy: Wersja preferowana**  
[Nazwa(y) składnika(ów)]: w obrocie handlowym zgodnym z normami Fairtrade, ogółem xx%. Fairtrade oznacza sprawiedliwsze warunki handlu oraz możliwość inwestowania przez producentów z krajów rozwijających w ich społeczności i firmy dla lepszej przyszłości. Odwiedź [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Portuguese

### Rastreabilidade Física:

#### Versão curta – quando o espaço é limitado

[Nome(s) do(s) ingrediente(s)]: Certificado pelo Fairtrade Comércio Justo e fornecido por produtores do Fairtrade Comércio Justo. Total xx%. Visite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Rastreabilidade Física: Versão preferencial

[Nome(s) do(s) ingrediente(s)]: Certificado pelo Fairtrade Comércio Justo e fornecido por produtores do Fairtrade Comércio Justo. Total xx%. O Fairtrade Comércio Justo significa para produtores de países em desenvolvimento condições de comercialização mais justas e oportunidades para investir nos seus negócios e comunidades para um futuro sustentável. Visite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Saldo da massa:

#### Versão curta – quando o espaço é limitado

Nome(s) do(s) ingrediente(s): comercializado de acordo com as normas do Fairtrade Comércio Justo, total xx%. Visite [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Saldo da massa: Versão preferencial

Nome(s) do(s) ingrediente(s): comercializado de acordo com as normas do Fairtrade Comércio Justo, total xx%. O Fairtrade Comércio Justo significa para produtores de países em desenvolvimento condições de comercialização mais justas e oportunidades para investir nos seus negócios e comunidades para um futuro sustentável. Visite [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Romanian

### Trasabilitatea fizică:

#### Versiunea scurtă – atunci când spațiul este limitat

[Denumirea(le) ingredientului(lor)]: certificate Fairtrade și provenite de la producători. Total xx%. Vizitați [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Trasabilitatea fizică: Versiunea preferată

[Denumirea(le) ingredientului(lor)]: certificate Fairtrade și provenite de la producători. Total xx%. Fairtrade înseamnă condiții de comerț mai echitabile și oportunități pentru producătorii în țările mai sărace de a investi în afacerile și comunitățile lor pentru un viitor sustenabil. Vizitați [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Bilanțul de masă:

#### Versiunea scurtă – atunci când spațiul este limitat

[Denumirea(le) ingredientului(lor)]: comercializate în conformitate cu Standardele Fairtrade, total xx%. Vizitați [www.info.fairtrade.net](http://www.info.fairtrade.net)

#### Bilanțul de masă: Versiunea preferată

[Denumirea(le) ingredientului(lor)]: comercializate în conformitate cu Standardele Fairtrade, total xx%. Fairtrade înseamnă condiții de comerț mai echitabile și oportunități pentru producătorii în țările mai sărace de a investi în afacerile și comunitățile lor pentru un viitor sustenabil. Vizitați [www.info.fairtrade.net](http://www.info.fairtrade.net)

# FAIRTRADE STATEMENT TRANSLATIONS

## Russian

### Физическая отслеживаемость:

#### Минимальный текст о справедливой торговле

[Наименование(-я) компонента(-ов)]: с сертификатом Справедливой торговли и от производителей товаров Справедливой торговли. Всего xx%.

См. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Физическая отслеживаемость:

#### Предпочтительная версия

[Наименование(-я) компонента(-ов)], с сертификатом Справедливой торговли и от производителей товаров Справедливой торговли. Всего xx%. Справедливая торговля означает для производителей в развивающихся странах более справедливые условия торговли и возможность инвестировать в свою бизнес-деятельность и сообщество ради устойчивого развития в будущем. См. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Баланс вещества:

#### Минимальный текст о справедливой торговле

[Наименование(-я) компонента(-ов)]: при торговле которым(-и) придерживаются стандартов Справедливой торговли, всего xx%. См. [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Баланс вещества: Предпочтительная версия

[Наименование(-я) компонента(-ов)]: при торговле которым(-и) придерживаются стандартов Справедливой торговли, всего xx%. Справедливая торговля означает для производителей в развивающихся странах более справедливые условия торговли и возможность инвестировать в свою бизнес-деятельность и сообщество ради устойчивого развития в будущем. См. [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Serbian

### Fizička pratljivost:

#### Kratka verzija – kada je ograničen prostor

[Naziv(i) sastojka(aka)]: potvrđeno Fairtrade i poreklom od Fairtrade proizvođača. Ukupno xx%.  
Posetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fizička pratljivost: Prioritetna verzija

[Naziv(i) sastojka(aka)]: potvrđeno Fairtrade i poreklom od Fairtrade proizvođača. Ukupno xx%. Fairtrade znači pravednije uslove poslovanja i mogućnosti proizvođača iz zemalja u razvoju da ulažu u preduzeća i zajednice radi održive budućnosti. Posetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Kompenzacija težine:

#### Kratka verzija – kada je ograničen prostor

[Naziv(i) sastojka(aka)]: kojima se posluje u skladu sa Fairtrade standardima, ukupno xx%.  
Posetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Kompenzacija težine: Prioritetna verzija

[Naziv(i) sastojka(aka)]: kojima se posluje u skladu sa Fairtrade standardima, ukupno xx%. Fairtrade znači pravednije uslove poslovanja i mogućnosti proizvođača iz zemalja u razvoju da ulažu u preduzeća i zajednice radi održive budućnosti. Posetite [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Slovak

### Fyzická dohľadateľnosť:

Krátka verzia – v prípade obmedzeného priestoru [Meno/Mená zložky/zložiek]: s certifikáciou Fairtrade, pochádza od fairtradových producentov. Celkovo xx %. Navštívte [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fyzická dohľadateľnosť: Preferovaná verzia

[Meno/Mená zložky/zložiek]: s certifikáciou Fairtrade, pochádza od fairtradových producentov. Celkovo xx %. Fairtrade (spravodlivý obchod) znamená pre producentov z rozvojových krajín lepšie obchodné podmienky a investície do udržateľného rozvoja ich komunit. Pre viac informácií navštívte [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Hmotnostný pomer:

Krátka verzia – v prípade obmedzeného priestoru [Meno/Mená zložky/zložiek]: obchodované v súlade so štandardmi Fairtrade, celkovo XX %. Navštívte [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Hmotnostný pomer: Preferovaná verzia

[Meno/Mená zložky/zložiek]: obchodované v súlade so štandardmi Fairtrade, celkovo XX %. Fairtrade (spravodlivý obchod) znamená pre producentov z rozvojových krajín lepšie obchodné podmienky a investície do udržateľného rozvoja ich komunit. Pre viac informácií navštívte [www.info.fairtrade.net](http://www.info.fairtrade.net)

# FAIRTRADE STATEMENT TRANSLATIONS

## Slovenian

### Fizična sledljivost:

#### Krajša različica – za omejen prostor

[Ime(na) sestavin(e)]: s certifikatom Fairtrade, izvira iz pridelave v okviru pravične trgovine Fairtrade. Skupaj xx %. Obiščite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fizična sledljivost: Priporočena različica

[Ime(na) sestavin(e)]: s certifikatom Fairtrade, izvira iz pridelave v okviru pravične trgovine Fairtrade. Skupaj xx %. Fairtrade omogoča bolj pravične pogoje trgovanja za pridelovalce v državah v razvoju in jim daje priložnost za vlaganje v njihova podjetja ter skupnosti za trajnostno prihodnost. Obiščite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Masno ravnovesje:

#### Krajša različica – za omejen prostor

Ime(na) sestavin(e)]: trgovanje poteka v skladu s standardi pravične trgovine Fairtrade, skupaj xx %.

Obiščite [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Masno ravnovesje: Priporočena različica

Ime(na) sestavin(e)]: trgovanje poteka v skladu s standardi pravične trgovine Fairtrade, skupaj xx %. Fairtrade omogoča bolj pravične pogoje trgovanja za pridelovalce v državah v razvoju in jim daje priložnost za vlaganje v njihova podjetja ter skupnosti za trajnostno prihodnost.

Obiščite [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Spanish

### Trazabilidad física:

#### Versión corta, cuando el espacio es limitado

[Nombre(s) de ingrediente(s)]: Certificado(s) por Fairtrade (Comercio Justo) y comprado(s) a productores Fairtrade. xx% del total. Ver [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Trazabilidad física: Versión preferida

[Nombre(s) de ingrediente(s)]: Certificado(s) por Fairtrade (Comercio Justo) y comprado(s) a productores Fairtrade. xx% del total. Esto supone mejores condiciones de comercio para los productores en países en desarrollo y la posibilidad de invertir en sus negocios y comunidades para un futuro más sostenible. Ver [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Balance de masa:

#### Versión corta, cuando el espacio es limitado

[Nombre(s) de ingrediente(s)]: Cumple(n) con los estándares Fairtrade (Comercio Justo), xx% del total.

Ver [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Balance de masa: Versión preferida

[Nombre(s) de ingrediente(s)]: Cumple(n) con los estándares Fairtrade (Comercio Justo), xx% del total. Esto supone para los productores Fairtrade mejores condiciones de comercio y la posibilidad de invertir en sus negocios y comunidades para un futuro más sostenible. Ver [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Swedish

### Fysisk spårbarhet:

#### Kort version – vid begränsat utrymme

[Namn på ingrediens(er)]: Fairtrade-certifierad(e) ingredienser från Fairtrade-producenter. Totalt xx %.

Läs mer på [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Fysisk spårbarhet: Rekommenderad version

[Namn på ingrediens(er)]: Fairtrade-certifierad(e) ingredienser från Fairtrade-producenter. Totalt xx %. Fairtrade innebär mer rättvisa handelsvillkor och möjligheter för producenter i utvecklingsländer att investera i verksamhet och lokalsamhälle för en mer hållbar framtid.

Läs mer på [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massbalans: Kort version – vid begränsat utrymme

[Namn på ingrediens(er)]: handlad(e) i enlighet med Fairtrade-kriterierna, totalt xx %.

Läs mer på [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Massbalans: Rekommenderad version

[Namn på ingrediens(er)]: handlad(e) i enlighet med Fairtrade-kriterierna, totalt xx %. Fairtrade innebär mer rättvisa handelsvillkor och möjligheter för producenter i utvecklingsländer att investera i verksamhet och lokalsamhälle för en mer hållbar framtid.

Läs mer på [www.info.fairtrade.net](http://www.info.fairtrade.net)

# FAIRTRADE STATEMENT TRANSLATIONS

## Turkish

### Fiziksel izlenebilirlik:

#### Kısa versiyon – alan sınırlı olduğunda

[Bileşen(ler)in adı]: Fairtrade sertifikalıdır ve Fairtrade üreticilerinden temin edilmiştir. Toplam %xx. [www.info.fairtrade.net](http://www.info.fairtrade.net) adresini ziyaret edin.

### Fiziksel izlenebilirlik: Tercih edilen versiyon

[Bileşen(ler)in adı]: Fairtrade sertifikalıdır ve Fairtrade üreticilerinden temin edilmiştir. Toplam %xx. Fairtrade, sürdürülebilir bir gelecek adına işlerine ve toplumlarına yatırım yapmada daha adil ticaret koşulları ve fırsatlar sunulması amacıyla Fairtrade üreticilerinden tedarik edildiği anlamına gelir. [www.info.fairtrade.net](http://www.info.fairtrade.net) adresini ziyaret edin.

### Kütle Dengesi: Kısa versiyon – alan sınırlı olduğunda

[Bileşen(ler)in adı]: Fairtrade Standartlarına uygun olarak ticareti yapılmaktadır, toplam %xx. [www.info.fairtrade.net](http://www.info.fairtrade.net) adresini ziyaret edin.

### Kütle Dengesi: Tercih edilen versiyon

[Bileşen(ler)in adı]: Fairtrade Standartlarına uygun olarak ticareti yapılmaktadır, toplam %xx. Fairtrade, sürdürülebilir bir gelecek adına işlerine ve toplumlarına yatırım yapmada daha adil ticaret koşulları ve fırsatlar sunulması amacıyla Fairtrade üreticilerinden tedarik edildiği anlamına gelir. [www.info.fairtrade.net](http://www.info.fairtrade.net) adresini ziyaret edin.

## Ukrainian

### Фізична відстежуваність:

#### Коротка версія – в разі обмеження площі

[Назва(-и) інгредієнту(-ів)]: Сертифіковано Fairtrade та надано виробниками Fairtrade. Всього xx%.  
Відвідайте [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Фізична відстежуваність: Бажана версія

[Назва(-и) інгредієнту(-ів)]: Сертифіковано Fairtrade та надано виробниками Fairtrade. Всього xx%. Fairtrade означає чесні умови торгівлі та можливість для виробників у країнах, що розвиваються, інвестувати в їхній бізнес та товариства для досягнення стабільності в майбутньому. Відвідайте [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Баланс маси:

#### Коротка версія – в разі обмеження площі

[Назва(-и) інгредієнту(-ів)]: реалізується відповідно до Стандартів Fairtrade, всього xx%.  
Відвідайте [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Баланс маси: Бажана версія

[Назва(-и) інгредієнту(-ів)]: реалізується відповідно до Стандартів Fairtrade, всього xx%. Fairtrade означає чесні умови торгівлі та можливість для виробників у країнах, що розвиваються, інвестувати в їхній бізнес та товариства для досягнення стабільності в майбутньому. Відвідайте [www.info.fairtrade.net](http://www.info.fairtrade.net)

## Vietnamese

### Khả năng theo dõi vật lý:

#### Bản ngắn gọn – khi chỗ trống hạn chế

[Tên (các) thành phần]: được Fairtrade chứng nhận và do các nhà sản xuất Fairtrade cung cấp. Tổng cộng xx%.  
Xin truy cập vào [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Khả năng theo dõi vật lý: Bản ưa dùng

[Tên (các) thành phần]: được Fairtrade chứng nhận và do các nhà sản xuất Fairtrade cung cấp. Tổng cộng xx%. Fairtrade có nghĩa là các điều kiện và cơ hội thương mại công bằng hơn cho các nhà sản xuất tại các nước đang phát triển để đầu tư vào công việc kinh doanh và các cộng đồng của họ vì một tương lai bền vững.  
Xin truy cập vào [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Cân bằng khối lượng:

#### Bản ngắn gọn – khi chỗ trống hạn chế

[Tên (các) thành phần]: thương mại hóa theo các tiêu chuẩn của Fairtrade, tổng cộng xx%.  
Xin truy cập vào [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Cân bằng khối lượng: Bản ưa dùng

[Tên (các) thành phần]: thương mại hóa theo các tiêu chuẩn của Fairtrade, tổng cộng xx%. Fairtrade có nghĩa là các điều kiện và cơ hội thương mại công bằng hơn cho các nhà sản xuất tại các nước đang phát triển để đầu tư vào công việc kinh doanh và các cộng đồng của họ vì một tương lai bền vững.  
Xin truy cập vào [www.info.fairtrade.net](http://www.info.fairtrade.net)

**FAIRTRADE STATEMENT  
OPTIONAL STATEMENT –  
SWEDISH**

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**Optional statement**

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

**Examples in Swedish:**

**Om att köpa**

När du köper Fairtrade-märkta produkter ges producenter möjlighet att få förbättrad ekonomi och bättre arbetsvillkor.

**Om att stödja utveckling**

En del av inkomsten från Fairtrade-märkta produkter investerar odlare och anställda i projekt för social, ekonomisk och miljömässig utveckling.

**Om hållbarhet**

Fairtrade-kriterierna syftar till att skapa förutsättningar för hållbar utveckling på lokal nivå och skydda miljön där råvaran odlas.

## **PART FOUR**

### **4.2 APPENDICES**

**This section includes advice on:**

- Artwork approval**
- Licensee responsibilities**
- Protecting the Mark**
- Use of Fairtrade terms and glossary**
- Contact points**

## **APPENDICES**

### **ARTWORK APPROVAL AND LICENSEE RESPONSIBILITIES**

#### **ARTWORK APPROVAL**

Fairtrade International has licensed the Certification Mark to national LIs so that they are able to issue it to Licensees in their country for use on Fairtrade certified products. If packaging is created in line with these guidelines, it will be acceptable in all destination markets for cross-border sales. All artwork must be approved in writing by the LI or FLO artwork teams prior to printing or publication.

All packaging artwork applications should be sent to the relevant LI (Sweden: [cm@fairtrade.se](mailto:cm@fairtrade.se)) or FMO or to [artwork@fairtrade.net](mailto:artwork@fairtrade.net).

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

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

#### **PROCESS AND TIMINGS**

The artwork team at Fairtrade International or the national LI 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. 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 LIs 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 or packaging that displays the FAIRTRADE Certification 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**

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 LI or FLO 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 LI 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.

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.

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 LI, 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.

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.

## **PROTECTING THE MARK**

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

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 LI 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 Certification Mark in any form whatsoever, without prior authorisation.

### **Copyright**

All information within the FAIRTRADE Certification 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 brand 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 Certification Mark:** uppercase for FAIRTRADE, capital C for Certification, 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 Certification Mark supplied by Fairtrade for professional printing

**Pantone Matching System™:** 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 Composite Product 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 (Fairtrade Labelling**

**Organizations International e.V., FLO:** the international Organization comprising LI and partner organisations in consumer and producer countries. Fairtrade International is responsible for developing Fairtrade Standards and managing producer and trader registers.

**FAIRTRADE Certification Mark:** used on products meeting Fairtrade Standards as defined by Fairtrade International (FLO). 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.

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

**Licensing Agreement:** the agreement between Fairtrade International or a Labelling Initiative and a Licensee which includes setting out the conditions for using the FAIRTRADE Certification Mark.

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

**LI reference code:** Fairtrade reference code given to each Licensee (not in use in Sweden).

**Mass balance:** ingredients like cocoa, tea, juice and sugar can come from many different farms and countries and often have to be mixed together; Fairtrade with non-Fairtrade, for transport and production. Unless volumes are very small or extremely large, it is often not practical or is too expensive to keep them completely separate.

**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 and transit packaging that carries the FAIRTRADE Certification 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. 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.

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

## **REGISTERED TRADEMARK**

® The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark. 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; Labelling Initiatives – LIs.

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## **CREDIT**

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## **ARTWORK APPROVAL**

For artwork approval first contact your local LI at [cm@fairtrade.se](mailto:cm@fairtrade.se) (Sweden) or Fairtrade International at [artwork@fairtrade.net](mailto:artwork@fairtrade.net)  
For non-LI countries or the relevant LI, see below.

## **CONTACT DETAILS**

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### **Labelling Initiatives (LIs)**

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