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## FSC®, SFI® and PEFC Logo Usage Requirements

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

### FSC MIX OR FSC RECYCLED LABEL

100% of all permanently bound non-removable components must be produced on paper that is FSC MIX or FSC RECYCLED certified. This includes all body/text and cover stocks that are not removable from the finished printed product.

### SFI CoC LABEL

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

12 month blanket approvals by customer title are available. 100% of the paper over the 12 month period covered by the blanket approval, must qualify as SFI CoC 100% under the Credit system.

PEFC CoC 100% certified paper from the following paper mills in North America, also qualifies for use of the SFI CoC logo: Billerud, Catalyst, ND Paper, Resolute

### SFI CERTIFIED SOURCING LABEL

At least 67% of the paper used for all non-removable components of the printed title/banner must be SFI certified from an SFI Fiber Sourcing certified paper mill, while the remaining paper (up to 33%) must qualify as controlled sources from non-controversial areas of harvest.

12 month blanket approvals by customer title are available. 67% of the paper used for all non-removable components of the title/banner printed over the 12 month period covered by the blanket approval, must be from SFI certified paper mills that are certified to the SFI Fiber Sourcing Standard.

### PEFC CoC LABEL

At least 70% of paper used for all permanently bound non-removable components of a job... must be a combination of PEFC 100% and/or SFI CoC 100% under the Credit system. SFI Certified Sourcing certified paper does **not** qualify for use of the PEFC label.

12 month blanket approvals by customer title are available. 70% of the paper over the 12 month period covered by the blanket approval, must be a combination of PEFC 100% and/or SFI CoC 100% under the Credit system.

### IN ALL CASES

Excluded from consideration are any component that is intended to be removed from the main printed publication by the end user. Examples include, but are not limited to: reply cards, order forms, tip-ins, labels, inserts, dust jackets, cover wraps, quadalogs. If the component is not needed for the accomplishment of the printed product's primary function...the paper for this component need not be certified. Essentially, body and cover components need to be certified (including board and end leaf for books). If any questions on this, please contact the [Quad CoC Central Office](#) for clarification.

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



## PAPER SUPPLY

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

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

## LABEL ACQUISITION

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

## CHAIN-OF-CUSTODY CERTIFICATION FEE

3rd party Chain-of-Custody certification is the mechanism by which Quad can enable and 100% support client environmental claims of forest certification. The cost of maintaining chain-of-custody certification is very high, including annual fees, training costs, audit costs, and multiple salaries. In order to recover a portion of this cost, a chain-of-custody certified paper handling fee of \$1.50/cwt should be added to a project requiring use of an FSC, SFI or PEFC trademark.

## ARTWORK APPROVAL

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



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

See how we can help.

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