

# Forestry Enters the Branding Arena

At an increasing rate, consumers are seeing the trademark Forest Stewardship Council (FSC) logo printed in the corner of many printed products. The FSC is an organization that promotes responsible practices (economic, social, and environmental) across the entire production chain of printing and other wood-based products such as furniture and lumber. A strict list of 57 criteria, measured from the forest all the way to the print shop (or lumber yard, etc.), determine a product's proper usage of the FSC logo.

FSC is just one of the many certifications for paper products. Understanding what the various green symbols mean can be confusing. In a world where there are symbols for *recyclable* materials, *recycled* materials, *certified* materials, and other related definitions, consumers don't always know which one is right for them. This creates a particularly interesting dilemma for those adding green practices and commitments to their branding initiatives (see list below). For some, this is further complicated when their competition uses deceptive logo-marks that look similar to officially granted logos or certifications!

LOGO	DESCRIPTION
	<b>Recyclable Content.</b> The product itself can be recycled, but is not necessarily made from recycled materials...
	Or it can mean: <b>Recycled Content.</b> At least some of the product with this symbol contains recycled material.
	<b>100% Recycled Content.</b> The entire product was made from recycled materials.
	<b>FSC 100%.</b> These products are made entirely from forests that meet FSC standards.
	<b>FSC Recycled.</b> These products use only post-consumer recycled wood and fiber that meet FSC standards.
	<b>FSC Mixed Sources.</b> These products contain material from a variety of FSC-certified sources including forests, company controlled materials, and recycled materials.
	<b>Green Seal.</b> Product manufactured without bleaching. Recycled content may have originally been bleached.
	<b>Sustainable Forestry Initiative®.</b> SFI papers that contain this logo are from wood pulp certified by a rigorous environmental forest management and chain of custody standard.
	<b>Printed with Soy Ink.</b> The inks on these products are made with nontoxic soybean oils.
	<b>Processed Chlorine Free.</b> PCF audits require a chain of custody for all raw materials, measuring the impact of a manufacturing process on the environment.
	<b>Green-E.</b> Products carrying this logo were made by use of certified wind power, set by the Center for Resource Solutions.
	<b>Biodegradable Film.</b> Usually found on envelopes, the multiple logos for this mean that the film is made from either cellulose or biodegradable polytactic acid.

*Catherine Shaw is the President of Basis, a branding agency in Falls Church, VA. Her company specializes in mission-based nonprofits for social and environmental efforts, as well as branding for mid-sized corporations. More information can be found at [basisbranding.com](http://basisbranding.com).*

## SOURCES:

- Forest Stewardship Council: [www.fsc.org](http://www.fsc.org).
- Green-E: [www.green-e.org](http://www.green-e.org).
- Green Seal: [www.greenseal.org](http://www.greenseal.org).
- National Soy Ink Information Center: [www.soyink.com](http://www.soyink.com).
- NatureWorks, LLC: [www.natureworkslc.com](http://www.natureworkslc.com).
- Processed Chlorine Free: [www.chlorinefreeproducts.org](http://www.chlorinefreeproducts.org).
- Rainforest Alliance: [www.rainforest-alliance.org](http://www.rainforest-alliance.org).
- Sustainable Forestry Initiative: [www.sfiprogram.org](http://www.sfiprogram.org).