

HOW TO PUBLISH WITH THE FSC® MARK

- **Producer**

The publication can only be printed by a printer holding a valid FSC Chain of Custody Certification. **TBB is a proprietor of the certificate** authorising us to print the printed matters with FSC Mix and FSC Recycled marks.

- **Material**

The publication has to be printed on FSC certified paper. If the labelling is not specified by the customer, it is up to TBB to assign FSC Mix or FSC Recycled label according to the material used for printing. Incorporation of non-wood materials (e.g. plastics, textiles) is possible without restrictions.

It is necessary to consult us before choosing material for publication, as not all of the papers are being produced as FSC and not all of the suppliers are FSC certified. This should be discussed during the pre-press process.

- **Labelling**

The publications which fulfil two above mentioned conditions can be FSC marked (FSC sign and FSC logo). The FSC sign has specified art work and contains logo, short description, printer FSC certification number. There are more kinds of FSC signs, depending on used materials (FSC 100%, FSC Mix, FSC Recycled). The FSC sign can be placed on imprint page, on back cover or on other visible parts of the publication.

If for some space reasons the location of the FSC logo is not satisfactory, the publication may not contain it: because if you meet all the prerequisites for an FSC publication and delivery note as well as invoice contain FSC statement, such publication is also considered as FSC publication. FSC logo with further explanation of FSC certification significance can be also presented on publications for the purpose of advertising. FSC mark and logo is registered and printer is responsible for their correct usage in publications. Every non-standard application of the FSC mark and logo has to be approved by certification organization, which issued FSC certification to printer.

Example of a more detailed explanation of certification:

This book was printed on FSC certified paper.

FSC (Forest Stewardship Council) is an independent, international, non-governmental organization. Its aim is to support environmentally sustainable, socially and economically responsible global forest management.

The publication bears our FSC certification and therefore, graphic design, position of the FSC mark and logo, as well as any possible explanatory text, have to be consulted with us.

The publication may also bear a label with logo from a certified customer. Such printed matter is a subject to the special regime which has to be consulted with us.