

**USE COMPULSORY**

These guidelines are  
global and valid for all  
markets where  
Fairtrade products are  
licensed and sold

# FAIRTRADE COTTON MARK GUIDELINES

ISSUE 3 – OCTOBER 2018



## Contents

Introduction	02
The Fairtrade Trademarks	03
<b>Part One: Basic guidelines</b>	04
Basic elements	05
Versions of the Cotton Mark	06
Background colours	09
Maintaining the Mark	10
Incorrect use of the Cotton Mark	11
<b>Part Two: Labelling and packaging guidelines</b>	12
Brand hierarchy – overview	13
Product labelling - permanent labels	15
Product labelling - Fibre composition labels	17
Product labelling - textile items used for promotion	18
Product labelling - Work wear and uniforms	20
Product packaging – applications	21
Non-textiles, shelf packaging and shipping boxes	23
Product naming and claims	24
Claims for products and promotion	25
Artwork checklist	26
<b>Part Three: Promotional materials</b>	27
Overview	28
Point of Sale (POS)	29
Digital presence, online shops, moving image	30
Marketing communications	31
Promotional claims	32
<b>Part Four: Essential information</b>	33
Artwork approval, process timings, licensee responsibilities, transition period	34
Disclaimer, licensee responsibilities, B2B sales	35
Protecting the Mark	36
Glossary	37
Glossary (continued), Fairtrade Glossary	38
Contact information	39

## 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. People can overcome disadvantage and marginalisation if they are empowered to take more control over their work and their lives 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. The FAIRTRADE Mark is the most widely recognised ethical mark globally. The Mark represents a message of impact and empowerment of cotton producers, helping them to create better lives for their families and communities.

### 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.

### About these guidelines

These guidelines are here to provide direction on how to use the FAIRTRADE Cotton Mark. They have been created to protect the integrity and values of Fairtrade and designed as a detailed reference resource. **They supersede all previous versions.**

These guidelines contain sections that indicate most types of packaging and also some examples of promotional usage, but they cannot cover everything. If clarification of any point or further advice on the use of the FAIRTRADE Cotton Mark is needed,

please use the contact details on the last page of these guidelines. The instructions given in these guidelines must be followed.

The following terms are used throughout the document:

**Must** – compulsory

**Should** – recommended, best practice

**May** – optional

Please note that the illustrations are not exhaustive and do not represent everything that is being explained in the text.

# THE FAIRTRADE TRADEMARKS

## The FAIRTRADE Cotton Mark

The FAIRTRADE Cotton Mark signifies that a product's cotton composition is 100 % Fairtrade certified and physically traceable from farmer to product. It can be a pure cotton product or a product made of cotton blended with natural or synthetic fibres. In the case of mixed fibre textiles, the Mark means that all of the cotton contained in the product is Fairtrade certified but other textiles in the composition are not. The minimum percentage of Fairtrade cotton in a product must be at least 50% of the total finished fabric.

The FAIRTRADE Cotton Mark refers exclusively to the cotton content in a product, not to the finished product itself.

## The FAIRTRADE Sourced Cotton Mark

The FAIRTRADE Sourced Cotton Mark signifies that a certain volume of cotton has been purchased under Fairtrade terms and its equivalent used on finished products. Companies and brands achieve volume purchases, but the cotton is not physically traceable after the ginning stage and products are not labelled in the traditional way.

This model offers Fairtrade cotton growers new market opportunities and the potential to deliver major impact in their farms and community. Simultaneously, companies are offered a different way to engage with Fairtrade to support their sustainable commitment.

These guidelines cover the use of the FAIRTRADE Cotton Mark only. For more information about the Fairtrade Sourced Cotton model and guidelines on its use, please ask your licensing body.

## The FAIRTRADE Cotton Mark



The FAIRTRADE Cotton Mark signifies that the cotton in the product is Fairtrade certified and physically traceable

## The FAIRTRADE Sourced Cotton Mark



The FAIRTRADE Sourced Cotton Mark signifies that the brand or company has purchased a certain volume of cotton under Fairtrade terms

# **PART ONE**

## **BASIC GUIDELINES**

**THIS SECTION DESCRIBES THE FAIRTRADE  
COTTON MARK AND GIVES AN OVERVIEW  
OF HOW IT MUST BE USED**



# FAIRTRADE COTTON MARK

## BASIC ELEMENTS

### BASIC ELEMENTS

#### Clear space

To preserve the visual independence of the FAIRTRADE Cotton Mark when placed next to text or graphics, a clear space must be maintained around it; this space must be equal to half the width of the Mark, defined as X, or when space is limited, not less than 25 % of the width.

#### Minimum and maximum size

The FAIRTRADE Cotton Mark must be used in a size that is in proportion to the dimensions of the packaging or promotional item. This size guide has been designed to select the recommended Cotton Mark size for various items. As a general rule, the Mark should not be reproduced at a width below 7 mm; the wordmark must always be legible.

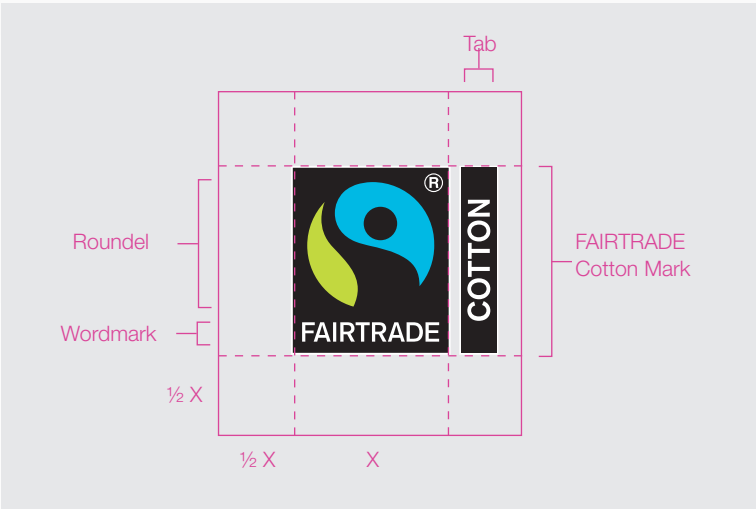
#### Colours

When reproducing the colour version of the FAIRTRADE Cotton Mark, the colours specified here must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the Mark on packaging.

#### Note for all versions

In markets where the FAIRTRADE Mark is not registered, the “R” must be removed from the design before it’s applied. Please contact your licensing body for information about trademark/certification mark registration, details are on the last page.

#### Clear space and elements



#### Colours



**Fairtrade Sky Blue**  
PMS 306 C  
PMS 306 U  
CMYK 79.0.7.0  
RGB 0.185.228  
Web #00B9E4



**Fairtrade Leaf Green**  
PMS 382 C  
PMS 380 U  
CMYK 28.0.92.0  
RGB 190.214.0  
Web #BED600



**Fairtrade White**  
–  
–  
CMYK 0.0.0.0  
RGB 255.255.255  
Web #FFFFFF



**Fairtrade Black**  
PMS Process Black C  
PMS Process Black U  
CMYK 50.50.50.100  
RGB 30.30.30  
Web #1E1E1E

#### Minimum and maximum size

Format (item size)	Maximum size (width of the Mark)	Minimum size (width of the Mark)
<b>A1</b> (594 x 841 mm)	66 mm	60 mm
<b>A2</b> (420 x 594 mm)	46 mm	42 mm
<b>A3</b> (297 x 420 mm)	33 mm	31 mm
<b>A4</b> (210 x 297 mm)	21 mm	19 mm
<b>A5</b> (148 x 210 mm)	15 mm	13 mm
<b>A6</b> (105 x 148 mm)	15 mm	13 mm
<b>A7</b> (74 x 105 mm)	13 mm	11 mm
<b>A8</b> (52 x 74 mm)	11 mm	7 mm

# FAIRTRADE COTTON MARK

## VERSIONS OF THE COTTON MARK

### INTERNATIONAL VERSIONS

The FAIRTRADE Cotton Mark is available in Colour and black & white versions.

The use of the full colour version of the Mark is strongly recommended on pack and promotional materials. The black & white Cotton Mark should only be used as an exception.

The FAIRTRADE Cotton Mark files provided by Fairtrade are the only versions that can be used. Other colours must not be used and no adaptations of any kind are allowed.

To request an Illustrator EPS file of the FAIRTRADE Cotton Mark, see the last page for contact details.

#### The FAIRTRADE Cotton Mark



#### Colour Mark

Full colour, CMYK or Pantone

#### EPS files:

FM\_COTTON\_CMYK\_NEW  
FM\_COTTON\_PMS\_NEW



#### Black & White Mark

Black only, white is visible

#### EPS file:

FM\_COTTON\_BW\_NEW

# FAIRTRADE COTTON MARK

## VERSIONS OF THE COTTON MARK

### COUNTRY-SPECIFIC MAX HAVELAAR VERSIONS

The FAIRTRADE Cotton Mark with a strapline indicating members of the 'Max Havelaar' movement is also available in colour and black & white versions.

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

The information on the previous page also applies

#### The FAIRTRADE Cotton Mark



#### Colour MH Mark

Full colour Max Havelaar Mark,  
CMYK or Pantone

#### EPS files:

FMMH\_COTTON\_CMYK\_NEW  
FMMH\_COTTON\_PMS\_NEW



#### Black & White MH Mark

Black only, white is visible

#### EPS file:

FMMH\_COTTON\_BW\_NEW

# FAIRTRADE COTTON MARK

## VERSIONS OF THE COTTON MARK

### LIMITED USE VERSIONS

The Black Cotton Mark and White Cotton 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 FAIRTRADE Cotton Mark is still strongly recommended, whenever possible.

#### Printing on coloured background

Both Marks may be printed on a neutral-coloured background provided there is sufficient contrast between the background colour and all the elements of the Mark.

The Black Cotton Mark and the White Cotton Mark must not be printed onto patterns, busy backgrounds or bright background colours.

To request an Illustrator EPS file of the Black Cotton Mark or the White Cotton Mark, see last page of these guidelines for contact details.

### The Black and White FAIRTRADE Cotton Marks



Single colour Mark  
Single colour Black Mark

EPS file:  
FM\_Cotton\_Black\_New



Single colour MH Mark  
Single colour Black  
Max Havelaar Mark

EPS file:  
FMMH\_Cotton\_Black\_New



Single colour Mark  
Single colour White Mark

EPS file:  
FM\_Cotton\_White\_New



Single colour MH Mark  
Single colour White  
Max Havelaar Mark

EPS file:  
FMMH\_Cotton\_White\_New



# FAIRTRADE COTTON MARK BACKGROUND COLOURS

## PLACING THE MARK ON A BACKGROUND

The FAIRTRADE Cotton Mark must always be clearly visible and not be obscured by any other graphic or background pattern.

The full colour FAIRTRADE Cotton Mark on white and light backgrounds can be used as is, but when the Mark is applied on darker, busy backgrounds, a white semi-transparent or solid rectangle can be applied behind the Cotton Mark, extending around it 1/4 of X, the Cotton Mark's width.

When applying the FAIRTRADE Cotton Mark on busy backgrounds, the colours present (i.e. white, light, mid-tone or dark) will determine how to apply the FAIRTRADE Cotton Mark.



Full colour version on light background



Colour version on a darker, busy background, applied on a semi-transparent rectangle



Applied on busy or dark background



Colour version on a dark colour background without additional elements



Colour version on a darker, busy background applied on a solid white rectangle

# FAIRTRADE COTTON MARK

## MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

#### Backgrounds for the Black Cotton Mark and the White Cotton Mark

The Black Cotton Mark and the White Cotton Mark must not be printed onto patterns, busy or bright background colours.

#### Fairtrade colours on-pack and off-pack

Colours in the Fairtrade Mark and corporate identity are not to be used by other companies or organizations, not on packaging (in all its forms, including swing-tags) and not as part of their own brand identity (01).

Accents such as colour bands or lines in the Fairtrade colours are also not allowed on-pack and off-pack, even when the company's brand identity doesn't have any of the Fairtrade colours (02).

If the company's brand identity *already* has colours similar to the Fairtrade colours at the time of launching their products made with Fairtrade cotton, the FAIRTRADE Cotton Mark must be used in black and white for all applications, on-pack and off-pack (03).

Principles on this page also apply to the Max Havelaar country versions.

#### What to avoid



The Black/White Cotton Mark must not be applied to bright coloured backgrounds.



The Black/White Cotton Mark must not be placed on busy or patterned backgrounds.



The white colour in the White Cotton Mark must not be reversed.



The Cotton Mark can only be in black or white, no other solid colours.



01



02



03

# FAIRTRADE COTTON MARK

## MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

It is important that the appearance of the FAIRTRADE Cotton Mark is protected. The Mark must never be altered, recreated or distorted in any way. This includes adding, removing or translating any element of the Mark.

The Mark files provided by Fairtrade International are the only versions that can be used.



The Cotton Mark must not be redesigned in any way



The side tab must not be moved from its position or removed altogether



The Cotton Mark must not be stretched or skewed out of proportion



The colours and type must never be changed



The Cotton Mark must not be incorporated into a design



The Cotton Mark must not be tilted on an angle

Exception: When the whole layout is tilted at the same angle



The Cotton Mark design must not be removed from its holding shape

## **PART TWO** **LABELLING AND** **PACKAGING GUIDELINES**

**THIS SECTION GIVES INFORMATION ON  
HOW THE FAIRTRADE COTTON MARK  
MUST BE USED ON PRODUCTS**

# BRAND HIERARCHY OVERVIEW

The following pages outline the rules that must be followed when using the FAIRTRADE Cotton Mark and the name Fairtrade on any product packaging tool, e.g. individual packaging, swing-tags, bands, wrappers, plastic bags, adhesive stickers, etc, as well as in product labelling.

## Brand hierarchy

When placing the Cotton Mark on product packaging, it is important that consumers are clear about the role of the Mark in relation to the company branding. The FAIRTRADE Cotton Mark must never appear on packaging of unbranded retail products.

## Compulsory elements

The brand name, FAIRTRADE Cotton Mark and the Fairtrade Claim which includes the Fairtrade URL are compulsory. A product title is strongly recommended.

The Cotton Mark must be on the front of pack; the Claim may be on the front, back or side. If the product is made of mixed fibres, the Fairtrade Cotton component must be identified. See page 17.

## Optional elements

An optional Fairtrade Claim from page 25 may also be used. A sub-brand or product descriptor are also optional.

**Note:** Some National Fairtrade Organizations require a compulsory licensee or company code to be printed on all packaging or labels, see contact details on the last page.

## Compulsory elements



FAIRTRADE  
Cotton Mark

The Cotton Mark must be on what is considered the front face of the packaging, tag or label

## Optional elements



Optional elements

Optional Fairtrade Claim

The compulsory and optional elements may be combined on the front and back of the packaging, tag or label

# BRAND HIERARCHY OVERVIEW

The same brand hierarchy rules apply for swing-tags (called hang-tags in some markets). Swing-tags must be applied to individual garments, household linen, fabric rolls and many other products sold in retail shops and deliveries from online shops.

The swing-tags can have different formats, for example a single element printed front and back or a folded element printed front, inside and even back. The elements in the brand hierarchy from last page can thus be placed in different combinations:

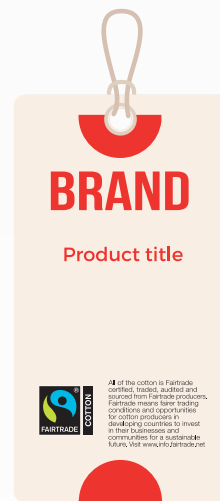
**01** All on one side of a swing-tag, with other product information on the opposite or different side. Product fibre composition, care instructions, etc. can be on the same swing-tag or on a separate one.

**02** The FAIRTRADE Cotton on the front, where the brand name and product title are, with the Fairtrade Claim on the back with the rest of the product information.

**03** The FAIRTRADE Cotton Mark on the front, with both the Cotton Mark repeated on the opposite or different side, and the Fairtrade Claim.

Remember that the brand name, the FAIRTRADE Cotton Mark and the Fairtrade Claim are compulsory, and the product title is strongly recommended.

**Swing-tags** for use in products sold to consumers (B2C), including but not limited to garments, household linen, fabric rolls sold to consumers, etc. Swing-tags must be applied whenever items are sold loose without any form of packaging, in a retail or online shop.



**01** Cotton Mark and Fairtrade Claim on front side where the brand name is



**02** Cotton Mark and Fairtrade Claim on opposite sides



**03** Cotton Mark on front and repeated on back with the Fairtrade Claim

**Statement for fabric rolls** Swing-tags for fabric rolls must have the following statement, preferably close to the Fairtrade Claim: Products made from this fabric cannot be advertised as Fairtrade or use the FAIRTRADE Cotton Mark without the company or organization manufacturing the finished product first becoming a licensee.



# PRODUCT LABELLING

## PERMANENT LABELS

### PERMANENT LABELS

The FAIRTRADE Cotton Mark must be printed, embroidered or woven into a label or applied to a heat seal, for use **inside** most items. However, the FAIRTRADE Cotton Mark must not be printed, sewn, stitched or used on a label on the outside of the product itself, except when explicitly allowed in these guidelines.

The Cotton Mark must not appear as a brand or the brand owner. In order for permanent labels with the Mark to be applied to products there must also be a brand name present, e.g. on another permanent label or printed or stitched onto the product.

The Fairtrade Claim from page 25 or the Fairtrade URL by itself may be used on permanent labels, if space allows.

Some NFOs require a licensee reference code, which may also be applied to the permanent labels with the Cotton Mark instead of or apart from on packaging or swing-tag.

### Swing-tags

When items are sold loose directly to the consumer (B2C) in a retail store or online shop, a swing-tag is compulsory. See page 14.

If sold to other businesses (B2B), a swing-tag is not required, although it can be applied on behalf of a customer, see page 35. The Cotton Mark and Fairtrade URL must then appear on a permanent label inside the product. The Cotton Mark and the Fairtrade Claim must appear on the brand's product page (the seller's) on their website and in their catalogue.



Products sold loose with separate permanent labels for brand name and Cotton Mark, and a swing-tag



Inner sewn-in labels, with two separate brand and Cotton Mark labels side by side



Cotton Mark label under the brand label



Cotton Mark label including Fairtrade URL

# PRODUCT LABELLING

## PERMANENT LABELS

### PERMANENT LABELS

#### Flat textiles sold loose; outer covers

On flat textiles sold loose, including but not limited to towels, dishcloths, face cloths and scarves, a sewn-in label with the Cotton Mark must be applied but in this case, it can be applied to one of the edges, facing inward or outward. A label with the brand name must be present.

#### Small-sized textiles, presentation bags

Permanent labels with the Cotton Mark are not required for smaller items such as socks, handkerchiefs, some underwear and other items that usually don't have them. Bags used mostly by online shops as packaging, known as presentation bags, also don't require a permanent label.

#### Swing-tags

A swing-tag with the brand name, the FAIRTRADE Cotton Mark and the Fairtrade Claim is compulsory at point of sale (in retail or online shops) when items are sold loose and have no other outer packaging, eg the items described in the first paragraph above. The product title is strongly recommended. See page 14.

#### Exceptions to the outside label rule

Outer covers for cushions, pillows, duvets and other similar products that have no “inside” must have the permanent labels on the outside. A label with the brand name must be present.

#### Textile products used for promotion

When products made with Fairtrade cotton are used for promotional purposes, the label may be applied to the outside, see page 18.



Example of sewn-in labels, with two separate brand and Cotton Mark labels side by side



Example Cotton Mark label underneath the brand label

# PRODUCT LABELLING

## FIBRE COMPOSITION LABELS

“Fairtrade certified cotton” or “Fairtrade cotton” are not on the list of legal fibre definitions in the European Union (EU). Therefore there are restrictions as to how they can be used on a composition label for products sold within the area (examples on the right).

The words “Fairtrade certified” or “Fairtrade” may only be added to the composition label when the words are situated directly after or underneath the cotton composition and are set in the same typeface.

Example, 100 % Cotton, Fairtrade certified. To use these words, there must be a label with the Cotton Mark attached to the item.

Legal requirements for other countries and regions also apply. See page 34, Licensee's responsibilities.

### Mixed- fibre composition items

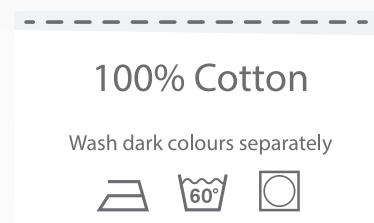
The current minimum percentage of Fairtrade cotton in a product must be at least 50 % of the total finished fabric and is defined in the International Fairtrade Cotton Policy. This means that a product may be made of a minimum of 50 % Fairtrade cotton and 50 % of another material or materials.

The consumer must be aware at point of selection that the item is not 100 % Fairtrade cotton so the composition label needs to identify the overall cotton percentage, while the Cotton Mark and the word Fairtrade are only used to identify the Fairtrade cotton percentage within the composition.

## FIBRE COMPOSITION LABELS (EXAMPLES FOR THE EU)

### 100% COTTON

Examples of fibre composition labels. Sewn-in labels with the Cotton Mark are separate



**01** No use of the name: Fairtrade on the fibre composition label, even though the cotton is Fairtrade certified



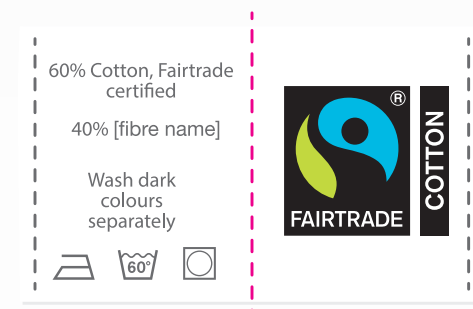
**02** Use of the name Fairtrade after a comma separation, and only when the FAIRTRADE Cotton Mark is present on the same or another label



**03** “Fairtrade certified cotton” must not be used on a composition label in the European Union

### MIXED-FIBRE

Examples of fibre composition label and label with the Cotton Mark on opposite sides



The fabric content made of Fairtrade Cotton can be specified on the fibre composition label, provided the separation mentioned in 02 above is applied



The same rules apply when the label is black or dark coloured

# PRODUCT LABELLING TEXTILE ITEMS USED FOR PROMOTION

## PROMOTIONAL ITEMS

The FAIRTRADE Cotton Mark must be printed, embroidered or woven into a label or applied to a heat seal, for use inside or outside Fairtrade Cotton items when these are used for promotional purposes, for example shopping bags, aprons, caps, T-shirts, etc. manufactured by a licensee to be sold or offered for free by their buyers.

The Cotton Mark may only be used on a label on the outside when there is a brand name clearly visible and the product is made of 100% Fairtrade Cotton. The Cotton Mark must not appear as a brand, as the brand owner or sponsor (unless agreed in writing with Fairtrade). This is usually the brand name of the promotional product owner, eg a supermarket, bookstore or other retail shop, a company such as a bank, or an organization like an NGO.

The Cotton Mark label can be inside or be attached as a 'flag' into the outside side seam. The FAIRTRADE Cotton Mark must not be printed or embroidered directly onto the outside of a promotional item; when the Cotton Mark is on a label, the label must not be stitched flat onto the outside of the item. All the elements of the FAIRTRADE Cotton Mark including the colours must be rendered accurately and not altered.

### Exception to the product composition

Please contact your licensing body (NFO or Fairtrade International) to obtain an exception to the 100% cotton rule. You will receive the Cotton Mark with the word "Includes" above it, as seen on the right, for use in inside or outside labels.



Label sewn into the side seam of a 100% Fairtrade Cotton branded bag



Exception granted to the promotional product composition, with "Includes" Cotton Mark



Label sewn into the side seam of a 100% Fairtrade Cotton branded t-shirt, with promotional slogan on the back. As long as a brand name is present, messaging can go anywhere on the garment

**Note:** Promotional garments are not uniforms or work wear for staff. They are sold or offered for free to promote Fairtrade unrelated products like books, music, electronics, etc or the Fairtrade offer in retail

# PRODUCT LABELLING TEXTILE ITEMS USED FOR PROMOTION

## PROMOTIONAL ITEMS

Textile bags used in retail as display or gift bags, known as presentation bags, do not require a permanent label with the FAIRTRADE Cotton Mark, but a swing-tag with the Cotton Mark and Claim is compulsory. The hierarchy rules on page 13 apply.

When textiles promotional items are used in out-of-home where Fairtrade products are sold, a call to action or statement must be added to the item, i.e. "Ask for our Fairtrade products" / "We offer Fairtrade coffee" / "All of our coffee is Fairtrade"

### Items sold B2B for overprinting by buyer

When promotional items, eg shopping bags, are sold blank for overprinting by the buyer, the latter becomes a third party and must request approval for the use of the FAIRTRADE Cotton Mark from a Fairtrade licensing body, either a local National Fairtrade Organization (NFO) or Fairtrade International in countries without one. The licensee manufacturing, labelling and selling the blank items must inform the third party of this, and must provide the Fairtrade licensing body a list of their buyers. A licensee may also obtain this approval on behalf of their buyers.

### Messaging in promotional items

The design, purpose and any messaging included in promotional items must be carefully considered in relation to protecting the positive reputation of Fairtrade. Messaging must also be approved by a Fairtrade licensing body when approving the licensee's artwork and as part of the process described above for third parties.



Shopping bag promoting Fairtrade products in a supermarket, using the FAIRTRADE Mark (not the Cotton Mark)



Promotional apron provided by the licensed brand to a non-certified, non-licensed out-of-home outlet, eg a coffee shop

# PRODUCT LABELLING

## WORK WEAR, PROTECTIVE WEAR AND UNIFORMS

### WORK WEAR AND UNIFORMS

Companies, organizations, government agencies and departments that have their staff's work wear, protective wear or uniforms manufactured using Fairtrade Cotton must also apply inner or outer permanent labels. In this case, the company brand, the name or logo of the organization or government agency must be applied to the outside of the item.

The sewn-in label may be applied inside or outside. When items are less than 100% Fairtrade Cotton, the Cotton Mark with the word INCLUDES must be used, **without exception**, as a label on-product and in promotional materials (off-product), for example on the website of the company whose name is on the uniforms.

Your licensing body will provide the Cotton Mark with the word INCLUDES.

#### Exceptions

As an exception the FAIRTRADE Cotton Mark may be stitched or printed directly to the outside of the work wear, protective wear or uniform, provided the company, organization or government agency name or logo is also present prominently on the outside of the product, following the hierarchy principles on page 13. No co-branding or appearance of co-branding or sponsoring is allowed.

#### For work wear, protective wear and uniforms

**only:** The Fairtrade Cotton content may be a minimum of 30% of the total textile as an exception to the Fairtrade cotton product composition policy.

Please contact your licensing body if you require more information, see last page.



#### INCLUDES



Uniform shirt with company brand printed on outside, FAIRTRADE Cotton Mark on inner, neck sewn-in label, with the "INCLUDES" FAIRTRADE Cotton Mark



100% Fairtrade Cotton work wear with government agency name printed or stitched on outside, FAIRTRADE Cotton Mark on outer sewn-in label



**Exception:** The Mark is allowed as print, embroidery or heat seal on the outside of products when the brand is also present. INCLUDES must be added above the Cotton Mark where applicable



# PRODUCT PACKAGING APPLICATIONS

## PRODUCT PACKAGING

The FAIRTRADE Cotton Mark must be on the product in the retail environment, either printed on the packaging or applied onto swing-tags, adhesive labels or wrappers. When there is no packaging for online sales, there must be a swing-tag, see page 14.

### Brand hierarchy

The brand hierarchy from page 13 applies, the company brand is to be more prominent than the Cotton Mark.

### Compulsory elements

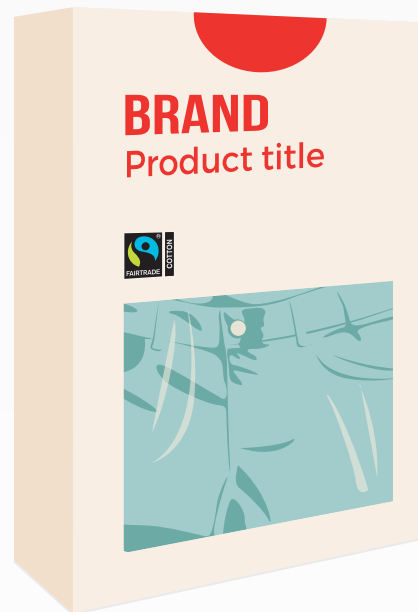
The compulsory elements shown on page 13 must be present on the packaging items.

The Fairtrade Claim (see page 25) may be placed on the front next to the Mark or on the back or side of packs and tags.

**Notes:** This page shows only the Fairtrade elements on pack. Other required information such as permanent labels and fibre composition labels or texts are not depicted.

If the NFO Reference code required by some NFOs is not on the permanent label, it must appear on the packaging.

Presentation bags can only be used if they are made of Fairtrade certified cotton and have a Fairtrade certified item inside. A swing-tag must be attached to either the Fairtrade cotton item inside or to the outside of the bag. It's optional to do both.



Example: boxes, cartons with the Cotton Mark on the front and the Fairtrade Claim on the back



Example: Presentation bag with swing-tag on the outside



Example: bands, wrappers with the Cotton Mark and the Fairtrade Claim both on front

Socks, handkerchiefs, presentation bags and other items that usually don't have inner or outer labels are not required to have a permanent label with the Cotton Mark

# PRODUCT PACKAGING APPLICATIONS

## MIXED MATERIAL PRODUCTS

All of the cotton used in a finished product must be Fairtrade, irrespective of the total cotton percentage contained in the product. Blends with non-certified cotton are not allowed.

This takes the current international Fairtrade policy into consideration, which states that the minimum percentage of Fairtrade cotton in a product must be at least 50 % of the total finished fabric.

In the case of mixed material products, only the component made with Fairtrade Cotton must be identified with the FAIRTRADE Cotton Mark and the Fairtrade descriptor, for example:

- Duvet outer cover made of Fairtrade Cotton
- Sports shoe textile components made of Fairtrade Cotton
- Jacket inner lining made of Fairtrade Cotton.

For mixed-fibres, only the Fairtrade Cotton percentage must be identified with the Mark and the word Fairtrade:

- Duvet outer cover made of Fairtrade Cotton 60%, [name of fibre/s] 40%
- Sports shoe textile components made of Fairtrade Cotton 70%, [name of fibre/s] 30%
- Jacket inner lining made of Fairtrade Cotton 50%, [name of fibre/s] 50%



Packaging: The component made of Fairtrade Cotton must be specified on packaging, next to the Mark



Swing-tags: The components made of Fairtrade Cotton must be specified, next to the Mark



# PRODUCT PACKAGING

## NON-TEXTILES, SHELF PACKAGING AND SHIPPING BOXES

### NON-TEXTILES

There are also products made with Fairtrade Cotton that are not textiles, including but not limited to facial pads, the fleece in face masks, sanitary pads, baby nappies, etc. When these non-textiles use a mix of cotton with other materials or ingredients, the Fairtrade Cotton element must be identified next to the Cotton Mark. When materials are not mixed, the FAIRTRADE Cotton Mark can be used on its own. The hierarchy and packaging rules apply (pages 13 and 21).

#### Shelf-ready packaging (SRP)

If an SRP is used to promote products made with Fairtrade cotton in-store, the Cotton Mark must be printed on the shelf-ready packaging when the Cotton Mark on the individual products is obscured by the SRP. This type of packaging may only contain products made with Fairtrade Cotton and carry the Cotton Mark already. The Mark does not need to be printed on the unit if at least one FAIRTRADE Cotton Mark on a product within the unit is visible.

#### Shipping boxes

If shipping boxes are only used for transport and not for display in the shop, the use of text without the Cotton Mark is acceptable eg. "T-shirts, 100 % Fairtrade cotton", "Duvets, outer cover 100 % Fairtrade cotton", "Leggings, 65% Fairtrade certified cotton, 35% [fibre name/s]"



01

The cotton component must be identified when product has a mix of materials



02

The Cotton Mark and Claim on facial pads packaging. The Fairtrade Claim can also be on the back



03

The Cotton Mark on shelf-ready packaging must be in the consumer's line of vision. Multiple use of the Mark on SRP units is optional.



04

When the Mark is visible on the individual packaging placed inside an SRP unit, it's optional to also apply it to the unit.

# PRODUCT NAMING AND CLAIMS OVERVIEW

## PRODUCT NAMING

Even though the Trader Standard covers some aspects of manufacturing, only the seed cotton is Fairtrade certified and not the whole finished product. Therefore, “Fairtrade” must not be used as part of the product title e.g. “Fairtrade jeans”.

### Company and product claims

Text that implies more than Fairtrade can verify, that misleads consumers about the Cotton Mark or Fairtrade Standards, or which may have the effect of devaluing the Mark, is not acceptable. In the copy, there must be no statements about Fairtrade and the Cotton Mark that imply product quality claims.

### Organic

When the Fairtrade Cotton is also organic, it can be named thus:

- ✓ Fairtrade and organic cotton
- ✓ Organic and Fairtrade cotton
- ✓ Fairtrade organic cotton

## PRODUCT NAMING

### Acceptable

- ✓ Jeans made with Fairtrade Cotton
- ✓ Duvet outer cover made with Fairtrade Cotton
- ✓ Sports shoe textile components made of Fairtrade Cotton

### Non-acceptable

- ✗ Fairtrade jeans
- ✗ Fairtrade product
- ✗ Fairtrade towels

## COMPANY AND PRODUCT CLAIMS

### Acceptable claims

- ✓ We offer products made with Fairtrade Cotton!
- ✓ Ask for our products made with Fairtrade Cotton!
- ✓ All our t-shirts are made with Fairtrade Cotton.

### Non-acceptable claims

- ✗ We are Fairtrade certified
- ✗ Company X is Fairtrade certified
- ✗ Company X is a Fairtrade manufacturer

# CLAIMS FOR PRODUCTS AND PROMOTION

## THE FAIRTRADE CLAIM

The Fairtrade Claim specifies Fairtrade certified cotton content in products. The Fairtrade Claim, which **always must include the relevant Fairtrade website, is compulsory on pack**, and for some promotional uses. The Fairtrade Claim on packaging must be printed in at least one language: the first sentence is compulsory (short version), while the second sentence is optional (preferred version).

The Fairtrade Claim is a separate feature, it does not replace a composition declaration, and must not be mixed with it.

**Note:** In the European Union, claims must be in the official language(s) of the member state in which the product is sold (unless national legislation states otherwise). Relevant legislation also applies for other regions.

### Fairtrade website

The Fairtrade website is part of the Fairtrade Claim and provides additional information to consumers about Fairtrade.

The [www.info.fairtrade.net](http://www.info.fairtrade.net) address must be used for international sales; when a product is sold exclusively in a country with a National Fairtrade Organization (NFO), the national website may be used.

### Developing original copy

These Claims can also be taken as guidance to develop copy in the company's own voice. However, any copy must have written approval from the relevant licensing body (NFO or Fairtrade International) and all claims must be substantiated. See contact details on last page.

## COMPULSORY CLAIM

### Short version (compulsory)

All of the cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers.  
Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Preferred version

All of the cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers. Fairtrade means fairer trading conditions and opportunities for cotton 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)

**Note:** The short version is compulsory, with the Fairtrade website address. The second sentence of the preferred version is optional and can be placed elsewhere on the packaging.

**Extra short version** (only when space is limited and/or multiple languages must be included)

All of the cotton is Fairtrade certified. Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)

### Exception

When space is reduced to an absolute minimum and not even the extra short version fits, the Fairtrade URL can be used by itself.

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

The Fairtrade URL may also be used on permanent labels.

## OPTIONAL CLAIMS

### On purchasing

**A.** Buying cotton from Fairtrade producers enables them to obtain fair prices for their crops and have decent working conditions.

**B.** By purchasing this product, you contribute to Fairtrade's efforts to empower Fairtrade cotton producers to gain access to significant new market opportunities with the potential to deliver major social and environmental impact in their farms and communities.

### Support to community

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

### Sustainability

**A.** There are strict Fairtrade standards designed to improve social sustainability and protect the environment where Fairtrade cotton is grown.

**B.** Selling more of their cotton on Fairtrade terms enables Fairtrade producers to get fairer trading conditions, stimulate social change and engage in environmental protection.

# ARTWORK CHECKLIST

## ARTWORK APPROVAL

Written approval for the use of the FAIRTRADE Cotton Mark on packaging or promotional materials must be received from your National Fairtrade Organization (NFO) or Fairtrade International artwork team prior to printing or public distribution.

Double-check artwork before submitting to keep resubmissions to a minimum as errors will delay the approval process.

### Applying these guidelines

These guidelines can be applied to most types of packaging and promotional materials 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 for contact details.

- The FAIRTRADE Cotton Mark and Fairtrade Claim must always appear as independent and not be confused with a brand name or brand logo. Page 13.
- The FAIRTRADE Cotton Mark is to be less prominent than the brand and positioned away from it. Page 13.
- The full colour version of the FAIRTRADE Cotton Mark is recommended. Page 6.
- The FAIRTRADE Cotton Mark must be used at a size in proportion to the dimensions of the materials and the other elements on them, with the FAIRTRADE wordmark always legible. And remember: never alter the FAIRTRADE Cotton Mark. Page 5.
- The FAIRTRADE Cotton Mark must only refer to the Fairtrade Cotton content in a finished product and not to the whole of it. Claims and other statements must also only refer to the Fairtrade Cotton content, not to finished products, companies or organizations. Page 3.
- The Fairtrade Claim must always be used on product packaging, online shop pages and printed/online catalogues. It's strongly recommended to use it in retail shop POS. Page 24.
- Promotional items must have the sentence "Made with Fairtrade Cotton" somewhere in the proximity of the Cotton Mark. Page 27.
- For artwork approval, first contact your local Fairtrade National Organization (NFOs listed at [www.info.fairtrade.net](http://www.info.fairtrade.net)) or upload your licensed product artwork to the Fairtrade International "Connect" system.
- Some NFOs may require a reference code to be applied to the label; physical samples may be required by some NFOs for approval.



## **PART THREE**

# **PROMOTIONAL MATERIALS**

**THIS SECTION COVERS APPLICATION OF THE  
FAIRTRADE COTTON MARK WHEN USED TO  
PROMOTE FINISHED, LICENSED PRODUCTS MADE  
WITH FAIRTRADE COTTON.**

# BRAND HIERARCHY OVERVIEW

## Promotional materials

The FAIRTRADE Cotton Mark may be used by companies and brands for POS promotion of licensed products made with Fairtrade Cotton in-store, on e-shops or mail order, including online or printed catalogues.

## Communications guidance

Any communication must only be in relation to the Fairtrade Cotton content in the finished, licensed products, not about companies, brands, product ranges, the products themselves or the rest of the product composition when it's not 100% Fairtrade.

## Compulsory elements

All POS and online promotional materials using the Cotton Mark must include a brand or company name. The sentence "Made with Fairtrade Cotton" must be somewhere on the promotional material, close to the Cotton Mark. If it's a mixed-fibre product, the Fairtrade Cotton element must be specified, i.e. "The cotton in the blend is Fairtrade". A product title is strongly recommended.

**Note:** The Fairtrade Claim from page 25 is optional; the Fairtrade URL may be used by itself. See also page 32.

## Offer combined with Fairtrade Sourced Cotton

The retail offer of a company also using the Fairtrade Sourced Cotton model (FSI) must be clearly identified and separate from the products labelled with the FAIRTRADE Cotton Mark. Contact your licensing body (NFO or Fairtrade International) for details, see last page for contact information.



Example for POS materials: store banner

# PROMOTIONAL MATERIALS

## POINT OF SALE (POS)

### PLACEMENT

In-store promotional materials may be placed close to the licensed products, but also behind the till, in other store distribution areas, or in shop windows. All POS materials placed away from products must clearly direct consumers to the area where products carrying the Cotton Mark are on offer.

#### POS in company store

The brand name does not need to be added to the POS materials when the company name is also the brand name. There must be no implication that more is made with Fairtrade Cotton than in actual fact and the rest of these guidelines are to be followed.

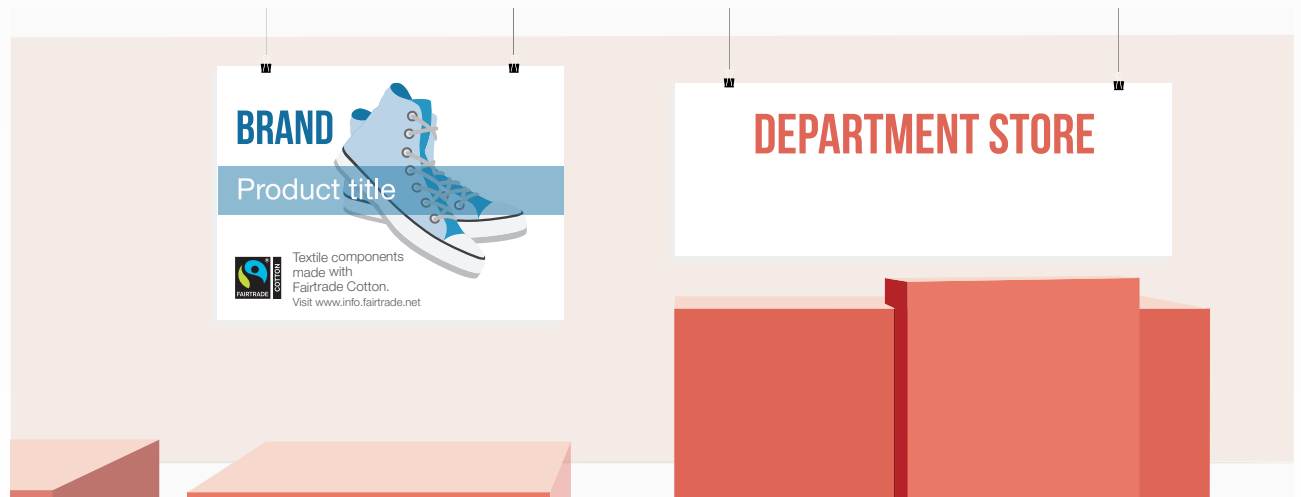
#### POS in concessions

POS materials may only be located in the concession area of the store (i.e. department store). The company or brand owner must ensure that the POS materials are placed in the correct area close to the products, product range or collection carrying the Cotton Mark. The brand name must be included in the POS materials in concession shops.

See page 32 for promotional claims.



POS in company or brand store



POS in concessions store

# PROMOTIONAL MATERIALS

## DIGITAL PRESENCE, ONLINE SHOPS, MOVING IMAGE

### POS ONLINE

#### Compulsory elements

The Fairtrade Claim must always be included next to the Cotton Mark. A link to [info.fairtrade.net](http://info.fairtrade.net) must always be embedded into the Cotton Mark, or written as URL or link text. The local NFO URL may alternatively be used if the offer is limited to one market.

On web pages and e-shops, the FAIRTRADE Cotton Mark and Claim must be placed on licensed product pages or next to the relevant products in a mixed content page, not on static elements that appear on all pages. A call to action and a link to the relevant pages must be added when placed in mixed-offer pages, especially in e-shops. If the pages structure doesn't allow this, the Cotton Mark is to appear only on the relevant product pages.

#### Web badges with the Cotton Mark

They are allowed in lateral and footer permanent bars, provided it's not implied that more items are made with Fairtrade Cotton than in reality or that the Cotton Mark endorses or accredits a company or brand identity.

#### Moving image

On moving image advertisements (e.g. TV, film, screen animations) the "Made with Fairtrade Cotton" strapline is not required, providing the relationship to Fairtrade is clear. However, its use is strongly recommended. Please contact and submit draft to your licensing body at the storyboarding stage.

#### Online offer combined with the Fairtrade Sourced Cotton

See page 28, also applicable for online offer.



Online shop product page, seen on different devices

Products made with Fairtrade Cotton

A call to action or a statement about the Fairtrade offer must be placed close to the FAIRTRADE Cotton Mark in mixed-offer pages, eg

- Look for our products made with Fairtrade certified cotton
- See our range of products made with Fairtrade Cotton
- We offer a range of collections made with Fairtrade Cotton

FAIRTRADE  
Cotton Mark

Fairtrade  
Claim

**Note:** The Mark should not be placed in the bottom right corner of an online page or screen, which could suggest the advertiser is Fairtrade.

# PROMOTIONAL MATERIALS

## MARKETING COMMUNICATIONS

The FAIRTRADE Cotton Mark may also be used off-product by companies or brands to promote their licensed products carrying the Cotton Mark in all forms of PR, advertising, customer magazines, social media, promotional emails and catalogues.

The use of the Cotton Mark as part of corporate identity materials such as letterheads, business cards, email signatures, etc. is not allowed.

### Communications guidance

Communication must be in relation to the Fairtrade Cotton content in finished, licensed products, not about companies, brands, product ranges or products themselves. Communication about impact and producer stories must be verifiable.

### Compulsory and recommended elements

The Fairtrade Claim including URL (for products or for promotion, depending on the nature of the material) are compulsory in printed or digital formats for these communications. Optional claims may also be used, see page 32.

Please refer to page 24 to view acceptable product naming, company and product claims on promotional materials and packaging.

### Corporate literature

If companies use the FAIRTRADE Cotton Mark in annual reports, press packs or CSR reports, (including information about their sustainability agenda), only the Cotton Mark and a Fairtrade Claim (promotional), next to each other, are compulsory. As an exception, the use of the Fairtrade URL as part of the Fairtrade Claim is optional.



Example for off-product consumer communications:  
brand advert

# PROMOTIONAL MATERIALS

## PROMOTIONAL CLAIMS

### ESSENTIAL INFORMATION

Because only the cotton is certified in accordance with the Fairtrade Standards, this must be specified on any materials used to promote finished, licensed products made with Fairtrade Cotton.

In this sense, claims must not be made that products were manufactured in “Fairtrade factories” or in “Fairtrade supply chains”.

Claims about Fairtrade and/or Fairtrade Cotton must also not be mixed together with claims for other sourcing or ethical schemes. The Cotton Mark and any text relating to it and to Fairtrade must be clearly separated from other marks and claims (see page 5).

Announcements about intentions (for example to source more Fairtrade Cotton, to add more products or product ranges) can only be done in plain text, without using the FAIRTRADE Cotton Mark.

Please also refer to page 24 about product naming.

### COMPULSORY CLAIM

When the items are made of 100% Fairtrade Cotton, this statement must be placed in close proximity to the Cotton Mark on promotional materials, including point-of-sale:

**Made with Fairtrade Cotton**

When the items are made of mixed fibres, one of the following statements must be used next to the Cotton Mark:

**The cotton in the multi-blend is Fairtrade certified**

**(With) Fairtrade Cotton in the multi-blend material**

When the products being promoted with one single piece are a mix of 100% cotton and mixed fibres, **Made with Fairtrade Cotton \*** and an asterisk may be used, with the following disclaimer:

**\* All of the cotton in the pure cotton and in the multi-blend products is Fairtrade certified.**

xxx

### OPTIONAL CLAIMS

The optional claims on page 25 may also be used for promotional materials.

All claims about Fairtrade made on promotional materials must be verifiable when prompted. Attention must also be paid to the product composition when making promotional claims.

#### Sourcing claims

**All the cotton in our [x product range] is Fairtrade certified.**

**We source the cotton for our [y product range] from Fairtrade producers in [country name].**

#### Claims about Fairtrade Prince and Premium

It is allowed to communicate benefits for Fairtrade producers in a specific country, providing that no specific references are made. Allowed, for example (only when substantiated):

**Fairtrade cotton producers in [country name] have used the Fairtrade Premium to build a school.**

Specific claims about producer benefits through the Fairtrade Price and Premium may only be used when they are verifiable and can be substantiated.

#### Licensee-drafted claims

Please obtain approval from your licensing body before printing or publishing any claims about Fairtrade or Fairtrade Cotton.



## **PART FOUR**

# **ESSENTIAL INFORMATION**

**THIS SECTION INCLUDES A DISCLAIMER,  
INFORMATION ON ARTWORK APPROVAL AND  
LICENSEE RESPONSIBILITIES AS WELL AS  
A FAIRTRADE GLOSSARY, A GENERAL GLOSSARY  
AND CONTACT POINTS.**

### ARTWORK APPROVAL

Fairtrade International has licensed the FAIRTRADE Cotton Mark to the National Fairtrade Organizations (NFOs) so that they are able to issue it to licensees in their country or region for use on Fairtrade certified products. If the artwork is created in line with these guidelines, it will be acceptable in all destination markets for cross-border sales.

#### Obtaining approval

Prior to printing or public distribution of any labelling, packaging or promotional material bearing the FAIRTRADE Cotton Mark and use of the word Fairtrade, artwork (preferably in PDF format) must be submitted to your licensing body and a written approval must be obtained from the NFO or Fairtrade International teams. Packaging and labelling artwork are uploaded to the Connect system in most markets, and approved there.

Before going live with your website, submit a sample product page or a link to the unpublished website page to your licensing body or your FMO, for written approval.

You can also ask your NFO, FMO or Fairtrade International if you can create a link to a relevant web page on their site to further explain Fairtrade.

Please check that artwork complies with these guidelines; take also into consideration that incomplete information on artwork applications will result in a delay.

### PROCESS AND TIMINGS

The artwork teams at the NFOs or Fairtrade International will endeavour to respond quickly; aiming to respond within 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 complying with these guidelines, on the full availability of the artwork team and the operator being certified. It is good practice to allow sufficient time for the artwork approval process, especially if a deadline is known.

The artwork team at the NFO or Fairtrade International 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.

### LICENSEE RESPONSIBILITIES

It is the licensee's responsibility to ensure that artwork is compliant with:

- These guidelines
- Fairtrade Standards
- The Fairtrade certified products detailed in the Product Schedule in the license contract
- National or regional textile labelling guidelines and laws

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 Cotton Mark and/or the Fairtrade system. Fairtrade International and NFOs 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, packaging or promotional materials that display the FAIRTRADE Cotton 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

Fairtrade International may issue amendments to the guidelines or new guidelines at any time, including changes to the logo. From the issue date of new guidelines, licensees have a 12 to 24 month period to comply on new labelling, packaging and printed promotional material, depending on the terms of the license agreement. Electronic, digital promotional materials must comply with new guidelines within 3 months.

An extension can be requested from the NFO or Fairtrade International in special circumstances. However, the licensee will be allowed to use remaining labelling and packaging already approved and produced for the length of the transition period or until the supply runs out, whichever happens first.

### DISCLAIMER

Fairtrade International licenses the use of the FAIRTRADE Cotton Mark to companies that purchase cotton in accordance with international Fairtrade Standards. The right to apply the Cotton Mark is granted only for certified products that are listed in the license agreement and does not make any statement about the companies or organizations selling them.

The licensing of a company to use the Cotton Mark by an NFO or by Fairtrade International is subject to the company signing and complying with the requirements of the license agreement. The approved use of the Cotton Mark is not valid for any product other than the certified product/s that is/are specified in the license 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.

### LICENSEE RESPONSIBILITIES

The licensee is responsible for ensuring the correct use of the FAIRTRADE Cotton Mark and word Fairtrade on packaging/labelling and promotional materials (point of sale, off-product consumer and corporate communications) at all times. Fairtrade International, or the relevant NFO, 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 license agreement and Fairtrade Standards.

The European Union Regulation No 1007/2011, called the Textile Regulation, applies from 8 May 2012 to sales into every EU country. It is the licensee's responsibility that this regulation is applied correctly, also by traders in the supply chain.

Labelling and packaging legislation for other regions also applies and the licensee is also responsible for applying each accurately.

### B2B SALES

A licensee that does business-to-business sales of products in bulk, whether they are finished products or fabrics, constitutes the end of the Fairtrade supply chain when these products are sold outside of it, eg to a buyer that is not certified or licensed by Fairtrade.

A licensed company must take responsibility for finished products labelled, tagged or packaged using the FAIRTRADE Cotton Mark. This means that the seller or the seller's customer must have a license contract for the finished products with a Fairtrade licensing body in order to use permanent labels, swing-tags or any form of packaging with the Cotton Mark for the items. When the seller is licensed, it's allowed to do this on behalf of its customers, as private labels or with a tri-partite agreement.

For fabrics, this means that items made for re-sale from such fabrics cannot be advertised as Fairtrade or use the FAIRTRADE Cotton Mark without the company manufacturing the finished product first becoming a licensee.

# ESSENTIAL INFORMATION

## PROTECTING THE MARK

### PROTECTING THE MARK

The FAIRTRADE Cotton Mark is the exclusive property of Fairtrade International. Fairtrade actively monitors the use of the Cotton Mark on bulk packaging, retail packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity.

Licensees are encouraged to notify Fairtrade International where any suspected misuse is identified. You may contact the relevant NFO or go to <http://www.fairtrade.net/reporting-misuse.html>

### MISUSE

In the event of misuse of the Cotton 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 organization misusing the Cotton 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 Cotton Mark being misused by a third party, the infringement will also be processed through the complaints procedure and the organization 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 Cotton Mark in any form whatsoever, without prior authorisation.

### COPYRIGHT

All information within the FAIRTRADE Cotton 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 Fairtrade International's Brand Integrity Manager or Head of Brand.

# ESSENTIAL INFORMATION

## GLOSSARY

**Certification contract:** the agreement signed between FLO-CERT and an operator which regulates the conditions for trading Fairtrade products and complying with the Fairtrade Standards.

**Composite product:** a multi-ingredient product which complies with the valid Fairtrade Composite Product Standard or Policy. For cotton, some parts of a product may not be made of cotton, eg. the feather filling in a duvet (see also Product with mixed materials).

**Cross border sales:** selling products into multiple international markets.

**Fairtrade International:** the international Organization comprising National Fairtrade Organizations and Producer Networks in consumer and producer countries. Fairtrade International is responsible for determining strategic direction and developing Fairtrade Standards. Fairtrade International owns and licenses the FAIRTRADE Cotton Mark.

**FAIRTRADE Cotton Mark:** graphic used on products made with Fairtrade Cotton that meet Fairtrade Standards as defined by Fairtrade International. The naming convention can be seen in blue at the start of this definition. The FAIRTRADE Mark is a registered certification mark/trademark owned and licensed by Fairtrade International and an independent product certification label.

**Fairtrade Marketing Organization:** FMO, Fairtrade Organizations without licensing operations, responsible for promoting Fairtrade in their countries.

**Fairtrade Sourced Cotton:** Cotton sourced under the Fairtrade Sourced Ingredient model (FSI), with its own FSI Mark. Introduced in June of 2018, the model enables companies and brands to source single Fairtrade ingredients for their composite product ranges or across their business. Under FSI, the cotton in a product range, line or category,

or across a whole business, must be sourced on Fairtrade terms but must not necessarily be physically traceable. The equivalent of the sourced Fairtrade cotton (input) must be used in the products or product ranges that are labelled (output), using mass balance.

**Fairtrade Claim:** used with the FAIRTRADE Cotton Mark, the Fairtrade Claim concisely expresses the meaning of the Mark on products.

**Ingredients or components:** all raw materials and constituent parts of the finished product as offered for sale by the Licensee.

**Finished or end-product:** manufactured items made from raw materials or fabrics made with Fairtrade cotton, such as garments, household linen, work wear, cotton pads, etc

**License agreement:** the contract between a National Fairtrade Organization or Fairtrade International and a licensee which includes setting out the conditions for using the FAIRTRADE Cotton Mark on end-products destined for retail.

**Licensed product:** certified, finished products made with Fairtrade Cotton that are included in a brand or company's licence agreement with Fairtrade.

**Licensee:** a commercial entity that has signed a licence agreement and is therefore licensed to apply the FAIRTRADE Cotton Mark on retail end-products in the terms covered by the contract.

**Licensing body:** the authorised Fairtrade organization that sub-licenses the FAIRTRADE Cotton Mark to companies or brands. Fairtrade International is itself a licensing body for countries without a national or regional Fairtrade organization.

**Mass balance:** traceability type applicable to Fairtrade Sourced Cotton under the FSI model. It requires that the amount of outputs sold as Fairtrade is equivalent to the amount of inputs sourced as Fairtrade. The FSI Mark is used for this model and the guidelines for its use are different and separate from this document (please contact your licensing body for more information). Mass balance is allowed in Fairtrade also for cocoa, sugar, fruit juices, tea and gold traded under the Fairtrade Gold Sourced Programme, FGSP.

**May:** optional that an instruction in these guidelines is adhered to.

**Mixed-fibre composition:** a blend of two or more fibres. 100% of the cotton in a blend must be Fairtrade. This means that when the percentage of cotton is less than 100% of the mixed-fibre item, the whole of the cotton must be Fairtrade.

**Must:** compulsory that an instruction in these guidelines is adhered to.

**National Fairtrade Organization:** the NFO is responsible for licensing, marketing, business development and awareness raising in a defined geographical area. The NFO has the right to sub-license the FAIRTRADE Cotton Mark to companies and third parties in its area.

**NFO reference code:** Fairtrade reference code given to each Licensee by some NFOs.

**Organic:** certified as meeting the organic standards of a recognised organization or body.

**Operators:** Fairtrade certified producers and traders of Fairtrade products or those made with Fairtrade ingredients.

**Optional Claim:** additional statements about Fairtrade and

# ESSENTIAL INFORMATION

## GLOSSARY AND FAIRTRADE TERMINOLOGY

Fairtrade cotton.

**Out-of-home products:** food or drink consumed on the move or away from the home environment.

**Packaging:** containers, wrappers, labels, swing-tags (called hang-tags in some countries) and transit packaging that carry the FAIRTRADE Cotton Mark.

**Physical traceability:** compulsory for Fairtrade Cotton under the model that these guidelines refer to, which is labelled with the FAIRTRADE Cotton Mark. This means that Fairtrade Cotton must be physically separated from non-Fairtrade cotton at all stages of the supply chain and that this Fairtrade Cotton can be physically found in the labelled items.

**Product descriptor:** a term characterizing the product or explaining product characteristics, e.g. organic, cool, etc

**Products/product schedule:** any or all of the Licensee's products detailed in the license agreement.

**Product title:** description of the item, eg. socks, kid's t-shirt, ladies' yoga pants, etc

**Product with mixed materials:** product made with textiles including cotton and non-textile components such as feathers, metal, rubber, leather, etc.

**Point of sale:** the physical or digital space where products are displayed for consumers to buy.

**Should:** strongly recommended that an instruction in these guidelines is adhered to.

**Web badge:** A web badge is a small image used on web-sites for promotional purposes.

## ARTWORK TERMINOLOGY

**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®:** PMS, the international system used by the printing industry to classify specific colours.

**PDF:** Portable Document Format, the preferred format for submitted artwork.

## FAIRTRADE TERMINOLOGY

It is important that all text and imagery that refers to or is associated with the Fairtrade certification system and/or the FAIRTRADE Cotton Mark is accurate.

The following words must be written as follows at all times:

**FAIRTRADE Cotton Mark:** uppercase for FAIRTRADE, capital C for Cotton, 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

---

## TRADEMARK

The FAIRTRADE Cotton Mark is a certification mark and trademark owned and licensed by Fairtrade International. The FAIRTRADE Cotton Mark must not be copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sublicensing bodies, the National Fairtrade Organizations.

© Fairtrade International 2018

## DISCLAIMER

All artwork in these guidelines depicts the FAIRTRADE Cotton Mark with an ® symbol, signifying that the Mark is registered as a certification mark or as an individual trademark.

In markets where the FAIRTRADE Mark may not be registered, the ® must be removed from the design. Please contact your licensing body about certification mark or trademark registration in your country, details are on the right.

No other symbols, for example ™, are to be appended instead of the ®.

## CREDIT

### Design

Fairtrade International

PMS

Britta Frühling / [www.fruhling.co.uk](http://www.fruhling.co.uk)

### Photographer

Sean Hawkey

---

## ARTWORK APPROVAL

For countries with a National Fairtrade Organization (NFO):

Find the NFO's contact details at:  
[www.info.fairtrade.net](http://www.info.fairtrade.net)

For countries without a National Fairtrade Organization (NFO):

Contact Fairtrade International by email:  
[license@fairtrade.net](mailto:license@fairtrade.net) for licensing matters

## CONTACT DETAILS

Fairtrade International

Bonner Talweg 177

53129 Bonn

Germany

Tel +49 (0) 228 949 23 230

Fax +49 (0) 228 242 1713

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

### National Fairtrade Organizations

The NFO's contact details can be found at:  
[www.info.fairtrade.net](http://www.info.fairtrade.net)