

SFS Ecolabelling


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The use of the logo on printed paper products when the paper has been awarded the EU Ecolabel is no longer permitted

These guidelines concern the use of the Flower label logo in a printed paper product or printed matter when the paper itself has been awarded the right to use the Flower logo.

Earlier the logo the use of the old logo was permitted in a statement or like a reference in a sentence together with the registration number given to the ecolabelled paper.

"The product is made of paper awarded the EU Ecolabel,  reg.nr FI/11/002.

OR

Made of paper UPM Satin awarded the EU Ecolabel reg.nr FI/11/001.



On the October meeting of CB Forum of the EU Ecolabel was decided that the use of the logo old or new is no longer allowed with the sentence on the printed paper products.

However, it is still possible to use the sentence telling about the paper award. If the sentence is used the formulation of the sentence shall be such as it is clearly evident to the reader that the paper is ecolabelled and not the printed matter, therefore the use of the registration number is always compulsory.

"The product is made paper awarded the EU Ecolabel, n:o FI/11/002.

Made of paper UPM Satin awarded the EU Ecolabel reg.nr FI/11/001.

It is also possible to place the registration number with the box in the sentence:

"The product is made paper awarded the

EU Ecolabel: FI/11/001

Temporary permit to use the logo is ending 31.12.2010

The permit to use the logo in the sentence was originally temporary and valid only until the use European Ecolabel will be possible for the printed matter or printed paper products. But now according to the new guidelines the use of the Flower logo with this statement will no longer be allowed and has to be stopped by the end of year 2010.