



**USE COMPULSORY**

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

**FAIRTRADE  
TEXTILE PRODUCTION MARK  
GUIDELINES**

**DESIGN GUIDELINES**  
SPRING 2018



# INTRODUCTION



FAIRTRADE AIMS TO SUPPORT  
SMALL-SCALE PRODUCERS AND  
WORKERS WHO ARE MARGINALIZED  
FROM THE BENEFITS OF TRADE.

The Fairtrade Textile Standard sets the requirements in the textiles supply chains that apply to the workers that manufacture textiles, with the aim of providing a framework for them to achieve a decent living and empowering them to combat poverty, strengthen their position and take more control of their lives.

# SCOPE OF THE FAIRTRADE TEXTILE STANDARD

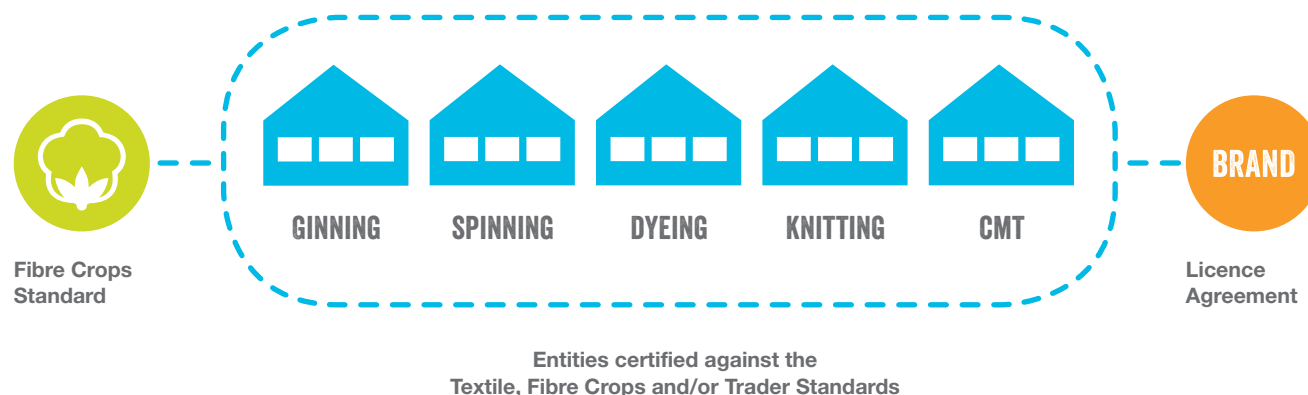
Fairtrade has always been about so much more than only the certifying of products. Fairtrade is about the people who grow our crops and about those who work hard at picking and processing them. Fairtrade already covers cotton growers, ensuring they get a fair price for their crops under two models, the Fairtrade cotton classic scheme and the Fairtrade Cotton Program.

## THE FAIRTRADE TEXTILE STANDARD

With the ground-breaking Fairtrade Textile Standard we aim at making our impact more widespread to include the workers who manufacture textiles by facilitating best practices in the textile supply chains. Fairtrade's vision for textiles is a world in which workers can enjoy secure and sustainable livelihoods, fulfil their potential & decide on their future. In order to achieve this, the Fairtrade Textile Standard sets the requirements that apply to workers along the entire textile supply chain which determine processor, trader and brand participation in the Fairtrade system under the principle of shared responsibility. Fairtrade's approach includes mobilising the actors in the textile supply chains to partner towards sustainable and fair industry practices for the ultimate benefit of the workers that make it possible.

Please also refer to the Product Composition section of the Fairtrade Textile Standard.

## SCOPE OF THE FAIRTRADE TEXTILE STANDARD AND THESE GUIDELINES



Examples are not exhaustive and supply chains can be much more complex.

### FAIRTRADE COTTON PRODUCERS

The Fairtrade cotton producers are not directly in the scope of the Textile Standard although they are included as part of supply chains that use Fairtrade cotton through the **Fairtrade Standard for Fibre Crops**.

### FAIRTRADE TEXTILE STANDARD

The **Fairtrade Textile Standard** applies to countries and regions where freedom of association is possible. It applies to all operators employing hired workers in the textile supply chain processing Fairtrade certified cotton and/or other responsible fibres. This includes, but is not restricted to ginning, spinning, weaving, knitting, cut, make and trim stages. Operators using Fairtrade cotton must also be certified against the **Fibre Crops Standard**. Operators under the **Fairtrade Cotton Program** have volume tracking in place.

### BRANDS AND COMPANIES

These guidelines apply to all certified operators in the textile supply chain, regardless of the product a company wants to certify. They also apply to the companies or brands that manufacture the products using certified supply chains. **Licence Agreements** engage brands and companies selling the final products to pay a fair price and agree to fair terms.

# THE FAIRTRADE TEXTILE STANDARD

COMPANIES AND BRANDS IN THE TEXTILE INDUSTRY ARE TAKING STEPS TO ACHIEVE SUSTAINABLE SUPPLY CHAINS IN PARTNERSHIP WITH CIVIL SOCIETY, CORPORATE AND GOVERNMENTAL STAKEHOLDERS.

They differentiate themselves from competitors by taking the initiative and engaging stakeholders. Fairtrade offers them a unique opportunity to participate in its approach to facilitating change in the textile supply chains through the Fairtrade Textile Standard.

The textiles manufactured in certified supply chains may be made with Fairtrade cotton or they may be made of other responsible fibres. This means that a final product that can be labelled with the Fairtrade Textile Production Mark may not contain any Fairtrade cotton. This unique standard applies to the manufacturing of the textile product. It's not about the Fairtrade cotton content: It's about the people making the products.



# THE FAIRTRADE TEXTILE PRODUCTION MARK

Fairtrade has created a special Fairtrade Textile Production Mark to express compliance with the Fairtrade Textile Standard in graphic terms for use in communications and on textile products whose supply chains meet the standard requirements.

The Fairtrade Textile Production Mark is made up of the Fairtrade Brand Mark (roundel) together with the wordmark.

## Exclusion zone

The exclusion zone around the Mark is to be respected. This ensures the impact of the Mark is not diminished by being crowded by other design elements or logos.

## Minimum size

Use of the Textile Production Mark must follow best practice as shown in the table to the right. Minimum size conditions ensure reproduction and appropriate scale of the Mark.

## Monochrome version

From time to time, it may be necessary to produce the Brand Mark using only one colour. This version must only be used when the colour version cannot be reproduced accurately due to print or other technical restrictions.

## Exception

The wordmark will be used without the Fairtrade Brand Mark (roundel) in some cases, but the relevant text Claim is always compulsory. See page 10 for more details.

## Elements of the Textile Production Mark



FAIRTRADE  
Mark

Wordmark

## Exclusion zone



## Monochrome version of the Mark



## Minimum size

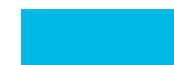


24 mm

## Minimum and maximum size

Format (item size)	Maximum size (width of Mark)	Minimum size (width of Mark)
<b>A1</b> (594 × 841 mm)	84 mm	72 mm
<b>A2</b> (420 × 594 mm)	72 mm	60 mm
<b>A3</b> (297 × 420 mm)	60 mm	54 mm
<b>A4</b> (210 × 297 mm)	54 mm	48 mm
<b>A5</b> (148 × 210 mm)	48 mm	42 mm
<b>A6</b> (105 × 148 mm)	42 mm	36 mm
<b>A7</b> (74 × 105 mm)	36 mm	30 mm
<b>A8</b> (52 × 74 mm)	30 mm	24 mm

## Colours



**Sky Blue**  
PMS 306 C  
CMYK 79.0.7.0  
RGB 0.185.228



**Leaf Green**  
PMS 382 C  
CMYK 28.0.92.0  
RGB 190.214.0



**Rich Black**  
PMS Process Black C  
CMYK 50.50.50.100  
RGB 30.30.30

# THE MARK AND ASSOCIATED CLAIMS

## Compulsory Claim

The Fairtrade Textile Production Mark is always accompanied by a Claim that, when put together, emphasizes the ground-breaking and inspiring nature of the model.

The Fairtrade Textile Standard is innovative but has many layers of compliance that need to be met in order to use a certain type of lock-up and communication.

The Fairtrade Textile Standard is innovative but has many layers of compliance that need to be met in order to use a certain type of lock-up and communication. The Claims that are combined with the FAIRTRADE Textile Production Mark are dependent on the compliance level that the company or brand has achieved for its supply chain or chains. One Claim is always compulsory. The Mark is never used without one. To choose the right Claim, please refer to pages 7 – 11.

## Placement of the Mark and Claim

The Claim must be placed in close proximity to the Mark. It can be placed to the right of the Mark or below it and must be aligned with the top or the left edge of the roundel. The minimum clear space around the Mark must be observed.

## Brand hierarchy

When placing the Mark and Claim on the material, it's important that the audience is clear about the role of the Mark and Fairtrade in relation to the brand. A clear hierarchy must therefore be maintained between the Mark and company branding through positioning and size. The company brand must be larger or at least more prominent than the Textile Production Mark, with the two being visually independent of each other.

## Placement of the Mark and Claim



The Claim should be left aligned with the roundel.  
The width of the Claim is not restricted. The clear space around the Mark must be observed.

## Horizontal placement



The Claim can be placed right of the Mark.  
It can be set in one or more columns.

## Placement of other marks



The clear space between the Claim and other marks is the same as the distance between the Mark and the Claim (x).

Please note: The Fairtrade URL may be subject to change. A national URL can also be used for sales restricted to one market, please ask your NFO.

# OVERVIEW OF SUPPLY CHAIN SCENARIOS

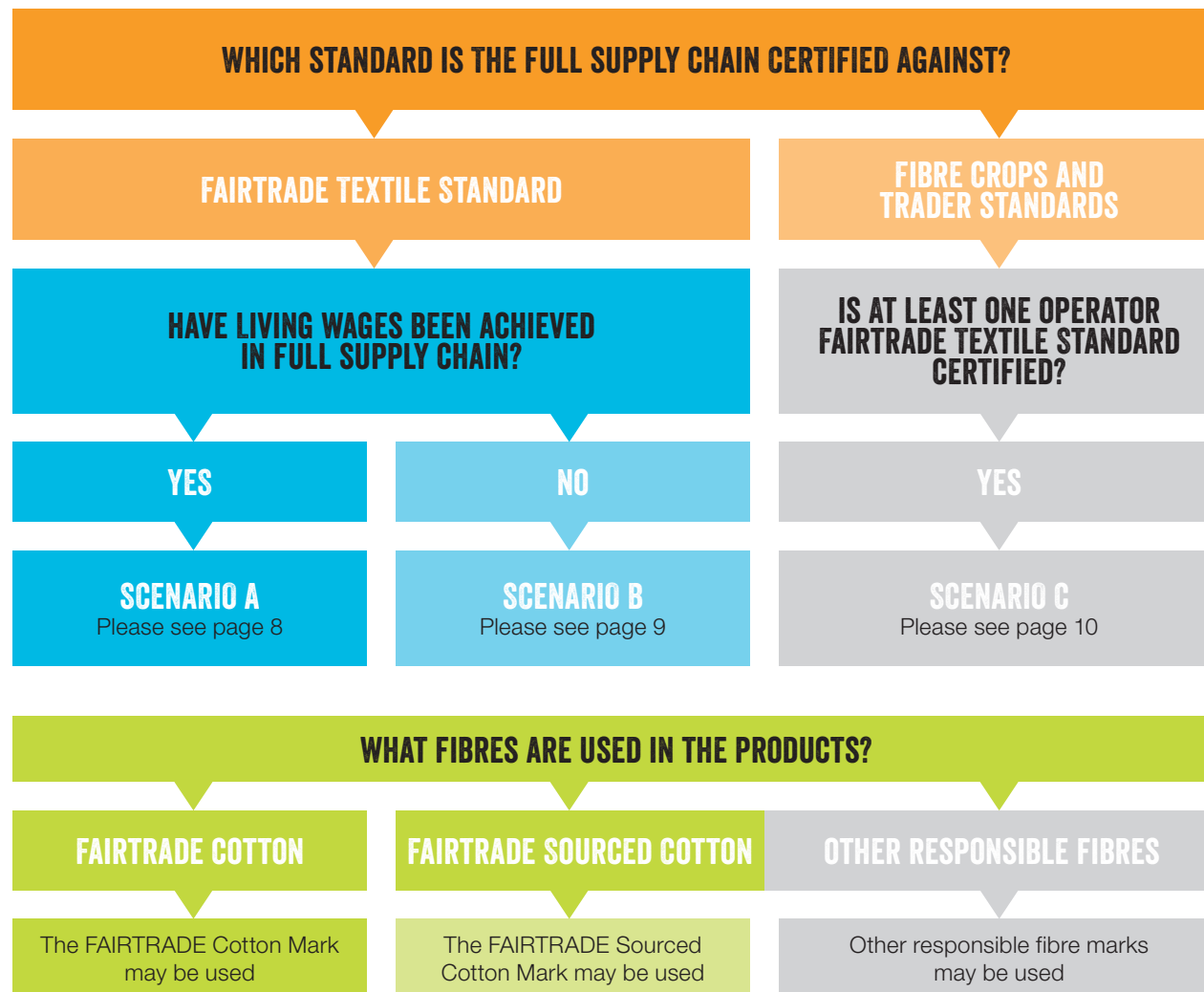
The Fairtrade Textile Standard is about people, it's a processing standard for Fairtrade cotton and other responsible fibres. Responsible fibres other than Fairtrade cotton can be used and the guidelines for determining these fibres are found as an Annex of the Textile Standard.

There are three scenarios reflecting the different requirements regarding supply chain certification. Scenarios A and B use the Fairtrade Textile Production Mark with corresponding compulsory claims. In Scenario C, a different version of the Mark is used with its own claim.

Scenario A applies when a supply chain is fully certified against the Fairtrade Textile Standard and living wages have been achieved in the whole supply chain. When living wages are in progress in accordance with the Standard, Scenario B is used. When at least one operator is Textile Standard certified in a supply chain that has full Fibre Crops and/or Trader Standard certification, Scenario C applies.

Fairtrade cotton can be used in two forms: As fully physically traceable cotton from farm to final product or as part of the Fairtrade Sourced Cotton model, through which Fairtrade cotton is sourced at volume from Fairtrade farmers and then mixed during manufacturing with other responsible fibres after the ginning stage, using the mass balance chain of custody type. Respectively, the guidelines for the use of the FAIRTRADE Cotton Mark and the FAIRTRADE Sourced Cotton Mark apply.

Non-Fairtrade cotton products can be sold under Fairtrade terms as Fairtrade processed products as long as they are included in the responsible fibre list and processed in a fully certified supply chain from ginning stage onward under the Fairtrade Trader Standard. When other responsible fibres are used, the relevant guidelines for the respective mark apply when labelling items and for off-pack use.



# SCENARIO A

**SUPPLY CHAIN**  
FULLY CERTIFIED AGAINST  
TEXTILE STANDARD

**LIVING WAGES**  
HAVE BEEN ACHIEVED  
IN FULL SUPPLY CHAIN

**FIBRES USED**  
FAIRTRADE COTTON OR  
RESPONSIBLE FIBRES

## Mark and compulsory Claim (Scenario A)

When the items are manufactured in supply chains that are fully certified against the Fairtrade Textile Standard, when living wages have been achieved in the supply chains and the items are made with Fairtrade Cotton or with approved responsible fibres, the company must use the Fairtrade Textiles Production Mark together with the Claim, as shown on the right.

## Living wages Claim

This optional Claim focuses on the achievement of living wages and the commitment to maintain them. It can be placed below the compulsory Claim, on the back of packaging or a swing-tag or it can be integrated elsewhere into the relevant copy when used off-pack.

## Fairtrade Cotton Claim

When the items are made with Fairtrade Cotton, an optional sentence can be placed at the end of the Claim.

## Fairtrade cotton and other responsible fibres

When the items are made of Fairtrade Cotton or another responsible fibre, the FAIRTRADE Cotton Mark, the FAIRTRADE Sourced Cotton Mark or a responsible fibre mark may be used. Please see page 6 for placement of the marks. The use of marks follows the relevant guidelines of application, please consult the scheme owner.

## Communications on- and off-pack

The Mark and Claim can be used on-product as a swing-tag or on outer packaging as well as off-product in communications. It's optional to use certified fibre marks for off-pack use. On-pack, the FAIRTRADE Marks can be used together with the Textile Production Mark and Claim, but other responsible fibre marks must be applied separately.

### 1 Fairtrade Textile Production Mark

The Mark must only be used together with the compulsory Claim.

### 2 Claim (Scenario A)

Use of the Claim including the URL is compulsory.

### 3 Living wages Claim

The use of the additional Claim is optional. The company / brand may include their own web address.

### 4 Fairtrade Cotton

When Fairtrade cotton is used, an optional sentence can be placed after the Claims.

### 5 Other Marks

The use of the FAIRTRADE Cotton Mark, the FAIRTRADE Sourced Cotton Mark or other responsible fibre marks is optional. The relevant Claim must be used. The items are labelled in accordance with the relevant fibre guidelines.

1



**FAIRTRADE**  
**TEXTILE**  
**PRODUCTION**

2

The Fairtrade Textile Standard aims to make manufacturing socially responsible and sustainable, putting workers' rights, freedoms and safety at the heart of production. [Insert brand name] has achieved payment of living wages to textile workers manufacturing this [insert name of item]. [Optional:] This means empowering them to work towards a more secure livelihood and future.

Visit [fairtrade.net/textile-standard](https://fairtrade.net/textile-standard)

3

At [insert brand name] we care about the development and well-being of the workers manufacturing this [insert name of item] and are proud to have reached /surpassed living wages. That's not all: Salary increases and inflation adjustments will continue to be made because our goal is to continually maintain living wage levels for the textile workers.

Find out more about our commitment, visit [www.\[insert URL\]](#)

4

In addition, all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers.

5



(FROM JULY 2018)

Note: Other responsible fibres marks and claims can be used in 5, as applicable.

# SCENARIO B

**SUPPLY CHAIN**  
FULLY CERTIFIED AGAINST  
TEXTILE STANDARD

**LIVING WAGES**  
HAVE NOT BEEN FULLY  
ACHIEVED IN SUPPLY CHAIN

**FIBRES USED**  
FAIRTRADE COTTON OR  
RESPONSIBLE FIBRES

## Mark and compulsory Claim (Scenario B)

In some cases supply chains may be fully certified against the Textile Standard, but they have not yet achieved living wages. Companies are therefore not allowed to claim to have done so. The Fairtrade Textile Production Mark must be used together with the Claim as shown on the right. Operators in the textiles supply chain must agree with trade union or workers' representatives to a time-bound plan of a maximum of six years from the point of certification to increase real wages (salary and benefits) in order to achieve living wages when these are below the benchmarks approved by Fairtrade. The second part of the claim (Additional Claim) is optional on-pack, but compulsory for all off-pack uses.

## Fairtrade Cotton Claim

When the items are made with Fairtrade Cotton, an optional sentence can be placed at the end of the Claims.

## Fairtrade cotton and other responsible fibres

Please refer to page 8.

## Communications on- and off-pack

This version of the Fairtrade Textile Production Mark and Claim can be used on-product as a swing-tag or on outer packaging as well as off-product in the communications that relate to items manufactured in the fully Textile Standard certified supply chain. Any claims about living wages must be transparent and refer to achievements, not to plans or intentions. Progress is to be declared in terms of number of operators in the certified supply chain, not as overall percentages of manufacturing that include non-certified supply chains, as well as the year in the plan.

### 1 Fairtrade Textile Production Mark

The use of the Mark and Claim is compulsory.

### 2 Claim (Scenario B)

Use of the Claim including the URLs is compulsory.

### 3 Additional Claim

The use of the additional Claim is optional on-pack and compulsory off-pack.

### 4 Fairtrade Cotton

When Fairtrade cotton is used, an optional sentence can be placed after the Claims.

### 5 Other Marks

The use of the FAIRTRADE Cotton Mark, the FAIRTRADE Sourced Cotton Mark or other responsible fibre marks is optional. The relevant Claim must be used. The items are labelled in accordance with the relevant fibre guidelines.

1



**FAIRTRADE**  
**TEXTILE**  
**PRODUCTION**

2

The Fairtrade Textile Standard aims to make textiles manufacturing socially responsible and sustainable, putting workers' rights, freedoms and safety at the heart of the production of [insert item name].

Living wages are in progress in this certified supply chain. Find out more about [insert brand name] commitment and progress in achieving living wages, visit [www.\[insert URL\]](http://www.[insert URL])

For more about the Fairtrade Textile Standard, [fairtrade.net/textile-standard](http://fairtrade.net/textile-standard)

3

[Insert brand name] has so far achieved living wages in [insert number] operators in certified supply chain in [insert number] years, representing [X]% of the certified supply chain.

4

In addition, all of the cotton in this [insert name of item] is Fairtrade certified and sourced from Fairtrade farmers.

5



(FROM JULY 2018)

Note: Other responsible fibres marks and claims can be used in 5, as applicable.

3

Living wage progress can be expressed in different terms or measures, but all claims must be verifiable and text must be approved by the Licensing Body.

# SCENARIO C – CSR

**SUPPLY CHAIN**  
FULLY CERTIFIED AGAINST FIBRE  
CROPS & TRADER STANDARD

**LIVING WAGES AT LEAST**  
ONE OPERATOR IS FAIRTRADE  
TEXTILE STANDARD CERTIFIED

**FIBRES USED**  
FAIRTRADE COTTON OR  
RESPONSIBLE FIBRES

## Wordmark and CSR Claim (Scenario C)

Companies that are working towards certifying their supply chains against the Fairtrade Textile Standard are allowed to communicate their commitment when at least one of the operators in the relevant supply chain is certified against the Textile Standard and all of the rest of the operators are certified in accordance with the Fibre Crops Standard or the Fairtrade Trader Standard.

## Fairtrade cotton and other responsible fibres

Please refer to page 8.

Non-Fairtrade cotton products can be sold under Fairtrade terms as Fairtrade processed products as long as they are included in the responsible fibre list (Standard Annex) and processed in a fully certified supply chain from ginning stage onward under the Fairtrade Trader Standard. This means that the product composition, as with the other scenarios, can be Fairtrade cotton or other responsible fibres, including Fairtrade cotton traded under the Fairtrade Sourced Cotton model.

## Communications only off-pack

In this Scenario the FAIRTRADE Textile Production Wordmark is used with a compulsory Claim, but without the FAIRTRADE Mark to differentiate it from communication about products coming from supply chains that are fully certified against the Textile Standard. The Wordmark must only be used in off-product applications such as business-to-business (B2B) or business-to-consumer (B2C) Corporate Social Responsibility (CSR) communications. The use on B2C-communications on-pack or at point of sale is not allowed.

### 1 Fairtrade Wordmark

Only the use of the wordmark (without the roundel) is allowed and compulsory.

### 2 CSR Claim (Scenario C)

The CSR Claim must be used in CSR environment only, not B2C or at point of sale.

### 3 Web address

The company / brand may include their own web address.

### 4 Other Marks

The use of the FAIRTRADE Cotton Mark, the FAIRTRADE Sourced Cotton Mark or other responsible fibre marks is optional. The relevant Claim must be used. The items are labelled in accordance with the relevant fibre guidelines.

1

## FAIRTRADE TEXTILE PRODUCTION

2

[Insert company name] supports the Fairtrade Textile Standard which aims to maintain safe working environments and protect the rights and freedoms of the people in manufacturing. We are working with Fairtrade since [insert year] to achieve a fully certified textile supply chain, with [insert number] operators in the supply chain so far.

3

Find out more about the Fairtrade Textile Standard, [fairtrade.net/textile-standard](http://fairtrade.net/textile-standard)

4



(FROM JULY 2018)

Note: Other responsible fibres marks and claims can be used in 4, as applicable.

# TRANSPARENCY

## CSR CLAIM WHEN A SUPPLY CHAIN BREAKS

### SUPPLY CHAIN FULLY CERTIFIED SUPPLY CHAIN BREAKS

### SITUATION IF ONE OR MORE OPERATORS IS DECERTIFIED

### FIBRES USED FAIRTRADE COTTON OR RESPONSIBLE FIBRES

Textile supply chains can be very complex and it may happen that one or more operators in them get non-compliances during Fairtrade audits. The consequence can be suspension and at its worst, decertification.

#### On- and off-pack communications

If any operator in a Textile Standard certified supply chain gets suspended, they are allowed to continue delivering on their contractual commitments\* for 6 months, but they are not allowed to sign new contracts for new deliveries. In this time, they must work to lift the non-compliances. All products that already carry the Fairtrade Textile Production Mark and Claim would stay labelled, and those produced within this six-month period can still be labelled. If the non-compliances are not lifted, decertification follows and the supply chain is broken. When this happens, labelling of products as Fairtrade Textile Production will not be allowed. The company or brand holding the Licence Agreement for this supply chain would then need to work with Fairtrade to either re-certify the operator/s or use other certified operator/s instead.

Every effort should be applied to have operators re-certified so that the workers in that manufacturing entity continue profiting from the benefits gained through the Fairtrade Textile Standard certification.

#### CSR Claim

Once a supply chain breaks, the company is allowed to issue a statement, as shown in the example on the right.

Under certain circumstances Fairtrade may require the brand to issue a statement, for example if it takes too long to re-certify and production must continue and whenever Fairtrade's reputation is at risk.

\* Contracts between suppliers

#### 1 CSR Claim

Once a supply chain breaks, the company is allowed to issue a statement.

#### 2 Web address

The company / brand may include the web address of a company commitment website.

1

At [insert name of brand] we are currently working with Fairtrade to restore certification under the Fairtrade Textile Standard to [insert number] facilities in the supply chain. In doing this we continue to make our manufacturing socially responsible and sustainable, putting the rights of workers, their freedoms and their safety at the heart of production.

Find out more about Fairtrade Textile Production, [fairtrade.net/textile-standard](https://fairtrade.net/textile-standard)

[www.\[insert URL of company commitment web page\]](#)

2

# USE ON PRODUCT OUTER PACKAGING

Companies and brands with supply chains that are fully certified under the Fairtrade Textile Standard can use the Textile Production Mark and Claim on any form of outer packaging, including swing-tags and adhesive labels.

## Outer packaging

Outer packaging can take on different shapes, depending on the nature of the product. The Textile Production Mark and Claim can be applied to any form of outer packaging. Please refer to pages 7–9 for the correct Claim to be used. The Mark and Claim are used only by companies or brands that have a contractual relationship with Fairtrade for products that come from fully certified Fairtrade Textile Production supply chains. The relevant Claim ensures that consumers are correctly informed at POS about the meaning of Fairtrade Textile Production and the scale of the company's commitment to bring the Fairtrade Textile Standard to life.

## Positioning

The Textile Production Mark and Claim must be on what is considered the front face of the packaging, clearly visible to the consumer. When Fairtrade Cotton is used, items are to be labelled in accordance with the FAIRTRADE Cotton Mark or the FAIRTRADE Sourced Cotton Mark guidelines.

Consumers need to be transparently informed at point of sale (POS) about the nature of the Textile Standard and what Fairtrade Textile Production means. Since consumers would assume Fairtrade cotton content in the product and space would be an issue when applying the Mark and Claim as a sewn-in label, this type of use is not allowed. Product composition and other legal product information is to be applied in accordance with national and international legislation.



## Compulsory elements

- 1 Brand or company name
- 2 Product title
- 3 The FAIRTRADE Textile Production Mark and Claim
- 4 When Fairtrade Cotton is used, the FAIRTRADE Cotton Mark can be used in accordance with the relevant guidelines.

# USE ON PRODUCT OUTER PACKAGING

## Swing-tags

For the purpose of these guidelines, the reference to “swing-tags” means any type of tag applied to textile products. The Textile Production Mark and Claim can be applied to any form of tag, in addition to application on outer packaging or by itself if there is none.

## Positioning

The FAIRTRADE Textile Production Mark and Claim must be applied independently from any other brand communications, brand logos and product information. This can be done by applying the Mark and Claim on the back side of a double-sided swing-tag or on the inner side of a folded swing-tag. They can also be applied on the same side as the rest of the product information as long as there is a clear separation, whether by space or by graphic elements such as lines or frames.

When Fairtrade Cotton is used, items are to be labelled in accordance with the FAIRTRADE Cotton Mark or the FAIRTRADE Sourced Cotton Mark guidelines.

Responsible fibre information, when it's not Fairtrade cotton, must be on a separate swing-tag when the certification scheme so requires.

Product composition and other legal product information in accordance with national and international legislation.

## Compulsory elements

- 1 Brand or company name
- 2 Product title
- 3 FAIRTRADE Textile Production Mark and Claim
- 4 When Fairtrade Sourced Cotton is used, the FAIRTRADE Sourced Cotton Mark must be used in accordance with the relevant guidelines.

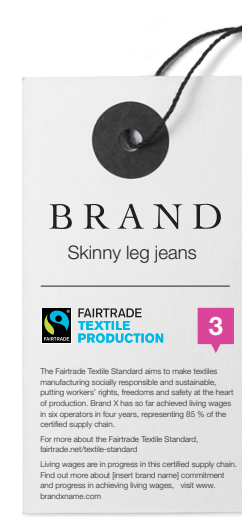
Example: Scenario A



Brand name and product title on front of swing-tag

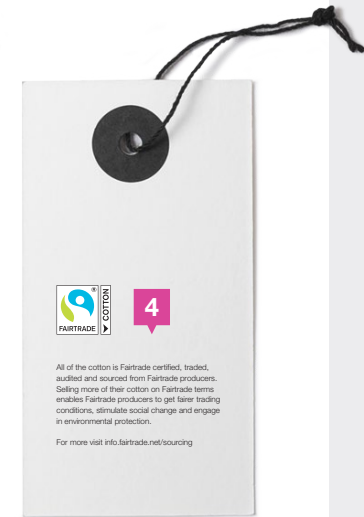
FAIRTRADE Textile Production Mark and Claim on back of swing-tag

Example: Scenario B



Brand name, product title and FAIRTRADE Textile Production Mark and Claim all on front of swing-tag

Example: Fairtrade Sourced Cotton



The Fairtrade Sourced Cotton Mark and Claim should be placed on back of swing-tag or on a separate swing-tag

# USE AT POINT OF SALE

Companies can also use the FAIRTRADE Textile Production Mark and Claim for off-product applications, including but not limited to consumer communication at point of sale (in-store or online), and advertisements, B2B in catalogues and product listings, as well as in corporate communications, CSR expressions of a company's commitment to sustainable and ethical supply chains such as CSR reports, corporate press event materials or in corporate presentations or press packs. All of the above can be in print or digital form.

## Point of sale

The Textile Production Mark and Claim must be less prominent than the brand. The use of the lock-up must never imply endorsement or sponsorship of an event or brand by Fairtrade International or an NFO unless permission is given. Point of sale refers to in-store or online store promotions. POS communication can only be used when there are items with the lock-up on packaging or swing-tags in the store. If the items on offer are made with other responsible fibres, the communication must not imply that they are made with Fairtrade cotton.

## POS in company store

POS materials can be placed close to the product range or collection, behind the till, visible to consumers or be located elsewhere in the store, provided they follow these guidelines and do not imply that more than the products manufactured in fully certified supply chains fall under the Fairtrade Textile Production label. Digital POS must be located on the product pages of consumer-facing websites.

## Elements

- 1 Items on offer in a brand store must have the Mark and Claim on the packaging or a swing-tag



# USE AT POINT OF SALE

## POS in concession

POS materials must only be located within the concession area of the store. The company or brand whose products come from fully certified supply chains is responsible for ensuring that the POS materials are placed in the correct concession area and close to the product range or collection. Materials that direct consumers to that area are allowed, with the same proviso as above.

## Elements

- 1 Brand or company name
- 2 FAIRTRADE Textile Production Mark and Claim
- 3 The items must carry the Mark and Claim on the packaging or a swing-tag



# USE ON PRINT B2B

B2B materials include but are not limited to catalogues, product listings, brochures, flyers, trade fair stand banners and other materials, fact sheets, etc. in print form.

## Positioning

The FAIRTRADE Textile Production Mark and Claim must be applied independently from any other brand communications, brand logos and product information. The Mark and Claim should be positioned at bottom left or right, and also as an insert that highlights the products coming from the relevant supply chain. It doesn't need to be next to company name and title, but these have to be present on the page to make the ownership clear.

## Communications guidance

The Mark and Claim can only be used in reference to products coming from fully Textile Standard certified supply chains and as part of the overall company offer in ethical or sustainable supply chains.

The company or brand may additionally choose to communicate about their entire programme on sustainable and ethical textile production, of which Fairtrade Textile Production is a specific part of the whole. The relevant Licensing Body approves all texts that refer to Fairtrade, the Textile Standard and how these relate to the company's CSR and sustainability agendas.

## Elements

- 1 Brand or company name
- 2 FAIRTRADE Textile Production Mark and Claim



# USE ON PRINT CSR REPORTS

Printed corporate social responsibility (CSR) communications include reports, brochures or magazines. For the purpose of these guidelines, corporate materials do not include any that are related to the corporate identity such as letterheads, business cards, e-mail signatures, etc. The Textile Production Mark and Claim must not be used in any of the above.

## Positioning

The Textile Production Mark and Claim must be applied independently from any other brand communications, brand logos and product information. The Mark and Claim should be positioned at bottom left or right, or as an insert that highlights the overall company CSR and/or sustainability policy. The company name and title have to be present on the page to make it clear that Fairtrade is part of the company's efforts but doesn't endorse the company as a whole.

## Communications guidance

The Mark and Claim must only be used in reference to the company's CSR and/or sustainability efforts to offer products coming from fully certified supply chains. When communicating about the company's policy, be specific about the efforts relating to the Fairtrade Textile Standard. The company or brand may additionally choose to communicate about their entire programme on sustainable and ethical textile production, of which Fairtrade Textile Production is a specific part of the whole. The relevant Licensing Body approves all texts that refer to Fairtrade, the Textile Standard and how these relate to the company's CSR and sustainability agendas.

## Elements

- 1 Brand or company name
- 2 FAIRTRADE Textile Production Mark and Claim



# WEB AND SOCIAL MEDIA USE

Companies are using the web and social media more and more as their keynote brand messaging platform, with social media representing consumer empowerment and brand/customer partnership. The FAIRTRADE Textile Production Mark and Claim is especially convenient for web and social media use, communicating the basis of the model in a quick and graphic way.

## Compulsory elements

- 1 Brand or company name
- 2 FAIRTRADE Textile Production Mark and Claim

## Positioning

The FAIRTRADE Textile Production Mark and Claim must be applied independently from banner or static frame brand communications, brand logos and product information. It's to be positioned in relation to products coming from the relevant supply chain. The company can also use the Mark and Claim as part of expressions of CSR and/or sustainability commitments and achievements in this consumer-facing media. The relevant Licensing Body approves all texts that refer to Fairtrade, the Textile Standard and how these relate to the company's CSR and sustainability agendas.



# ARTWORK APPROVAL CHECKLIST

Written approval must be received from a Fairtrade Licensing Body, a National Fairtrade Organization (NFO) or Fairtrade International, prior to printing or public distribution of any materials that display the FAIRTRADE Textile Production Mark and Claim.

Double check artwork before submitting to keep resubmissions to a minimum as errors will delay the approval process. These guidelines can be applied to most types of materials, but they do not cover everything.

Copy referring to the Fairtrade Textile Standard, the FAIRTRADE Textile Production Mark and Claim or a company's relationship with Fairtrade must also be approved by the Licensing Body.

If clarification is required on any of these points, or for further advice, see contact details on the last page.

- ☐ The FAIRTRADE Textile Production Mark and Claim must only be used when the relevant conditions delineated in pages 7 to 9 are met.
- ☐ The FAIRTRADE Textile Production Mark and Claim must always appear as independent and not be confused with the brand name or identity.
- ☐ The FAIRTRADE Textile Production Mark and Claim is to be less prominent than the brand and positioned away from it.
- ☐ The use of the FAIRTRADE Textile Production Mark and Claim is allowed for products coming from fully textiles certified supply chains.
- ☐ The full colour version of the FAIRTRADE Textile Production Mark is strongly recommended.
- ☐ The FAIRTRADE Textile Production Mark and Claim must be used at a size in proportion to the dimensions of the materials and the other elements on them, with the wordmark always legible. And remember: never alter the FAIRTRADE Textile Production Mark.
- ☐ For artwork approval, first contact your local Fairtrade National Organization (NFOs listed at [www.info.fairtrade.net](http://www.info.fairtrade.net)) or Fairtrade International at [artwork@fairtrade.net](mailto:artwork@fairtrade.net).

# GLOSSARY

**B2B** Business-to-Business (B2B) or broad stakeholder communications.

**Cross border sales** Selling products into multiple international markets.

**CSR** Corporate Social Responsibility, a company's commitment to contribute to society and to operate in a responsible and sustainable manner, aligning business practices to this objective.

**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 Program Marks.

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

**FAIRTRADE Cotton Mark** Graphic used on products made with Fairtrade Cotton that meet Fairtrade Standards as defined by Fairtrade International. The FAIRTRADE Cotton Mark is a trademark owned and licensed by Fairtrade International and an independent product certification label.



#### FROM JULY 2018:

The Cotton Mark on the left will be discontinued gradually. Companies will have a transitional period to switch from the old to the new Cotton Mark on the right. Please refer to the FAIRTRADE Cotton Mark guidelines.



**FAIRTRADE Sourced Cotton Mark** Used for promoting Fairtrade Sourced Cotton purchasing and/or on approved product ranges that meet the Fairtrade Sourced Ingredient requirements and the relevant Fairtrade Standards.



**Fairtrade Sourced Ingredient , FSI** A new model introduced by Fairtrade that allows companies and brands to purchase only one Fairtrade ingredient in a composite product. The model was developed to enable Fairtrade producers to sell more of their products under Fairtrade terms. A new Mark, the FSI Mark, was created for this model. The Mark has a vertical tab with the name of the ingredient; any Fairtrade certified ingredient is eligible, except for coffee and bananas.

**Fairtrade Textile Standard** The Fairtrade Textile Standard applies to operators employing hired workers in the textile supply chain processing Fairtrade certified cotton and other responsible fibres. This includes, but is not restricted to, ginneries, spinning, weaving, knitting, and cut-make-trim stages of textile production. This standard is applicable in countries and regions where freedom of association is possible.

**Licensing Body** Organisations or part of organisations that are allowed by Fairtrade International to perform specific licensing activities. These organisations can be National Fairtrade Organisations, Fairtrade Marketing Organisations, or Fairtrade International itself.

**Licensee** The licensee is a company licensed by a National Fairtrade Organization or Fairtrade International

to use one or more of the Fairtrade Marks.

**Mass balance** A chain of custody type whereby the purchased volumes of Fairtrade ingredients are matched with the outputs in the finished products, without segregating the Fairtrade ingredients from non-certified sources during manufacturing. Mass balance is allowed in Fairtrade Sourced Cotton only after the ginning stage.

**May** Optional that an instruction in these guidelines is adhered to. Also used in auxiliary function expressing possibility.

**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 Marks to companies and third parties in its area.

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

**Responsible Fibres** Responsible fibres are more environmentally friendly and/or socially beneficial than other comparable, common fibres with same material composition. A fibre is a natural or manmade substance that can be spun into filament, thread or rope and in a next step be woven, knitted, matted or bound.

# DISCLAIMER AND CONTACT DETAILS

## DISCLAIMER

Fairtrade International licenses the use of the Fairtrade Textile Production Mark to companies that build certified supply chains in accordance with the Fairtrade Textile Standard, the Fairtrade Fibre Crops Standard and/or fulfils the Fairtrade Cotton Program requirements.

The right to apply Fairtrade Textile Production Mark is subject to the company signing and complying with the requirements of the Standard and the relevant Licence Agreements.

The approved use of the Fairtrade Textile Production Mark is not valid for any material other than specified in these guidelines and in the Licence Agreement and does not make any statement about the companies or organizations selling the intermediary and final products.

The Licensee and/or seller, whose name appears on or is attached to the products coming from fully certified supply chains is solely responsible for the product packaging and any information thereon. It is the Licensee's and/or seller's responsibility to ensure that packaging complies with all relevant labelling legislation and standards, and that all claims and statements relating to the Fairtrade Textile Standard and to

Fairtrade are accurate and up-to-date at the time of printing, and can be substantiated if required.

The Licensee is responsible for ensuring the correct use of the Fairtrade Textile Production Mark and word Fairtrade on the agreed packaging and promotional materials (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 the agreed 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.

When marks not belonging to Fairtrade are used on products that bear the Fairtrade Textile Production Mark and Claim, Fairtrade is not responsible for claims made about other responsible fibres used in the product composition. Fairtrade International understands that other marks represent current and valid certifications and that the Licensee complies with the relevant requirements. Fairtrade International assumes no responsibility or liability when that is not the case.

## TRADEMARK

The Fairtrade Marks are trademarks and certification marks licensed by Fairtrade International. The Fairtrade Textile Production Marks 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.

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## CREDITS

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

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With thanks to the Armstrong Cotton Mills.

## ARTWORK APPROVAL

For countries with a National Fairtrade Organization (NFO):  
find the NFO's contact details at [info.fairtrade.net](http://info.fairtrade.net)

For countries without a National Fairtrade Organization (NFO):  
contact Fairtrade International by email  
[artwork@fairtrade.net](mailto:artwork@fairtrade.net)  
[license@fairtrade.net](mailto:license@fairtrade.net)

## CONTACT DETAILS

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