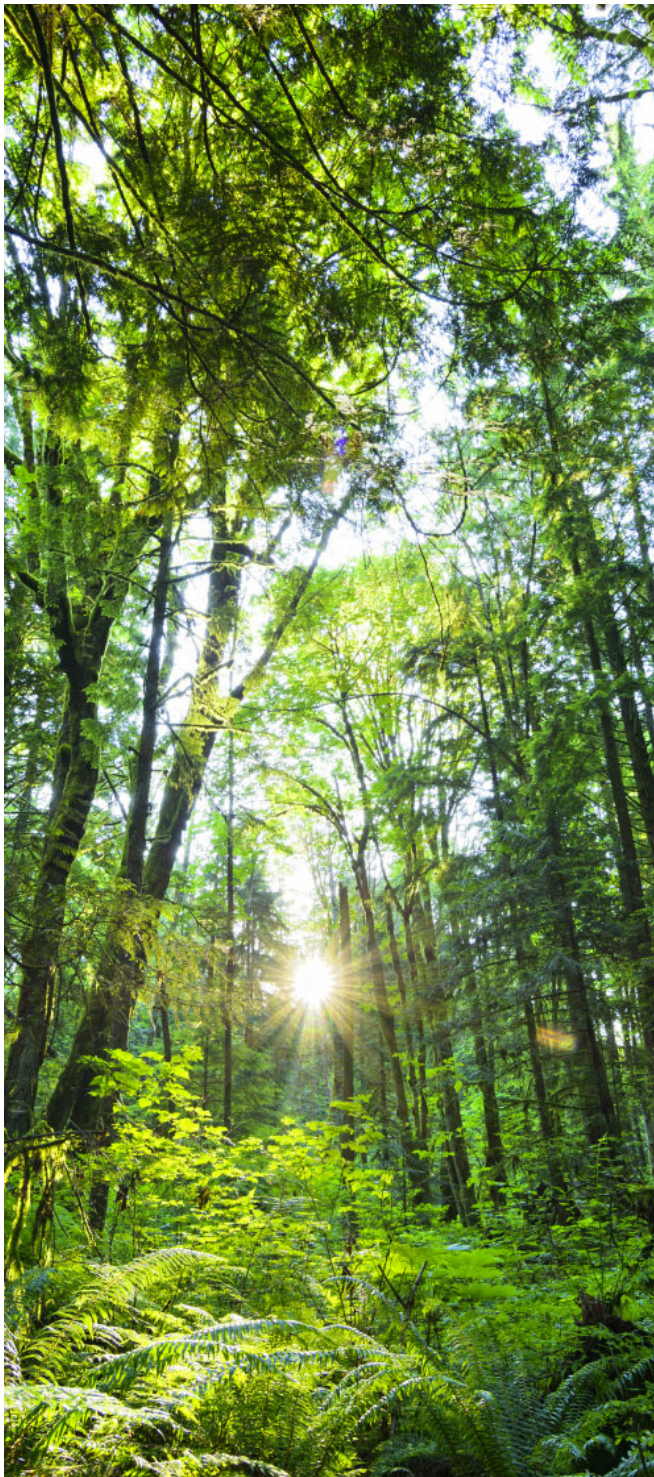


FSC® and COC:

What They Are and Why They Matter for Converters



SUMMARY

Demand for sustainable labelling and packaging is growing. This is driven by eco-conscious consumers; by government initiatives to minimize greenhouse gas emissions/landfill; and by increasingly stringent regulations. According to a report by Global Industry Analysts (GIA), the global market for sustainable packaging is forecast to reach \$142.42 billion by the year 2015.

The result is that label converters face pressure to offer recycled materials, sustainable materials and materials from renewable sources.

FSC®-CERTIFIED MATERIALS

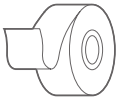
The Forest Stewardship Council® (FSC®) has a mission to promote environmentally sound, socially beneficial and economically prosperous management of the world's forests. It has earned a reputation as the most rigorous, credible forest certification system available, and Avery Dennison offers an extensive FSC-certified portfolio of sustainable label materials. In order to present these materials as certified, and/or print the FSC logo on the final product, converters need their own Chain-of-Custody (COC) certification.

WHAT IS CHAIN-OF-CUSTODY?

According to the FSC, COC is the path taken by raw materials harvested from an FSC-certified source as they move through processing, manufacturing, distribution, and printing – until they have become a final product ready for sale to the end consumer.

ABOUT COC CERTIFICATION

COC certification is an accreditation process conducted by independent, third party auditors. Certification allows companies who manufacture and market forest products to label them with the FSC logo, assuring customers of their social and environmental responsibility.



THE COC CERTIFICATION PROCESS

Accredited certifiers base their assessments on FSC policies for COC, but each certifier will use his/her own evaluation process to audit systems and track certified materials within your business. Once your business has received its COC certification, its handling of certified materials is reviewed annually by a certifier. FSC also conducts annual audits of each accredited certifier, to make sure established policy guidelines are being followed.

OBTAINING COC CERTIFICATION

Obtaining COC Certification is a five-step process.

- 1 Contact an FSC-accredited certifier. A list is available at www.accreditation-services.com/archives/standards/fsc
- 2 Ask for and complete an application for certification. This will allow the certifier to determine if COC certification makes sense for your company.
- 3 Go through an on-site audit with the certifier. The certifier will come to your facility and determine whether or not appropriate systems are in place to keep records of certified inventory. After completing the audit, the certifier will send you an assessment report for review.
- 4 Sign a certification contract. Should the certifier grant a COC certification, you will then sign a contract agreeing to the terms of the assessment.
- 5 Expect to be audited annually. Your certifier will conduct an on-site audit annually to make sure the terms of the certification agreement are being followed. Certifiers can also conduct short-notice inspections of your facilities and records.

WHAT IF I DON'T GET CERTIFIED?

If you are not certified then the line of certification - and hence the chain of custody - ends with Avery Dennison. You will be unable to represent your labelling and packaging materials as certified and will not be able to print the FSC logo on finished products.

DO MY CUSTOMERS NEED TO BE CERTIFIED?

If your customers are applying the label without changing, altering, or remanufacturing it, there is no need for them to be COC certified for the label to carry the FSC certification and logo.

AVERY DENNISON'S NEW PRICE-NEUTRAL FSC-CERTIFIED PORTFOLIO

The Avery Dennison commitment to FSC-certified materials is demonstrated by a very broad range of FSC-certified materials, with further additions already in development.

The current Avery Dennison FSC-certified portfolio is the most extensive ever, includes thermal facestocks, wine labelling laminates, removable labels and labels with wash-off adhesive. The range also includes filmic materials that meet FSC certification criteria, using an FSC-certified liner.



**The mark of
responsible forestry**

The full range of FSC Certified products can be found at:

www.label.averydennison.eu/en/home/solutions/sustainability/fsc.html