

FSC Labeling and Packaging

What is the FSC Certification and why does responsible sourcing matter for your packaging?



The [Forest Stewardship Council](#) (FSC) is a non-profit organization that is focused on protecting the world's forests. FSC forests and companies are certified under the global standards they set, based on environmental, social and economic conditions. The certification from the FSC helps ensure the responsible management of forests. FSC certified products can be labeled with the FSC logo to showcase an organization's commitment to sustainability. FSC certification has become increasingly popular, now having [almost 5000 members](#) certified in North America and growing globally by more than 10% per year.

Why is responsible forest management important to for retailers and retail packaging? FSC certification and labeling provides benefits to your business as a sustainability leader beyond preventing deforestation, reducing carbon emissions and ensuring the quality of your supply chain. As an internationally recognized logo, FSC labels give customers confidence and build trust with your brand and the responsible sourcing of your packaging products.

According to the [Retail Industry Leaders Association](#), over 27% of all adult Americans make purchasing decisions based on their personal, social and environmental principles and are willing to pay up to 20% more for environmentally responsible products. Sales growth through sustainability labeling can outperform products without sustainability labeling. Promoting responsible forest management through FSC labeling can be a great way to inform your customers and promote your organization's commitment to sustainable development.

Want to learn more about the FSC, membership and the benefits to business? Be sure to check out the [FSC website](#) and see how responsible forest management and labeling can benefit your organization and your associated packaging needs. Classic PKG Direct is happy to help with any of your packaging needs and can help find sustainable solutions for your packaging needs that align with the values of your customers.



Industry Spotlight: Ghirardelli Chocolate

The Ghirardelli Chocolate Company is committed to environmentally sustainable development. As a member of the Lindt & Sprüngli group, Ghirardelli is focused on their [commitment to sustainable behavior](#) for products along their value chain. As part of that commitment, packaging, like their machine-made paper shopper (pictured to the left), is sourced through FSC certified members and labeled to help communicate Ghirardelli's commitment to sustainable behavior. The FSC logo displayed on Ghirardelli's paper shoppers adds further evidence to their customers that their brand is committed to sustainability, which promotes brand trust, and ultimately builds towards brand loyalty and advocacy.

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