10 GOLDEN RULES

for packaging approvals at Fairtrade Max Havelaar

August 2025

FAIRTRADE
MAX HAVELAAR
SWITZERLAND

Important information at the start

Before we can check your packaging designs, you need a valid licence agreement with Fairtrade Max Havelaar and, if applicable, a valid Fairtrade certification with FLOCERT (if your company itself trades in or processes Fairtrade raw materials). We also need information from you on the planned Fairtrade products in accordance with the product approval form.

In order for us to be able to check your packaging designs, please send a graphic layout including dimensions to: **business-services@maxhavelaar.ch**

RULE 01: Use of correct label

ATCB (ALL THAT CAN BE)

The label is used when:

- the product is 100% Fairtrade (monoproduct) and/or contains 100% physically traceable Fairtrade ingredients (composite product).

- Note**:** In a Fairtrade supply chain, "physical traceability" refers to the ability to track a particular product throughout its supply chain and all stages of production and processing. In this model, Fairtrade products must always be transported, stored, processed separately from non-Fairtrade products and clearly labelled as Fairtrade.

ATCB WITH MASS BALANCE

The label is used when:

- The composite product consists of different Fairtrade and non-Fairtrade raw materials

- The 100% fairly traded product tea, cocoa, sugar or fruit juice/pulp was traded according to the conditions of **mass balance.**

What does mass balance mean?

In the Fairtrade system, certified companies must ensure that the quantity of products or raw materials that they sell as Fairtrade corresponds to the quantity that they purchased as Fairtrade. The quantity of products or ingredients sold must not exceed the quantity purchased, i.e. the "balance" must be positive. The principle of mass balance only applies to the Fairtrade raw materials cocoa, cane sugar, fruit juices/pulps and tea.

FSI (FAIRTRADE SOURCED INGREDIENT)

The FSI label refers to a fairly grown and traded individual ingredient. Only the specified ingredient in the composite product must be Fairtrade certified - for example, all the Fairtrade cocoa ingredients in a chocolate, the Fairtrade cashews in a nut mix or the Fairtrade roses in a bouquet of flowers.

A version of mass balance also exists here. There are FSI labels with quantity equalisation for tea, cocoa, sugar, fruit juice/pulp and cotton. However, a maximum of two ingredients can be added.

RULE 02: label with or without the addition "Max Havelaar"

The international label without the addition of "Max Havelaar" may be used for sales all over the world, including in Switzerland.

For products marketed in Switzerland, the Swiss version of the logo with "Max Havelaar" is used.

Swiss example:

International example:

RULE 03: Placement of the label

The Fairtrade product label must always be placed in connection with the brand and the product name/product description.

For **ATCB products**, the label must be placed front of pack.

For **FSI products**, the label can also be placed on the side or back of pack.

RULE 04: Spacing

To ensure the visual independence of the Fairtrade product label placed next to text or graphic elements, a margin of at least half the width X of the label must be maintained around the label.

Minimum width: 9mm

RULE 05: Size

The size of the Fairtrade product label must be proportionate to the size of the packaging or promotional item. If the Fairtrade product label is to be displayed together with other labels, greater attention must be paid to the clear, independent appearance of the Fairtrade product label so that different labelling messages are not mixed up and consumers are not confused as a result. The Fairtrade product label must not be printed smaller than other certification labels or ethical labels on the same packaging. The label should **not be less than 9 mm in width** (represented as an X). The full packaging guidelines (to be found in CONNECT) contain the applicable standard values for all packaging sizes.

RULE 06: Fairtrade claim / minimum text*

* The use of the label on packaging always requires a Fairtrade claim text with URL back of pack. The information "Total content xx%" is only required for ATCB.
  The details of all texts can be found in the corresponding manuals (in CONNECT or the Fairtrade Max Havelaar customer portal).

ATCB/FSI WITH TRACEABILITY – SHORT VERSION (MINIMUM)

DE: [Name der Zutat/en mit physischer Rückverfolgbarkeit] wurde/n von Fairtrade-Produzenten angebaut, nach Fairtrade-Standards zertifiziert und gehandelt. Gesamtanteil XY%. Mehr Info: www.fairtrade.net/ch

FR: L' (Les) [ingrédient(s) Fairtrade avec traçabilité physique] a/ont été cultivé(s) par des producteurs Fairtrade, et certifié(s) et commercialisé(s) selon les standards du commerce équitable Fairtrade. XY% du poids total. Pour en savoir plus: www.fairtrade.net/ch

IT: [L'ingrediente/gli ingredienti Fairtrade con tracciabilità fisica] contenuto/i in questo prodotto è/sono coltivato/i da produttori Fairtrade ed è/e sono certificato/i e commercializzato/i secondo gli standard Fairtrade. Totale XY%. Per informazioni: www.fairtrade.net/ch

ATCB/FSI WITH MASS BALANCE – SHORT VERSION (MINIMUM)

DE: Fairtrade-[Mengenausgleich Zutat/en] kann/können als Mengenaus-gleich mit nicht-zertifiziertem/n [Mengenausgleich Zutat/en] vermischt werden. Gesamtanteil XY%. Mehr Info: www.fairtrade.net/ch

FR: Dans le cadre du bilan de masse, [le/la ingrédient /les ingrédients avec bilan de masse Fairtrade] Fairtrade peut/peuvent être mélangé(e)/s avec du/de la /des [ingrédient/s du bilan de masse] non certifié(e)/s. XY% du poids total. Pour en savoir plus: www.fairtrade.net/ch

IT: [Il/La ingrediente/gli ingredienti Fairtrade con bilancio di massa] Fairtrade può/possono essere mescolato/a/mescolati con [ingrediente con bilancio di massa] non certificato/-a/certificati nel rispetto del bilancio di massa. Totale XY%. Per informazioni: www.fairtrade.net/ch

ATCB/FSI MIXED FORM (INGREDIENTS WITH AND WITHOUT MASS BALANCE IN THE SAME PRODUCT)

DE: Fairtrade-[Mengenausgleich-Zutat/en] mit Mengenausgleich und [Zutaten mit physischer Rückverfolgbarkeit]. Gesamtanteil XY%. Mehr Info: www.fairtrade.net/ch

FR: [Ingrédient(s) avec bilan de masse] Fairtrade avec bilan de masse et [ingrédient(s) avec traçabilité physique]. XY% du poids total. Pour en savoir plus: www.fairtrade.net/ch

IT: [Ingrediente/i con bilancio di massa] Fairtrade con bilancio di massa e [ingredienti con tracciabilità fisica]. Totale XY%. Per informazioni: www.fairtrade.net/ch

RULE 07: Colour

The colours of the label must be adhered to. Below are the references for the colours:

Sky Blue
CMYK:	79, 0, 7, 0
Pantone:	306C, 306U
RGB:	0, 185, 228
HTML:	00B9E4

Leaf Green
CMYK:	28, 0, 92, 0
Pantone:	382C, 380U
RGB:	190, 214, 0
HTML:	BED600

Rich Black
CMYK:	50, 50, 50, 100
Pantone:	Process Black C, Black U
RGB:	30, 30, 30
HTML:	1E1E1E

White
CMYK:	0, 0, 0, 0
Pantone:	N/A
RGB:	255, 255, 255
HTML:	#FFFFFF

RULE 08: Background

The Fairtrade product label, including the ® mark, must always be clearly visible and stand out from graphic elements, colours or images in the background. As soon as the label is printed on a background other than white, the label must be framed in white and care must be taken to ensure that the ® symbol is clearly recognisable.

If the label is printed on a very uneven background, a uniform frame must surround the label. The frame should be half the minimum spacing (1/4 X) and can be solid white or white with graduated transparency for maximum effect.

RULE 09: Product designation

The term Fairtrade may be used in connection with the product name or product description, but not in connection with the brand or sub-brand. Fairtrade is associated with the certified product or raw material and not with the entire consumer item if it is not certified.

Examples:
Fairtrade coffee, Fairtrade chocolate, cake with Fairtrade cocoa and sugar, cappuccino with Fairtrade coffee, brownie with Fairtrade cocoa

Not permitted:
Max Havelaar coffee, Fairtrade cappuccino, Fairtrade brownie

RULE 10: URL

The URL to the Fairtrade website must always be specified (at the end of the Fairtrade claim text). The URL is to be used as follows:

For distribution exclusively in Switzerland:
www.fairtrade.net/ch

For distribution (in Switzerland and) abroad:
info.fairtrade.net/sourcing

the
future
is fair

If you have any questions, we will be happy to help you: **business-services@maxhavelaar.ch**