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Keurhout

Keurhout

Logo Use Guide

- instructions on KH-Sustainable, KH-Legal and off-product KH-ogo use -

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1. Introduction

1.1 Keurhout Sustainable and Keurhout Legal

Keurhout (KH) manages the **Keurhout-Sustainable** system and the **Keurhout-Legal** system. The former concerns a validation system for certificates and systems for certification of sustainable forest management; the latter refers to a validation system for certificates and systems that claim to at least guarantee the Legal Origin of timber and timber products.

Keurhout-Sustainable admitted timber and timber products are originating from forest areas which have been admitted to the Keurhout-Sustainable system and are traded and processed by a controlled Chain-of-Custody of companies that equally have been admitted¹ to the Keurhout-Sustainable system.

Similarly, Keurhout-Legal admitted timber and timber products are originating from forest resources and suppliers which have been admitted to the Keurhout-Legal system.

It may be clear that Keurhout-Sustainable represents the highest level for forest certification, whereas Keurhout-Legal represents a more basic level, at which the participants are required to at least comply with the most relevant legal requirements. Keurhout considers the Keurhout-Legal level as a first step in the right direction (represented by Keurhout-Sustainable). As the requirements for Keurhout-Sustainable include those for Keurhout-Legal (but go much further beyond), Keurhout-Sustainable admitted timber may be used/traded as Keurhout-Legal admitted timber at any time. Obviously this is not allowed the other way around. Therefore timber and timber products admitted to one of these systems may not be mixed in an uncontrolled way. Keurhout-Sustainable and Keurhout-Legal timber (product) flows shall therefore be handled and administered separately. Correct implementation is verified by an accredited independent certification body (CB) on an annual basis.

Keurhout-Sustainable admitted timber and timber products are to be qualified as “**Keurhout-Sustainable admitted timber**” or simply “**Keurhout Sustainable**”.

Keurhout-Legal admitted timber and timber products are to be qualified as “**Keurhout-Legal admitted timber only**” or simply “**Keurhout-Legal**”.

Both Keurhout-Sustainable and Keurhout-Legal distinguish two levels:

- level 1: 100 % Keurhout-Sustainable or Keurhout-Legal respectively
- level 2: at least 70 % Keurhout-Sustainable or Keurhout-Legal respectively (the rest may only exist of KH-Legal timber or Recycled Wood²)

¹ The Keurhout Board of Experts (BoE) applies the “Keurhout Protocol” for the assessment of certified forest management and trading companies in producer countries and their certification systems. The Keurhout Protocol consists of five Standards with criteria on Legal Origin, Sustainable Forest Management, Chain of Custody, Certification Bodies and Certification Systems. In order to be admitted to the Keurhout-Sustainable or Keurhout Legal system, forest management and trading companies and/or their certification systems have to comply with the respective requirements of the Keurhout Protocol. Admitted companies are presented on the Keurhout website.

² Recycled Wood (RW) is defined by Keurhout as either “Post Consumer recycled material” or “Keurhout-Legal or Keurhout-Sustainable admitted certified factory released material”.

The temporary provision which enabled a limited part of timber (products) to consist of so called “Verified Legal Timber” (VLT), timber from certificates/systems which at least guaranteed Legal Origin and were due to be admitted to Keurhout-Legal and which had been tested and accepted as VLT by the Keurhout Board of Experts, based on a pre-scan has been terminated per 31/12/2010.

The formal possibilities of the Keurhout system are summarised in table 1.

Table 1 Rules for awarding Keurhout quality marks:

Input	Result
a. 100% KH-Sustainable	KH-Sustainable; Level 1
b. 70-99% KH-Sustainable; rest KH-Legal or RW	KH-Sustainable; Level 2
c. 1-69% KH-Sustainable; rest KH-Legal	KH-Legal; Level 1
d. 100% KH-Legal	KH-Legal; Level 1
e. 70-99% KH-Legal and KH-Sustainable; rest RW	KH-Legal; Level 2
f. ALL other options	no KH

The date of the admittance of validated resources and suppliers by Keurhout is decisive for the use of these qualifications. Timber procured from admitted sources and/or suppliers, or exported by admitted companies before this date of acceptance can not be qualified as “**Keurhout-Sustainable**” timber or “**Keurhout-Legal**” admitted timber. Please find data of acceptance to either of the systems on the Keurhout website: www.keurhout.nl , under the links “certificates” → “Keurhout-Sustainable” and “Keurhout-Legal” respectively.

1.2 Keurhout CoC

In addition to the maintenance of the Keurhout Sustainable and Keurhout Legal systems for producer countries Keurhout maintains a CoC system for transfer- and consumer countries. Thereby Keurhout ensures a full CoC from the admitted forest areas until the final consumer.

Physical separation and/or identification must be guaranteed throughout the chain-of-custody with respect to non-certified timber as well as to certified non-Keurhout admitted timber.

The Keurhout-CoC is annually controlled by independent accredited certification bodies on the basis of the “Keurhout CoC Protocol”. This Protocol presents the criteria which have to be met by Keurhout participants³ to ensure maintenance of the certified CoC. The accredited CB’s may issue Keurhout CoC certificates to Keurhout Participants.

³ Keurhout participants are companies in consumer and/or transfer countries with a valid KH-CoC.

1.3 Keurhout logo use

The NTTA is owner of the KH Quality Mark and logo. The Quality Mark and logo have been filed with the Benelux Trademarks Register as a collective mark and are therefore legally protected.

Controlled Keurhout on- and off-product logo use is allowed to **Keurhout participants** and only reserved for timber and timber products originating from Keurhout admitted forest sources, through Keurhout admitted suppliers. Keurhout participants have the right to use the Keurhout logos. They do not need to apply for special permission, but need to comply with the Keurhout Logo Use rules. A Keurhout participant may request a relevant Keurhout Logo Pack with its CB, which is responsible for issuing logo packs and controlling their proper use on the basis of the instructions presented in this Guide.

On-product labelling in the country of origin is **only allowed to exporting companies** after an approved, formal written request to Keurhout. An exporting company can obtain a KH-Legal Logo Use Declaration and/or a KH-Sustainable Logo Use Declaration from the Keurhout Management Authority. When requesting a logo use declaration, the exporting company declares to apply the Keurhout logos according to the terms and conditions of the Keurhout logo-use as presented in this Guide. In case such a Keurhout Logo Use Declaration is issued, the exporter will also receive the respective logo pack. The proper use of the logo by the exporter is annually controlled by the exporters CB, which is the CB that issued the certificate that has been admitted to Keurhout.

There are 3 lines of Keurhout logo's:

- the Keurhout organization logo (brown)
- the Keurhout Legal logo (yellow)
- the Keurhout Sustainable logo (green)

Keurhout-Legal and Keurhout-Sustainable logos exist in Dutch and English.

A logo pack consists of a specific series of logo's (e.g. in gif- and in jpg- formats for day to day use or in eps- format for printing purposes). Logo packs exist for:

- Keurhout off-product logo use (organization, Legal, Sustainable) in Dutch
- Keurhout off-product logo use (organization and/or Legal and/or Sustainable) in English

- Keurhout Legal on-product logo use in Dutch
- Keurhout Legal on-product logo use in English

- Keurhout Sustainable on-product logo use in Dutch
- Keurhout Sustainable on-product logo use in English

Notes:

1. This Guide (KH-LUG version 2.0 dd 15/02/11) supersedes the documents "Provisional Guidelines and Procedures for Logo use of Keurhout-Legal" dd 09/03/2006 and the Keurhout Logo Use Guide dd 15/05/2009.
2. For explanation of definitions please refer to the Keurhout List of Concepts and Definitions.

2. Instructions on Keurhout-Sustainable logo use

2.1 Documents

2.1.1 Invoices and shipping documents

On (export) documentation accompanying timber admitted to the Keurhout-Sustainable system:

- the Keurhout-Sustainable admitted timber must be clearly marked
- the Keurhout- Sustainable admitted timber must be accompanied by the statement:
“**Keurhout-Sustainable admitted timber**” or “**Keurhout-Sustainable**”
- the **level** and the **percentages** Keurhout-Sustainable, Keurhout-Legal and Recycled Wood shall be clearly stated.
- the number of the Keurhout admitted (original) certificate of the exporter

2.1.2 Additional information in case of on-product logo-use (see paragraph 2.3)

In case an exporting company wishes to use the Keurhout-Sustainable logo on-product (and provided the formal Keurhout approval has been obtained) the invoices and shipping documents need to state the following additional items:

- the **position** of the on-product logo
- the Keurhout-**participant number** of the receiving Keurhout participant

2.2. Additional documents

Additional to invoices and shipping documents the following documents must be made available to the receiving Keurhout participant in all cases:

- Copy of the valid **Chain-of-Custody certificate** of the exporting company
- Copy of the valid **Certificate for Forest Management** of the Keurhout admitted forest management unit (FMU) which the timber originates from.

2.3. On-product labelling

2.3.1 Voluntary application

On product-labelling is voluntarily. All KH-participants in consumer- and transfer countries have the right to apply it. In addition KH-admitted exporting companies in transfer- and producer countries may request to apply it.

2.3.2 On-product logo use request

Companies wishing to apply for on-product logo-use must put forward a written request to Keurhout (using the Application for KH admitted Logo Use Form). After approval a Keurhout-Sustainable Logo Use Declaration will be issued and a logo-pack will be sent with specimen of the logo. The logo-use is approved for the validity of the approved CoC certificate.

2.3.3 Other logo use

On-product logo-users are only allowed to use the logo on-product. Other uses, such as for promotion purposes are in principle the privilege of Keurhout participants in consumer- and transfer countries.

2.3.4 Use of the logo

If the logo is used, the following conditions shall be strictly complied with:

- the logo must be used in the right proportions, colour code, contrast and dimensions (see figure 1)
- the minimal sizes of the logo must be 20 x 15 mm (see figure 2)
- in the top hand right side four circles are found. These **may** contain the Keurhout participant number of the receiving company (see figure 3).
- In the top hand left side the level (1 or 2) **must** be stated
- the logo must be readily and clearly visible on the product
- the logo must be, at least, the same size as other logo's attached
- the logo must be affixed in such a manner as not to become detached during transport, in storage or otherwise.

2.3.5 Alternative statements

If other statements are intended to be applied to Keurhout-Sustainable admitted timber, than those mentioned in paragraph 2.1.1, a formal request must be sent to Keurhout for approval.

2.4. Record keeping

2.4.1 Record maintenance

Beside the documents concerning the procurement of "Keurhout-Sustainable" timber, all above mentioned documents or copies of these documents must be maintained in up-to date chain-of-custody records.

2.4.2 Annual control of records

Approved Keurhout-logo users must be able to provide Keurhout with annual overview records for assessment purposes, if requested so by Keurhout. Annual overview records must have been validated and signed by the independent certifier. The Keurhout-logo user is obliged to maintain such records and present them to his certifier at least once per year, during the surveillance audit.

The annual overview records must at least contain the following information:

- KH-Sustainable Logo Use Declaration (when applicable)
- "Keurhout-Sustainable timber" volumes exported:
 - by type of product
 - by level
 - by receiving Keurhout participant (name, Keurhout number and place of residence)

The records provided to Keurhout will be treated confidentially.

2.5. Proper use

In case irregularities concerning the proper Keurhout-logo use are found, Keurhout is entitled to demand the logo-user or any other party involved to take corrective actions or, if necessary, cancel the Keurhout admitted logo use.

3. Instructions on Keurhout-Legal logo use

3.1. Documents

3.1.1 Invoices and shipping documents

On (export) documentation accompanying timber admitted to the Keurhout-Legal system:

- the Keurhout-Legal admitted timber must be clearly marked
- the Keurhout-Legal admitted timber must be accompanied by the statement:
“**Keurhout-Legal admitted timber only**” or “**Keurhout-Legal**”
- the number of the Keurhout admitted (original) certificate of the exporter

3.1.2 Additional information in case of on-product logo-use (see paragraph 3.3)

In case an exporting company wishes to use the Keurhout-Legal logo on-product (and provided the formal Keurhout approval has been obtained) the invoices and shipping documents need to state the following additional items:

- the **position** of the on-product logo
- the Keurhout-**participant number** of the receiving Keurhout participant

3.2. Additional documents

Additional to invoices and shipping documents the following documents must be made available to the receiving Keurhout participant in all cases:

- Copy of the valid **Chain-of-Custody certificate** of the exporting company
- Copy of the valid **Certificate for Forest Management** of the Keurhout admitted FMU which the timber originates from.

3.3. On-product labelling

3.3.1 Voluntary application

On product-labelling is voluntarily. All KH-participants in consumer- and transfer countries have the right to apply it. In addition KH-admitted exporting companies in transfer- and producer countries may request to apply it.

3.3.2 On-product logo use request

Companies wishing to apply for on-product logo-use must put forward a written request to Keurhout (using the Application for KH admitted Logo Use Form). After approval a Keurhout-Legal Logo Use Declaration will be issued and a logo-pack will be sent with specimen of the logo. The logo-use is approved for the validity of the approved CoC certificate.

3.3.3 Other logo use

On-product logo-users are only allowed to use the logo on-product. Other uses, such as for promotion purposes are in principle the privilege of Keurhout participants in consumer- and transfer countries.

3.3.4 Use of the logo

If the logo is used, the following conditions shall be strictly complied with:

- the logo must be used in the right proportions, colour code, contrast and dimensions (see figure 4)
- the minimal sizes of the logo must be 20 x 15 mm (see figure 5)
- in the top hand right side four circles are found. These **may** contain the Keurhout participant number of the receiving company (see figure 6).
- In the top hand left side the level (1 or 2) **must** be stated
- the logo must be readily and clearly visible on the product
- the logo must be, at least, the same size as other logo's attached
- the logo must be affixed in such a manner as not to become detached during transport, in storage or otherwise.

3.3.5 Alternative statements

If other statements are intended to be applied to Keurhout-Legal admitted timber, than those mentioned in paragraph 3.1.1, a formal request must be sent to Keurhout for approval.

3.4. Record keeping

3.4.1 Record maintenance

Beside the documents concerning the procurement of "Keurhout-Legal" timber, all above mentioned documents or copies of these documents must be maintained in up-to date chain-of-custody records.

3.4.2 Annual control of records

Approved Keurhout-logo users must be able to provide Keurhout with annual overview records for assessment purposes, if requested so by Keurhout. Annual overview records must have been validated and signed by the independent certifier. The Keurhout-logo user is obliged to maintain such records and present them to his certifier at least once per year, during the surveillance audit.

The annual overview records must at least contain the following information:

- KH-Legal Logo Use Declaration (when applicable)
- "Keurhout-Legal timber only" volumes exported:
 - by type of product
 - by level
 - by receiving Keurhout participants (name, Keurhout number and place of residence)

The records provided to Keurhout will be treated confidentially.

3.5. Proper use

In case irregularities concerning the proper Keurhout-logo use are found, Keurhout is entitled to demand the logo-user or any other party involved to take corrective actions or, if necessary, cancel the Keurhout admitted logo use.

4. Instructions on off-product Keurhout logo use

4.1. Entitled parties

4.1.1 Keurhout Management Authority

The Keurhout Management Authority (KH-MA) can delegate any party to use the logo's for the Keurhout organization, the Keurhout-Legal system and the Keurhout-Sustainable system, in any of its forms, and related statements off-product in line with the interests of the Keurhout system (e.g. for promotional purposes).

4.1.2 Keurhout participants

Keurhout participants are entitled to use the general logos of the Keurhout organization, the Keurhout-Legal system and the Keurhout-Sustainable system off-product for promotional purposes without additional approval, provided that:

- a. their participant ship is valid
- b. the logos comply with the color, size, contrast and proportion prescriptions as indicated in this guide
- c. the participant number has been placed in the correct place and format
- d. the following statement is used, when applicable, on documentation, such as letterhead and advertising:

“We are affiliated with Keurhout to supply legal and sustainable timber. Participant KH-0000”.⁴

Alternatively the following short description may be used:

*“KEURHOUT Participant KH-0000”*⁵ (filling out the correct participant number, e.g. KH-0174)

Deviations from the above are only permitted in consultation with and after approval from the relevant certification body. The KH-MA will be informed thereof.

Note: Keurhout participants are not entitled to transfer the right to use the collective mark to a third party or to grant a third party a licence thereon.

4.1.3 Keurhout donors

Parties that do not form a direct part in the CoC, such as agents that work on commission basis or other stakeholders of Keurhout, can become Keurhout-donor. To do so, they have to celebrate a donor agreement with the KH-MA.

KH-donors are allowed to place the KH-logo on their website provided they add the following statement next to it: **“Keurhout donor”**. Under no circumstances they are allowed to give the impression that they are Keurhout participant; they are therefore explicitly not allowed to use the statement presented under 4.1.2.

⁴ The following translations are allowed:

Dutch: “Voor levering van legaal en duurzaam hout zijn wij aangesloten bij Keurhout. Deelnemer KH-0000”

French: “Nous sommes affilié a Keurhout concernant la livraison de bois légal et durable. Participant KH-0000”

Spanish: “Para el suministro de madera legal y durable estamos afiliados a Keurhout. Participante KH-0000”

⁵ The following translations are allowed: a. Dutch: “KEURHOUT Deelnemer KH-0000”; b. French: “KEURHOUT Participant KH-0000”; Spanish: “KEURHOUT Participante KH-0000”.

4.1.4 Exporting companies

In particular cases in which an exporting company in a producer country is manufacturing a final KH-product for a Keurhout participant the exporting company may wish to use the Keurhout logo's off-product (e.g. on letterhead, promotion materials). For such off-product use a formal written approval must be obtained from the Keurhout Management Authority prior to its application. A formal written request with details on the proposed way of application, accompanying statements, etc. must therefore be send timely to the secretariat of the KH-MA, together with a support letter of at least one Keurhout participant in a consumer country. The logo-use is approved for the validity of the admitted Chain-of-Custody certificate.

Note: generally companies in producer countries are not entitled to use Keurhout logo's off-product. In order to prove admission to the Keurhout system reference can be made to the Keurhout website and/or the relevant Keurhout Decision of Acceptance.

4.2. Off-product labelling

4.2.1 Voluntary application

Off-product-labelling is voluntarily. All active KH-participants in consumer- and transfer countries have the right to apply the general Keurhout logo, the KH-Sustainable and the KH-Legal logo.

4.2.2 Use of the logo

If the logo is used, the following conditions shall be strictly complied with:

- a. the logo must be used in the right proportions, colour code, contrast and dimensions (see figures 1, 4 and 5)
- b. the minimal sizes of the logo must be 20 x 15 mm (unless explicitly agreed otherwise)
- c. the logo must be, at least, the same size as other logo's used in the same application
- d. the logo must be clearly linked to a specific Keurhout product
- e. the Keurhout participant number must be added

4.2.3 Alternative statements

If other statements are intended to be applied than indicated above, a formal request must be sent to the CB for approval (in consultation with the KH-MA) and be approved prior to application by written notification.

4.3. Record keeping

4.3.1 Record maintenance

All above mentioned documents or copies of these documents must be maintained in up-to date records and made available to the assessor on request.

4.3.2 Annual control of records

Approved Keurhout off-product logo users must provide their independent CB with records for assessment purposes. These records must be controlled by the CB once a year. The records must at least contain the following information:

- written approval for off-product logo use (when applicable)
- type of application
- details of logo and statement use
- estimated number of applications

4.3.3 Reporting Keurhout participants

Keurhout participants report on off-product logo use to their certification body as part of their annual audit. The CB verified records must be provided to the KH-MA only on request.

4.3.4 Reporting Keurhout donors

Keurhout donors shall inform the KH-MA once a year (within 4 weeks after finalization of the calendar year) on the off-product use applied. The records must at least contain the following information:

- type of application
- details of logo and statement use
- estimated number of applications

4.3.5 Reporting exporting companies

Approved Keurhout off-product logo use exporting companies must provide their independent CB with records for assessment purposes. These records must be validated by the CB once a year. The CB verified records must be provided to the KH-MA only on request.

4.4. Proper use

In case irregularities concerning the proper Keurhout-logo use are found, the CB and/or Keurhout are entitled to demand the logo-user or any other party involved to take corrective actions or, if necessary, cancel the Keurhout admitted logo use.

ANNEX 1 Keurhout-Sustainable logos

The Keurhout-Sustainable logo

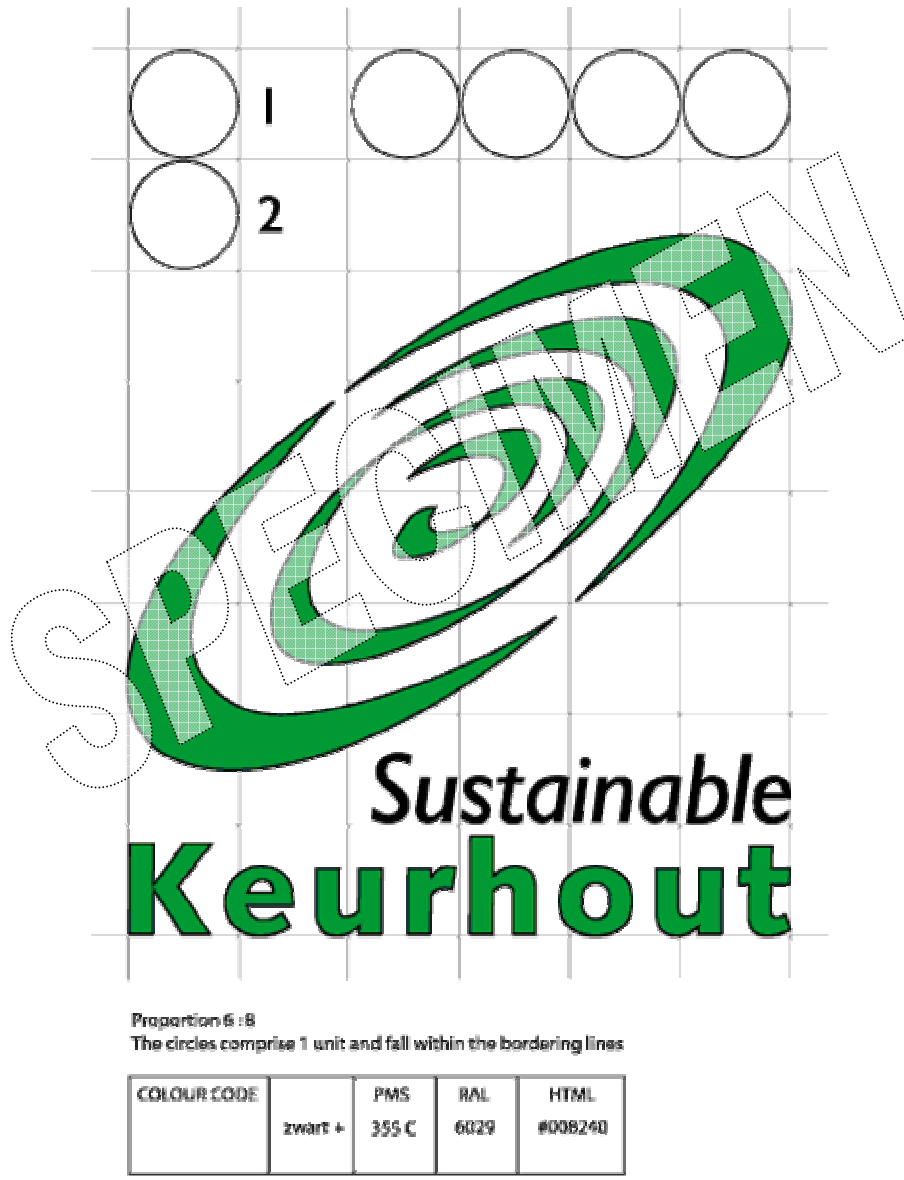


Figure 1. The proportions, colour code, dimensions and contrast of the Keurhout-Sustainable logo.



Figure 2: Minimal dimensions of the Keurhout-Sustainable logo.

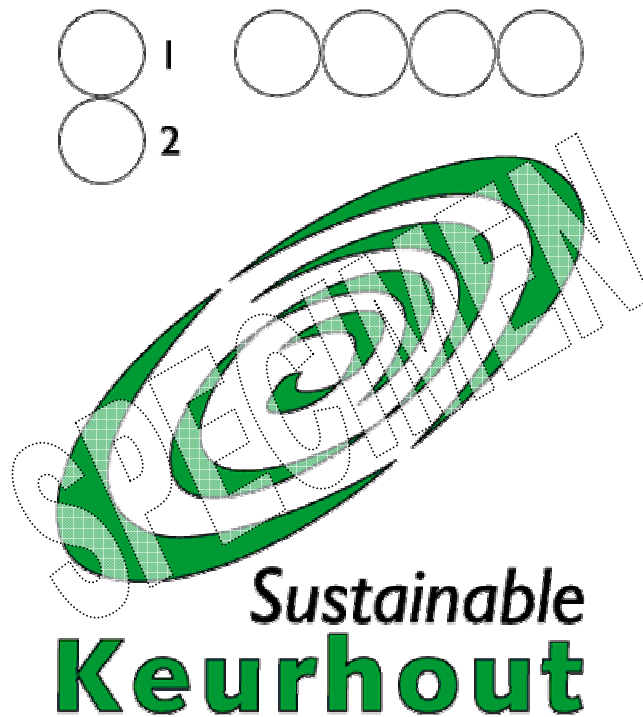
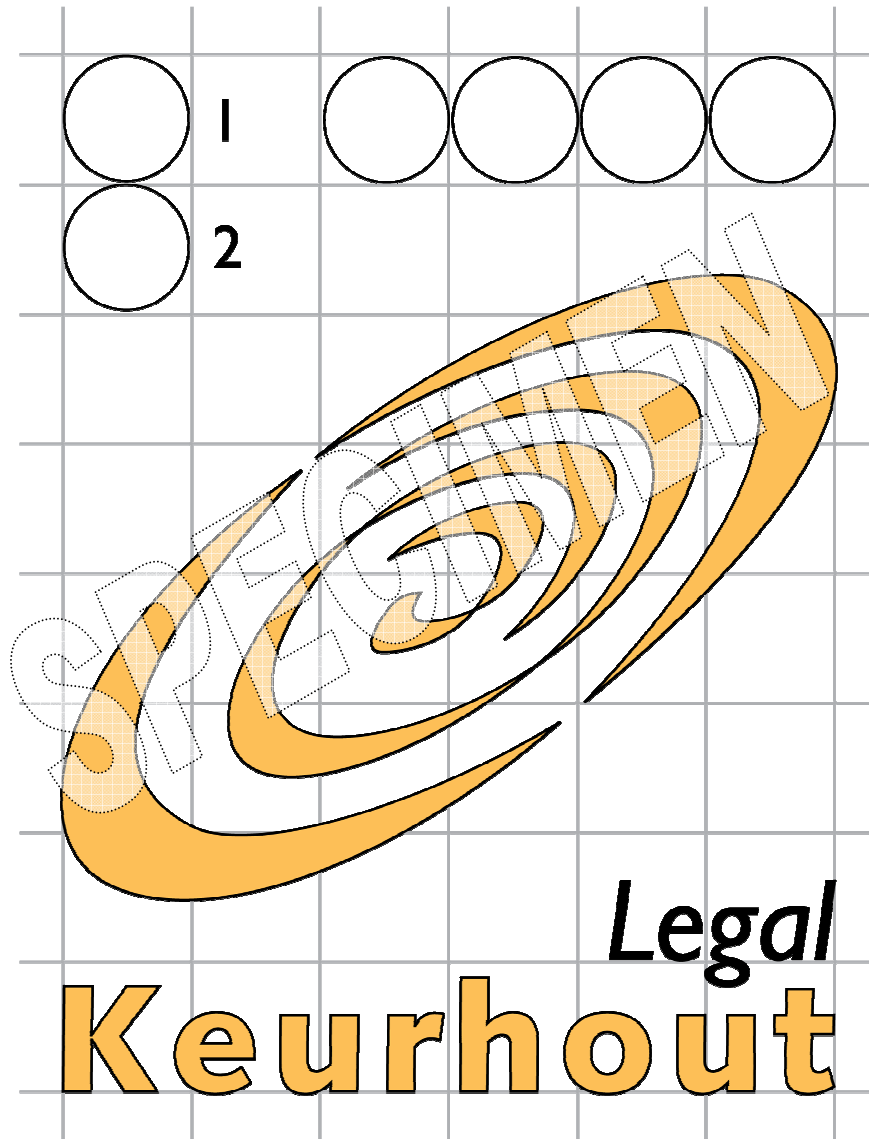


Figure 3: On-product Keurhout-Sustainable logo; the Keurhout participant number of the receiving company may be applied in the upper right hand circles. The level must be indicated in the circles on the left-hand side.

ANNEX 2 Keurhout-Legal logos

The Keurhout-Legal logo



Proportion 6 : 8
The circles comprise 1 unit and fall within the bordering lines

COLOUR CODE	black +	PMS	RAL	HTML
	zwart +	1235 C	1017	#FEBA35

Figure 4. The proportions, colour code, dimensions and contrast of the Keurhout-Legal logo

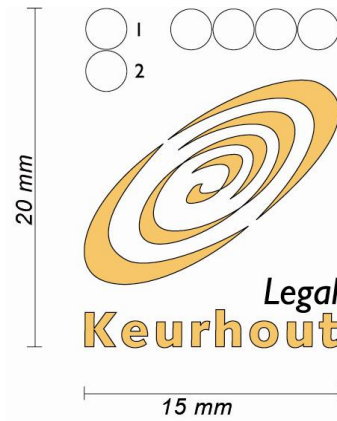


Figure 5: Minimal dimensions of the Keurhout-Legal logo

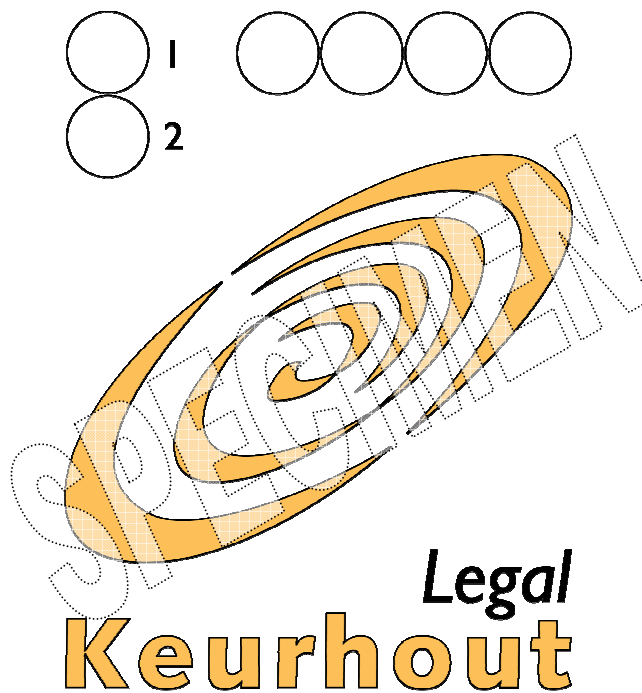


Figure 6: On-product Keurhout-Legal logo; the Keurhout participant number of the receiving company may be applied in the upper right hand circles. The level must be indicated in the circles on the left-hand side.

ANNEX 3 Keurhout organization logos

The general Keurhout organization logo

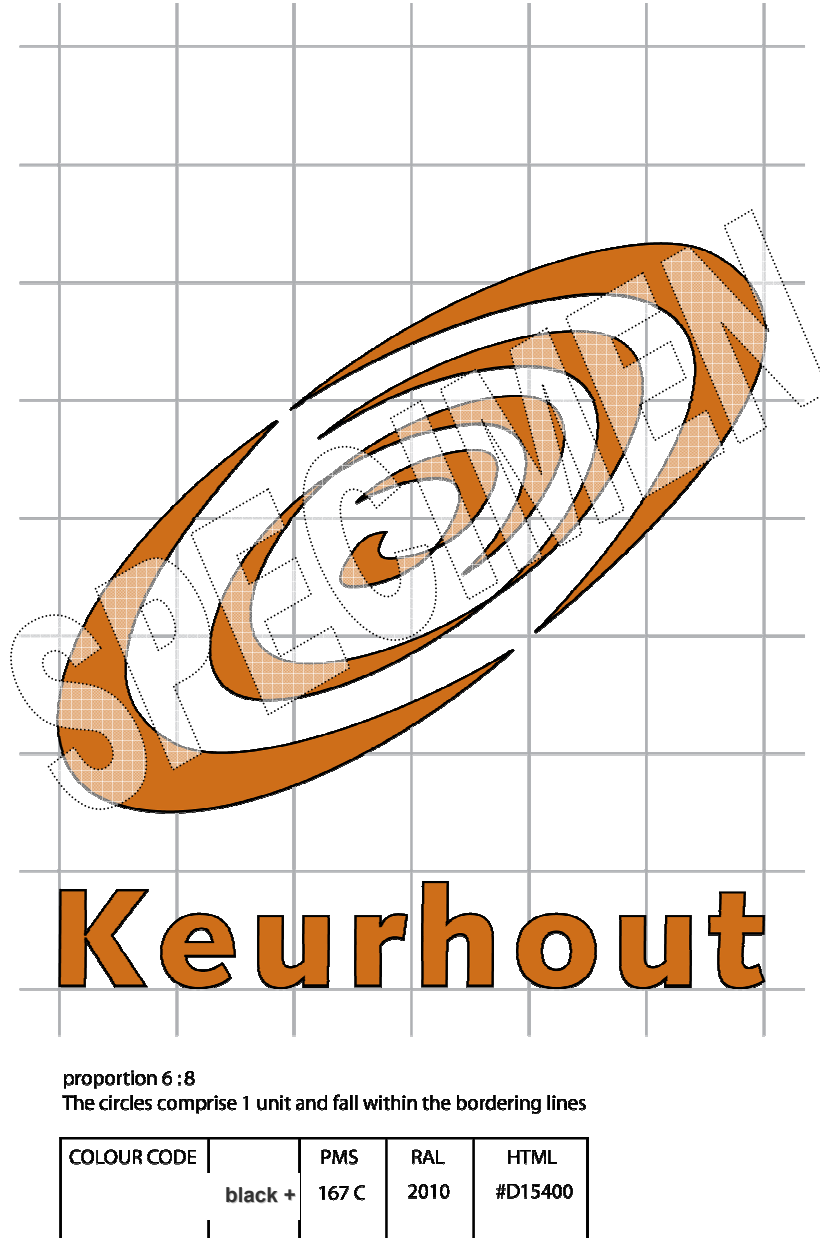


Figure 7. The proportions, colour code, dimensions and contrast of the general Keurhout logo

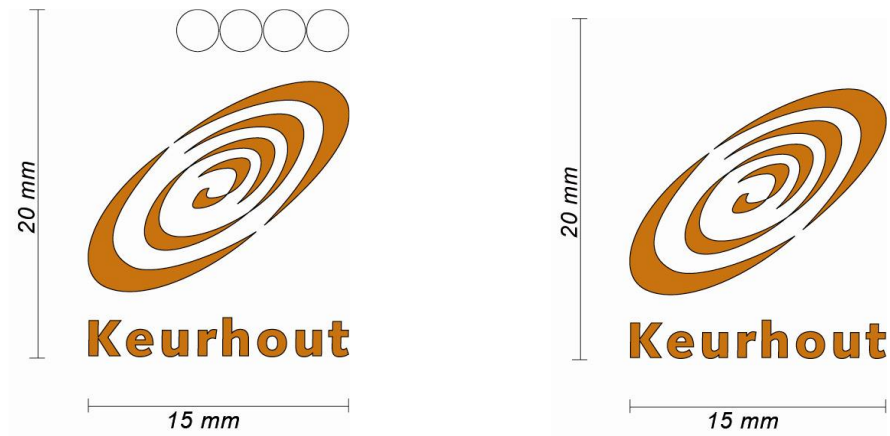


Figure 8: Minimal dimensions of the general Keurhout logo



Figure 9: Off-product general Keurhout logo

ANNEX 4 Acronyms⁶

BoE	Board of Experts
CB	Certification Body
CoC	Chain of Custody
CS	Certification System
eps	image format for professional printing
gif	image format
FMU	Forest Management Unit
Jpg	image format
KH	Keurhout
KH-CoC	Keurhout CoC
KH-MA	Keurhout Management Authority
KH-Legal	Keurhout Legal system
KH-Sustainable	Keurhout Sustainable system
LUG	Logo Use Guide (Keurhout)
mm	millimetre
NTTA	Royal Netherlands Timber Trade Association
RW	Recycled Wood
VLT	Verified Legal Timber

⁶ For explanation of definitions please refer to the Keurhout List of Concepts and Definitions. (www.keurhout.nl).