



THE EUROPEAN FLAX® LABEL  
IS THE ONLY GUARANTEE TO THE CONSUMER  
OF EUROPEAN PREMIUM QUALITY FLAX FIBRE

EUROPEAN FLAX® *\_ premium quality European flax for all uses\_* certifies the exclusive origin of flax fibre from Western Europe (France, Belgium, the Netherlands) that respects the environment: ZERO IRRIGATION, ZERO GMO, ZERO WASTE.

## WHY EUROPEAN FLAX® CERTIFICATION?

### TO RESPOND TO CONSUMERS AND CSR DEMANDS:

#### ► Material origin and traceability:

61% of European consumers declared themselves ready to pay more for linen of certified European origin. European Flax® fibre is produced in Western Europe: France, Belgium, the Netherlands.

#### ► Respect for the environment

European Flax® fibre production respects the environment : ZERO IRRIGATION, ZERO GMO, ZERO WASTE

#### ► Social Responsibility and ethics

Compliance with the rules of the International Labour Organization

A 100% vegetal and vegan fibre

#### ► Fibre qualities with proven performances

Comfort, Thermo-regulation, Moisture Management, Anallergy and Dye affinity.

► **To communicate the unique selling points of flax and linen to the entire value chain until final consumer:** promotion campaign on individual level or collective level

### WITH GUARANTEES:

#### ► Traceability verified through yearly confidential audit

by Bureau Veritas Certification [BVC], the world leader for certification: its 1,330 offices and laboratories in 140 countries provide easy implementation of the certification, for each business in the value chain.

#### ► European Flax® is built and endorsed by the whole European fibre industry,

on a common Charter signed by each fibre producer

#### ► European Flax® is registered by the EUROPEAN CONFEDERATION OF FLAX AND HEMP [CELC],

the only agro-industrial organisation federating all the stages of production and transformation for linen & hemp.

#### ► True composition supported by the BAST FIBRE AUTHORITY,

the body responsible for reliable testing for bast fibres - ISO standard in progress -, promoting fair labelling of products and contributing to anti-counterfeiting protection

### AND MARKETING TOOLS

- Logos for labelling semi-products and finished products composed of 100% or  $\geq 50\%$  of flax/linen
- B2B and B2C sales support, image and video bank, trainings ...
- CELC promotion programme and dedicated assistance



### FLAX \_ a fibre for demanding consumers

Purchasers of linen are a reflection of the product they are buying: twice as committed as the rest of the population (29% vs 14%), they carefully read the labels, and 61% say they are ready to pay more for a certified product. A pioneering population in line with the demands of societal change: naturalness and comfort, local and renewable resources, bio-sourced innovation and durability.

**FLAX \_ a fibre which embodies the LATTE values: Local, Authentic, Transparent, Trustworthy, Ethical**



## GET EUROPEAN FLAX® CERTIFICATION IN JUST A FEW STEPS

### HOW DOES IT WORK ?

**European Flax® traceability relies on certifying each link of the Chain-of-Custody**, meaning: each stage of the supply chain taking possession of the material including processing and trading steps must be certified to ensure the traceability of the materials.

**Each company is audited yearly by Bureau veritas Certification.** The last link audited is the garment manufacturer/specifier (brands/retailers who purchase finished product are not subject to audit).

See the EUROPEAN FLAX® traceability chain on :  
<http://news.europeanflax.com/celc/26-comment-obtenir-european-flax/>



**Invoices, following below requirements, are key to evidence the flow of certified materials between each step of the chain.** Each certified material shall be clearly identified on the invoice by specifying the claim «EUROPEAN FLAX® certified», and the certificate holder's certificate number shall be written on the invoice (at least once on the invoice).

**Confidentiality is secured:** each company's suppliers names or numbers are communicated exclusively to BV auditors who are bound to professional secrecy, and never communicated to any other part of the supply chain.

### WHAT DOES IT MEAN FOR YOUR COMPANY ?

BEFORE YOUR CERTIFICATION, please check:

- ▶ if your direct flax/linen suppliers are certified: database [www.europeanflax.com/eng/celc/labelises](http://www.europeanflax.com/eng/celc/labelises)
- ▶ if your flax/linen suppliers identify the materials on their invoices with the claim «EUROPEAN FLAX® certified » for each complying material, and write their certificate number, as examples shown ->

ONCE YOU ARE CERTIFIED, you shall:

- ▶ use European Flax® claim/logo only on your products complying:
  - made from flax/linen supplies 100% certified, with certification number on supplies invoices,
  - and of final composition 100% or minimum 50% flax/linen.
- ▶ add the claim «EUROPEAN FLAX® certified » and your certification number on your invoices, in same compliance conditions, so your customers can become certified too, as examples shown ->

### INVOICE EXAMPLES, 2 possibilities for the number

COMPANY - INVOICE number - DATE		
Article	qty	pr
Yarn abcd <b>European Flax® Certified BVAZ12345</b>		
Yarn efg <b>European Flax® Certified BVAZ12345</b>		

COMPANY - INVOICE number - DATE		
Article	qty	pr
Yarn abcd <b>European Flax® Certified</b>		
Yarn efg <b>European Flax® Certified</b>		
<b>Our Company is European Flax® Certified BVAZ12345</b>		

### STEP 1\_ APPLICATION

DOWNLOAD and fill the RFQ, non-binding Request for Quotation on [www.europeanflax.com](http://www.europeanflax.com) > CELC > European Flax [link here](#)  
 PLEASE SEND to CELC and BVC (see contacts on the last page)

### STEP 2\_ CERTIFICATION

- ▶ Audit proposal sent by BV: a three-year contract with yearly verification  
 Verification consists of audit (traceability) + compositional tests (compliance of fibre content, for processors, starting 2<sup>nd</sup> year)
- ▶ Validating BVC's offer + planning date for the 1<sup>st</sup> audit
- ▶ Year 1 audit: documentary usually (checklist for preparation available [here](#) and from BVC) => Receiving **tools** as next page
- ▶ Renewal: Year 2 on-site audit / Year 3 documentary audit / Afterwards, contract is renewable for 3 years, at the same conditions.

### COST FOR PROCESSORS OR TRADERS

The use of the EUROPEAN FLAX® trademark is granted by CELC free of charge, without any mark licensing fees.

- ▶ Audit: €2,500 per year, per company, for processors and traders (may vary in case of multiple sites or subcontractors)
- ▶ Test: €300 per year, per company, for processors, starting 2<sup>nd</sup> year (tests are not required for traders)
- ▶ Note: for European companies, CELC membership is required

**EUROPEAN FLAX® BENEFITS & TOOLS**

As a certified company, you will receive :

**1/ AN OFFICIAL EUROPEAN FLAX® CERTIFICATE WITH CERTIFICATE NUMBER**

Certificate is issued by Bureau Veritas (BV), as pdf  
The certificate is dated, and is valid for 3 years.

Example of certificate



**2/ EUROPEAN FLAX® MARKETING TOOLS**

The package of marketing tools is offered by the European Confederation of Flax and Hemp (CELC), free of charge, after the certified company has signed the TERMS OF USE.

The dedicated promotion team, is keen and at the entire disposal of the certified companies to respond to any need.



**LOGO**

- ▶ choice of 2 layouts – vertical & horizontal
- ▶ multilingual baseline
- ▶ with Graphic Charter as the guideline for all uses



Model of Postcard

**CONSUMER POSTCARD**

- ▶ multilingual template, ready-for printing

**TEXT FOR LABELS**

- ▶ one approved text, multilingual; templates

**ORIGINAL FLAX IMAGE BANK**

- ▶ all stages from field to fibre

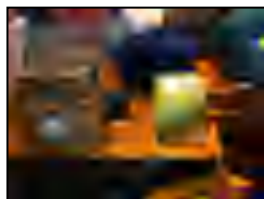
**TRAININGS**

- ▶ story-telling and facts to help sell linen better: for marketing, communication and sales teams
- ▶ through live-training and USPs guides



Models of Tags and StoryTelling on products

Examples of EUROPEAN FLAX® uses:



Booth/ Stand

Display

Fabric Swatch

Final Product labelling

Department Store Catalogue

## About the European Confederation of Flax and Hemp, the international federating authority of Flax/Linen

The European Confederation of Flax and Hemp [CELC] is the only European agro-industrial organization federating all the stages of production and transformation for linen & hemp. Created in 1951, it is the privileged spokesperson for 10 000 companies in 14 countries in the European Union, which oversees the fibre's development from plant to finished product.

As the only reference European organization, CELC incites dialogue with public authorities both nationally and in Europe.

CELC is a place for reflection, market analyses, industry concertation and strategic orientations, to lead this industry of excellence in a globalized context.

This mission is supported by EUROPEAN FLAX®, the traceability label for premium-quality flax fibre grown in western Europe for all its outlets. This traceability, when combined with 100 % Made in Europe transformation - spinning and weaving/knitting-, is given the label MASTERS OF LINEN®. Both marks are registered worldwide and granted after independent yearly audit of each step of transformation.

CELC creates an environment conducive to industrial competitiveness thanks to a roadmap to inform, defend and promote. Its multi-channel strategy, inscribed in an international context, stimulates innovation and relies on the performance of these natural fibres with their proven environmental qualities. The action plan is supported, carried out and promoted by dedicated CELC Development platform.

The Linen Dream Lab is the showroom dedicated to creativity and to all textile innovations, from fashion and lifestyle to design up to composite developments. For professionals only, its services are offered by appointment: accompaniment in creation, aid in sourcing - material ; yarn ; fabric library – and training.

### YOUR LOCAL CERTIFICATION CONTACTS

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#### BUREAU VERITAS CERTIFICATION

EUROPE	Mr Antoine Huguet <a href="mailto:antoine.huguet@fr.bureauveritas.com">antoine.huguet@fr.bureauveritas.com</a>   +33 (0)1 41 97 08 29
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### YOUR CELC CONTACTS

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Textile & Sustainability Director Ms. Marie DEMAEGDT  
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#### Let's stay in touch

Website [europeanflax.com](http://europeanflax.com)  
Facebook, Twitter, Instagram @WeAreLinen  
BE LINEN movie <https://vimeo.com/user2640930/videos>  
B2C Websites



[lovelinen.uk](http://lovelinen.uk)  
[jaimelelin.fr](http://jaimelelin.fr)  
[amoillino.it](http://amoillino.it)

