

Guide on Obtaining CPF Badge on Amazon for FSC-Certified Products

(The following content sorts out the certification processes, required documents, and approval key points according to role types)

在亚马逊为 FSC 认证产品 获得 CPF 徽章指南
(以下内容根据角色类型整理了认证流程、所需文件及审批重点)

A Note on Consultants:

The FSC team is aware that some consultants may offer support to companies seeking to obtain the CPF badge. While it is acceptable for these consultants to share information about the CPF Program, their involvement must be limited to that. Consultants are **not permitted** to represent your company in official communications or perform actions on your behalf, such as uploading products to the CPF portal.

关于顾问的说明

FSC 团队了解到，有些顾问会为企业申请 CPF 徽章提供支持。顾问可以分享 CPF 项目的相关信息，但必须仅限于此。顾问不得代表申请人进行官方沟通，也不得代替申请人执行相关操作，例如在 **CPF** 门户上传产品。

STEP 1: Determine if you and your products can meet the requirements of the CPF Program:

FSC-Specific requirements:

1. Valid Chain of Custody Certification or Promotional Licence
 - a. Your company must hold a valid Custody Certification or Promotional Licence. Please note that you may not use your supplier's or manufacturer's

certification details to enroll, in accordance with FSC trademark usage rules.

2. Product Availability on Amazon

- a. The company must directly sell the products themselves under a brand that they own on Amazon. In addition to this, products must already be listed and available for sale on Amazon.

3. Finished and Labelled Products

- a. Products must be finished and must include an FSC label. This label is mandatory for participation in the CPF program. When a consumer orders a product under the CPF program, it must be delivered as a finished product with an FSC label.

4. No Eligibility for Uncertified Products in FSC-Certified Packaging

- a. Products that are not FSC-certified themselves, even if packaged in FSC-certified packaging, are not eligible for the program.

5. Eligibility of Products with FSC-Certified Secondary Components

- a. If the FSC-certified material is a secondary component of the product (meaning most of the product is not made of FSC-certified material), the product must meet the following conditions:
 - i. The component is a permanent part of the product.
 - ii. The component is functional- removing it would compromise the function of the product.
 - iii. The listing is not misleading to consumers. It must clearly indicate which component is FSC-certified on the Amazon listing.
 - 1. For example: If the wooden frame of a chair is FSC-certified, the product description on Amazon must specify, “Frame made of FSC-Certified wood.”

Amazon-Specific Requirements:

1. Excluded Lists

- a. The products must not be under the Excluded List Category that is pre-determined by Amazon. There are two lists, the FSC-Specific and the Program-wide. The FSC-Specific list is available by request and the program-wide list can be found [here](#).

2. FSC-Certified Fabric

- a. Fabric products cannot obtain the CPF Badge solely from being FSC-Certified. They must meet [Plant-Based Fiber Blended certification](#) requirements to be eligible.
- 3. Beauty Wipes and Surface Cleaning Wipes
 - a. Effective December 31, 2025, beauty wipes and surface cleaning wipes will no longer be eligible for the CPF badge
- 4. Component Eligibility
 - a. If your products are not 50% made of FSC-Certified material by weight or if you cannot produce any bill of material to prove this, it will not be eligible under new Amazon rules.

第一步：确认您和您的产品是否符合 CPF 项目要求

FSC 相关要求:

1. 有效的产销监管链（CoC）认证或宣传许可（PL）资质
 - a. 企业必须持有有效的产销监管链认证或宣传许可。根据 FSC 商标使用要求，不得使用供应商或制造商的认证信息进行报名。
2. 亚马逊在售商品
 - a. 企业必须以自有品牌在亚马逊上直接销售产品，且产品已上架并可销售。
3. 成品且带有 FSC 标签
 - a. 产品必须为成品并贴有 FSC 标签。该标签为强制要求，消费者购买时必须收到带标签的成品。
4. 不适用于仅有 FSC 包装的非认证产品
 - a. 即使采用 FSC 认证的包装，未获得 FSC 认证的产品本身不符合资格。
5. FSC 认证的次要部件
 - a. 若 FSC 认证材料为次要部件，则必须：
 - i. 是产品的永久组成部分；

- ii. 具有功能性（移除将影响产品功能）；
- iii. 在产品页面明确说明哪一部分是 FSC 认证部件，不得误导消费者。

亚马逊相关要求:

1. 排除类目
 - a. 产品不得属于亚马逊预先设定的“排除清单”类别。该清单分为两类：FSC 专属排除清单和项目范围排除清单。FSC 专属清单可通过申请获取，项目范围排除清单可在[此处](#)查阅。
2. FSC 认证面料
 - a. 布料产品仅凭 FSC 认证无法获得 CPF 徽章，必须符合[植物纤维混纺认证](#)要求。
3. 美容湿巾与清洁湿巾
 - a. 自 2025 年 12 月 31 日起，这类产品将不再符合资格。
4. 组件资格
 - a. 若产品中 FSC 认证材料不足 50%（按重量计）或无法提供证明，将不具资格。

STEP 2: Get an FSC Chain of Custody Certificate or Promotional Licence

Classification of Certification Roles and Application Processes

Enterprises in the Chain of Custody (between forest farms and retailers) without FSC Chain of Custody Certification



Situation 1: Companies that Do Not Have a Chain of Custody (CoC) Certification

Apply for An FSC Chain of Custody Certification:

1. Log in to the FSC China official website → "Join Us" → apply for FSC certification (CoC) according to the 5-step process;
2. Contact the institutions in the certification body list and provide basic information to estimate costs and time;
3. Select an institution and sign an agreement;
4. Carry out certification audits to evaluate qualifications;
5. The institution makes a certification decision based on the audit report;
6. Obtain the certificate (or revise and re-audit).
7. Request for guidance from your Certification Body how to label your products
8. If you are a not the manufacturer of the products (e.g. a broker or a trader) and the products you purchase do not already come with an FSC label, you should enter into a labelling agreement with your supplier
9. Have the labels approved under your Certification Body
10. Label/have your supplier label all your products that you would like to sell under the Amazon CPF Program
11. When you are certain that the customers will receive the product with the FSC label, you can move on to Step 3.

Situation 2: Companies Already Holding FSC CoC Certification

1. If your products are not labelled, please follow the steps on how you can label your products above (Steps 7-9)
2. If your products already have the FSC label, proceed to Step 3. (IMPORTANT: Please make sure that your clients receive the products with the FSC label on them. We find that some companies only stick the label to selected sample products in order to pass the review. If we determine that your products do not actually have the FSC label, your company will be permanently banned from the program.)

Situation 3: Companies Purchasing Finished and Labelled FSC-Certified Products



Apply for a Promotional Licence:

1. Contact the FSC China Office (trademarkservice@cn.fsc.org) to evaluate the suitability for applying for a promotional license;
2. Fill in the application form accurately;
3. Provide documents to prove the FSC certification status of the sold products;
4. Provide purchase certificates (such as invoices with supplier codes or supplier letters of certification, and FSC can provide templates);
5. The FSC China Office determines the fees and provides the agreement for signature;
6. After completing the fee and agreement processes, FSC will enter the enterprise information into the global database and provide the trademark authorization code and portal login information;
7. Upload products and review materials on the portal:
 - a. Purchase certificate (same as step 4);

- b. Clear photos of labeled finished products (including the full view of the product and the label, which can be displayed in a composite picture).

Situation 4: Companies Already Holding a Promotional Licence

1. Proceed to Step 3

第二步：获得 FSC 产销监管链（CoC）认证或宣传许可

认证角色分类与申请流程

处于产销监管链中的企业（介于林场与零售商之间），且未持有 FSC CoC 认证的企业



情况一：无产销监管链认证的企业

申请 FSC 产销监管链（CoC）认证

1. 登录 FSC 中国官方网站 → 点击“加入我们” → 按照五步流程申请 FSC CoC 认证；
2. 联系认证机构名单中的机构，提供公司基本信息以便评估认证费用与时间；
3. 选择认证机构并签署协议；
4. 开展认证审核以评估资质；
5. 认证机构根据审核报告作出认证决定；

6. 获得认证证书（如需修改则重新审核）；
7. 向您的认证机构咨询产品标签的相关指导；
8. 如果您不是产品制造商（如中间商或贸易商），且采购的产品尚未贴有 FSC 标签，应与供应商签署贴标协议；
9. 在认证机构审批下确认标签样式；
10. 对计划参与亚马逊 CPF 项目的所有产品进行贴标，或由供应商贴标；
11. 确认客户将收到带有 FSC 标签的产品后，可进入第三步。

情况二：已持有 FSC 产销监管链（CoC）认证的企业

1. 如果您的产品尚未贴标，请参考上文中贴标步骤（步骤 7-9）完成贴标流程；
2. 如果您的产品已贴有 FSC 标签，则可进入第三步。

（重要提示：请务必确保客户收到的产品均带有 **FSC** 标签。我们发现部分企业仅在少量样品上贴标以通过审核。如我们发现您的实际产品未贴标，贵司将被永久移出该项目。）

情况三：采购已完成贴标的 FSC 认证成品的企业



申请宣传许可流程

1. 联系 FSC 中国办公室（trademarkservice@cn.fsc.org），评估是否符合宣传许可申请资格；
2. 准确填写申请表；

3. 提供证明所销售产品 FSC 认证状态的文件；
4. 提供采购凭证（如带有供应商编码和 FSC 声明的发票或供应商出具的采购证明，FSC 可提供模板）；
5. FSC 中国办公室确定费用，并提供协议供签署；
6. 在完成费用支付和协议签署后，FSC 将把企业信息录入全球数据库，并提供商标授权码及门户登录信息；
7. 在门户系统上传产品及审核资料：
 - a. 采购凭证（同第 4 步）；
 - b. 带有标签的成品清晰照片（包括产品全景和标签细节，可使用拼图形式展示）。

情况四：已持有宣传许可的企业

1. 直接进入第三步。

STEP 3: Register to Access the FSC-Certified Products Portal

Please note before starting this step that your products must already be sold with the FSC label. When you submit products in the FSC-Certified products portal, we assume that these labelled products are already circulating. Should there be any proof that the products submitted are only “sample” products and the other products in the inventory is actually not for sale with the FSC label, we will consider this as a breach of the terms of conditions of the portal and permanently revoke access.

Register and create an account on the FSC-Certified Products Portal here: [CV Form](#)

1. If you have a primary contact, they can approve your application.
 - a. Note: please make sure to only approve access for employees within your company and upload products that are directly sold by your company to Amazon. Do not grant access to consultants or other companies to you

supply to – should the team discover this, access to the portal will be permanently removed.

2. If you do not have a primary contact, the FSC International e-commerce team will contact you via email, requesting for the following requirements:
 - a. Amazon store link;
 - b. Certification body and your own FSC Certificate;
 - c. Articles of association with the official seal;
 - d. Business license, scope, and activities
 - e. Organizational structure: Please kindly specify if you are a holding company, subsidiary, or branch
 - f. Legal representative
 - g. Job title/function of the correspondent
 - h. Employment certificate of your correspondent
 - i. Email approved by the institution for label use (attached with the complete email thread and attachments);
 - j. Photos of labeled finished products (which shall be consistent with the label style and position approved by the institution);
 - k. **For companies that do not own the brand of the store that they are selling under Amazon:** additionally provide the brand name usage agreement (if the brand name on Amazon is owned by another company)
 - l. **For companies that are Brokers and Traders (only reselling as an intermediary):** in addition to the above documents above additionally provide the *Labelling Agreement* with your supplier.
3. If the documents are not sent within 3 weeks, the application will be rejected. Your application will be reviewed by FSC International within 5 working days.
4. If your application has been rejected, you will receive an email detailing the reasons for rejection. If it has been approved, proceed to Step 4.

第三步：注册访问 FSC 认证产品门户网站

在开始此步骤前，请注意：您的产品必须已贴有 FSC 标签并在销售中。当您在 FSC 认证产品门户提交产品时，我们默认这些贴标产品已在市场流通。

如果发现您提交的仅是“样品”产品，而库存中其他产品实际并未贴标销售，我们将视为违反门户使用条款，并永久撤销您的访问权限。

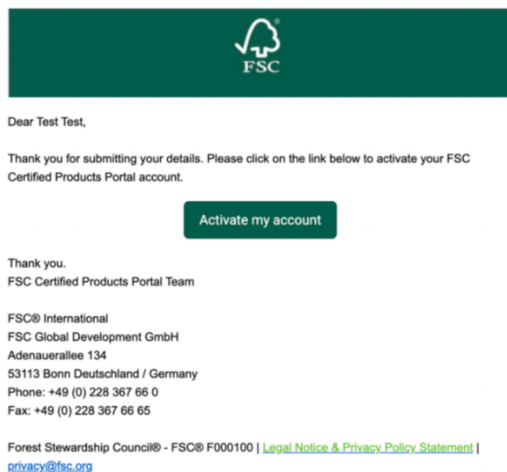
1. 如果您已有主要联系人（Primary Contact），主要联系人可以批准您的申请。
注意：请确保仅批准贵公司内部员工的访问权限，并仅上传贵公司直接在亚马逊销售的产品。不得将访问权限授予顾问或您供货的其他公司——一旦团队发现此情况，门户访问权限将被永久撤销。
2. 如果您没有主要联系人，FSC 国际电子商务团队将通过电子邮件与您联系，并要求您提供以下材料：
 - a. 亚马逊店铺链接
 - b. 认证机构名称及您自己的 FSC 证书
 - c. 加盖公章的公司章程
 - d. 营业执照、经营范围及业务活动说明
 - e. 公司组织架构：请说明您是控股公司、子公司还是分公司
 - f. 法定代表人
 - g. 联系人职务/岗位
 - h. 联系人任职证明
 - i. 认证机构批准使用标签的邮件（以附件形式附完整邮件记录）
 - j. 已贴标成品照片（标签样式及位置应与认证机构批准的一致）
 - k. 对于在亚马逊销售但不拥有品牌的公司：需额外提供品牌使用协议（如果亚马逊店铺品牌归另一家公司所有）
 - l. 对于作为中间商或贸易商（仅转售）的公司：除上述文件外，还需额外提供与供应商的贴标协议。
3. 文件提交时限与审核时间，若在 3 周内未提交上述文件，申请将被驳回。FSC 国际将在收到材料后 5 个工作日内审核申请。

4. 如果申请被拒绝，您将收到详细说明拒绝原因的邮件。如果申请被批准，请进入第四步。

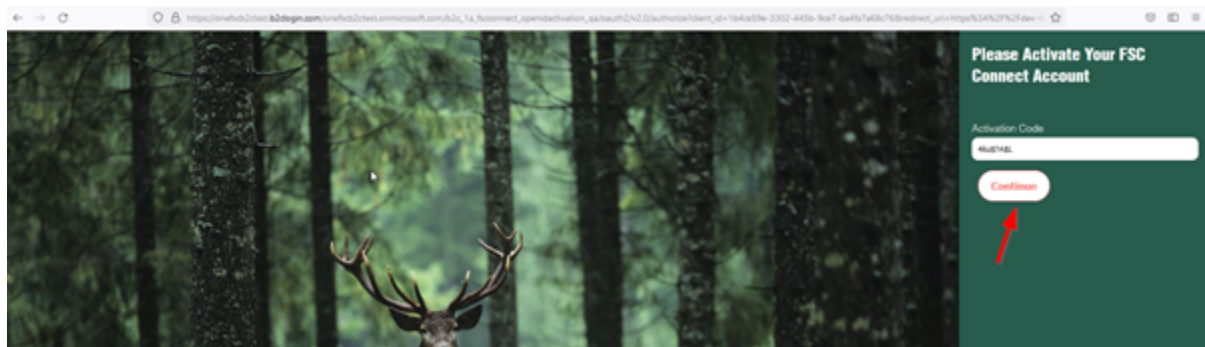
STEP 4: Register to Access the FSC-Certified Products Portal

Activate your Account:

- If your application to access the portal is approved, you will receive an email with the subject 'Activate your FSC Certified Products Portal Account'. Open the email and click the 'Activate my account' button/link in the mail content to activate your account.



1. An activation code should automatically be filled (as seen below); click on the 'Continue' button.



2. Make a password for your account. Type the chosen password in the new srea '*New Password*', and once more in the '*Confirm New Password*' area and click on '**Continue**'.

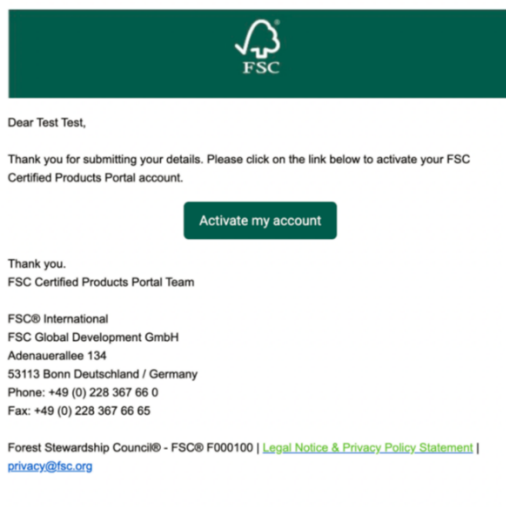


3. Afterwards you should be redirected to the '*Welcome to FSC Connect*' page.
4. Go back to the registered email inbox, and verify the email received with the subject '*Granted Access for FSC Certified Products Portal*'.
5. Open the email and click the '**Login To My Account**' link in the email content.
6. It should navigate to the FSC Certified Products Portal login page. Please enter your email address and the password you just created.

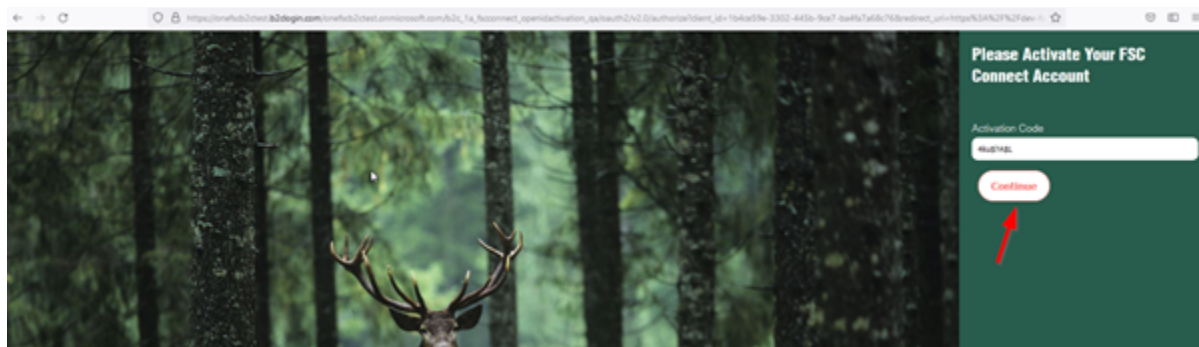
第四步：注册以访问 FSC 认证产品门户

激活您的账户：

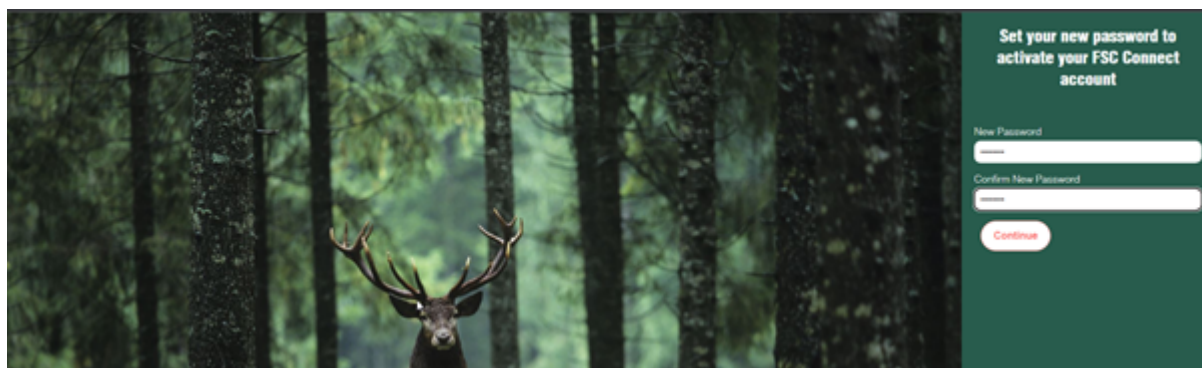
1. 如果您申请访问门户的请求获批，您将收到一封主题为“Activate your FSC Certified Products Portal Account”（激活您的 FSC 认证产品门户账户）的电子邮件。请打开该邮件，并点击邮件内容中的“Activate my account”（激活我的账户）按钮或链接，以完成账户激活。



2. 激活码应会自动填写（如下图所示）；点击“*Continue*”（继续）按钮。



3. 为您的账户设置密码。在“*New Password*”（新密码）栏中输入您选择的密码，再在“确认新密码”栏中重新输入一次，然后点击“继续”。



4. 随后，系统将自动跳转至“*Granted Access for FSC Certified Products Portal*”（欢迎使用 FSC Connect）页面。
5. 返回您注册时填写的邮箱收件箱，查收主题为“*Granted Access for FSC Certified Products Portal*”（已授予访问 FSC 认证产品门户权限）的邮件。

6. 打开该邮件，并点击邮件内容中的“Login To My Account”（登录我的账户）链接。
7. 系统将跳转至 FSC 认证产品门户的登录页面。请输入您的邮箱地址以及刚刚设置的密码进行登录。

STEP 5: Upload your Products in the FSC-Certified Products Portal

Import products

Sustainability program *

Select program

Certificate code *

FSC-COC-280524

Upload product template (.xlsx only)

Select a file Browse

License code *

FSC-C280524

Marketplace program *

























Select marketplace id

Import Download template

1. Click “Download Template” and fill in the excel template with the details of the products that you want to upload in the portal.
2. Click “Browse” and select the template you filled in.
3. Choose Climate Pledge Friendly Program as your sustainability program and select the marketplaces where you want the badge to appear.
4. Click “Import”
5. The following message will appear “Imported file contains few invalid records which are red highlighted. Please correct them and submit. Please click on Edit button, to correct the values”

6. If the details of your products are correct, this simply means that you need to attach a photo of your products showing that it has the FSC label to the products highlighted in red.

7.

Product ID Type	Product ID No.	Product name	FSC label type	Brand	Attach label	Action
EAN	B101112160	Test Card 1	Recycled	Test Brand		  
ASIN	B101112161	Test Card 2	Recycled	Test Brand		  
ASIN	B101112162	Test Card 3	Recycled	Test Brand		  
ASIN	B101112163	Test Card 4	Recycled	Test Brand		  
ASIN	B101112164	Test Card 5	Recycled	Test Brand		  
ASIN	B101112165	Test Card 6	Recycled	Test Brand		  

8. Click the button enclosed inside the red box above and upload the photo (see note on labels below)
9. Agree to the terms and conditions and click “Submit to marketplace/platform”
10. FSC will review your products within 7 working days.
- a. Approval authorities
 - i. Holders of Chain of Custody (CoC) certificates: Approved by the FSC International E-commerce Team;
 - ii. Holders of Promotional Licenses (PL): Approved by the FSC China Office.
11. If rejected, you will get an email saying that your submission is rejected. You will be able to check the reason for rejection in the portal.
12. If approved, your submission status will show "Received by marketplace/platform" and your product data will be shared with Amazon;
13. Check the badge status on the Amazon platform after 5-10 days;
14. If the badge is not assigned, contact ecommerce@fsc.org.

第五步：在 FSC 认证产品门户上传您的产品

Import products

Sustainability program *

Select program

Certificate code *

FSC-COC-280524

Upload product template (.xlsx only)

Select a file Browse

License code *

FSC-C280524

Marketplace program *

Select marketplace id

Import Download template

1. 点击“Download Template”（下载模板），并在 Excel 模板中填写您希望在门户中上传的产品详细信息。
2. 点击“Browse”（浏览），选择您已填写完成的模板文件。
3. 在可持续发展项目选项中选择 Climate Pledge Friendly Program（气候友好承诺项目），并选择您希望徽章显示的市场。
4. 点击“Import”（导入）。
5. 系统可能会显示以下提示信息：“Imported file contains few invalid records which are red highlighted. Please correct them and submit. Please click on Edit button, to correct the values.”（导入的文件包含一些无效记录，这些记录已用红色标注。请更正并提交。点击“Edit”按钮以修正数值。）
6. 如果您的产品详细信息无误，这通常意味着您需要为红色标记的产品附上清晰显示 FSC 标签的产品照片。

Product ID Type	Product ID No.	Product name	FSC label type	Brand	Attach label	Action
EAN	B101112160	Test Card 1	Recycled	Test Brand		
ASIN	B101112161	Test Card 2	Recycled	Test Brand		
ASIN	B101112162	Test Card 3	Recycled	Test Brand		
ASIN	B101112163	Test Card 4	Recycled	Test Brand		
ASIN	B101112164	Test Card 5	Recycled	Test Brand		
ASIN	B101112165	Test Card 6	Recycled	Test Brand		

7. 点击上图红框内的按钮，上传产品照片（关于标签的注意事项见下方说明）；
8. 同意条款和条件，并点击“Submit to marketplace/platform”（提交至市场/平台）；
9. FSC 将在 7 个工作日内审核您的产品。审核权限：
 - a. 产销监管链证书持有者（CH）：由 FSC 国际电子商务团队审核批准；
 - b. 宣传许可证持有者（PLH）：由 FSC 中国办公室审核批准。
10. 如果审核被拒，您将收到一封邮件，通知您的提交被拒绝。您可以在门户中查看拒绝原因；
11. 如果审核通过，您的提交状态将显示为“Received by marketplace/platform”（市场/平台已接收），您的产品数据将会被共享给亚马逊；
12. 在 5–10 天后，检查亚马逊平台上的 CPF 徽章状态；
13. 如果 CPF 徽章尚未显示，请联系 ecommerce@fsc.org。

Important Note on Labelling

Only send real products that are actually for sale in the CPF program and whose label use has already been approved by your Certification Body.

Once again – customers who buy your products with the CPF badge on them have to receive their products with the FSC label.

What should the photo of my labelled products look like?

1. The image must show the actual product and/or the product in its packaging. Do not use packaging models or label artwork.
2. The label should be clear and easy to read.
3. Each product image must be different, and the sample photo must match the listed product. Do not upload the same image for multiple products.

重要提示：关于标签

仅提交实际在 CPF 项目中销售的、且其标签使用已获得认证机构批准的真实产品。

再次强调——购买带有 CPF 徽章的 FSC 认证产品的消费者，必须收到贴有 FSC 标签的产品。

我的贴标产品照片应是什么样的？

1. 照片必须展示实际产品和/或带有标签的产品包装。不得使用包装模型或标签设计稿。
2. 标签应清晰可见且易于阅读。
3. 每个产品的照片必须不同，样品照片应与所列产品相符。不得为多个不同产品上传相同照片。

Summary of Key Links and Emails

- FSC Certified Products Portal: <https://certified-products.fsc.org> – Register for access here: [CV Form](#)

- FSC China Office (for promotional licenses): trademarkservice@cn.fsc.org

- FSC International E-commerce Team (for badge consultations): ecommerce@fsc.org

关键链接与邮箱汇总

- FSC 认证产品门户: <https://certified-products.fsc.org> -访问注册链接: [CV Form](#)

- FSC 中国办公室（宣传许可相关）: trademarkservice@cn.fsc.org

- FSC 国际电子商务团队（CPF 徽章咨询相关）: ecommerce@fsc.org