

Standards and Procedures for Printing of the Sustainable Eel Standard Eco-label

Purpose of this document

This document sets out the procedures and standards for clients using the Sustainable Eel Standard logo (eco-label) to identify certified sustainable eel or eel product. It supports the following minute of the SEG Board meeting on 17 April 2013:

7.3 Printing of Eco-labels

The most suitable printing and numbering arrangements for SEG eco-labels was discussed to maintain a balance of (1) administrative simplicity (2) flexibility and (3) security and credibility. It was agreed: (1) SEG to control and allocate sequential batch codes to operators, (2) Operators to print their own labels suitable to their packaging and according to SEG standards, numbering and controlled, (3) all batch coding to be auditable to give confidence that the label on the final retail / wholesale product has a traceable and Sustainable chain of custody to a Sustainable Source.

Use of the Eco-label

The Sustainable Eel Standard logo (right) is the only Sustainable Eel Group logo that can be used by clients, and can only be used under licence agreement with SEG and the conditions agreed between the 2 parties. It can only be used on packaging to identify eel and eel product that are certified as coming from a sustainable source and via a sustainable supply chain.



Printing of labels and packaging

Clients will be responsible for their own printing, to ensure that the printing material suits the client's packaging. The printing must, however meet the specification set out here.

Numbering of Labels

Each client shall be designated a reference code, unique to the client and related to their Sustainable Eel Standard Certificate. eg. a client with Certificate number SEG 001 will use the prefix SES001/ for their label printing. SEG will confirm to clients, on agreement of their licence conditions, of the prefix to be used. This shall then be followed by a suffix which denotes a specific batch of eel or eel product. The client will be required to maintain auditable records to identify and trace batches to products sold which will be shared with SEG. Invoices will also use the relevant batch number to help audits link sales to batches. So, examples of batch numbers and record keeping could be as follows:

Batch number	Source	Source Invoice No / SES label	Date Received	Invoice Nos.
SES001/01	Bill's fish farm	SES/030/13	1/6/13	SES001/01/ 01 - 25
SES001/02	Fred's fishery	SES/015/02	14/6/14	SES001/02/ 01 - 50

Label specification

Labels shall meet the following format:

Label:



Specifications:

- Minimum dimensions: 40 m x 20mm Max: 80mm x 40mm (this is a guide only – sizes outside this to be agreed with SEG)
- Logo to be printed using artwork provided on white background
- Wording to be printed in Aerial font, black on white background