




Use of the MSC ecolabel on Modified Atmosphere Packaging (MAP)

Fresh seafood products (perishables) available in MAP packaging usually consist of a front label with individual price and weight information and additional product details on the back. The MSC ecolabel can be integrated into MAP packaging in the following ways:

Note: The black and white ecolabel may only be used if a display in colour is not possible for technical reasons. Please contact the MSC's [Licensing Team](#) to discuss.

Blue MSC ecolabel on front label	Blue MSC ecolabel on wrapping foil	Blue MSC ecolabel on separate sticker
		
<p>The MSC ecolabel is integrated into the label templates. This is the default scenario. Advantage: You don't have to print the MSC ecolabel separately or use an extra sticker. The MSC claim and Chain of Custody code can go anywhere on pack and must be readable.</p>	<p>It is also possible to integrate the MSC ecolabel into the foil. Most likely the subcontractor applies the foil before sending it to the labeller. The MSC claim and Chain of Custody code can go anywhere on pack and must be readable.</p>	<p>If the MSC ecolabel can't be integrated into the label or foil, it is also possible to use a sticker. The Chain of Custody code and preferably the MSC claim should also be printed on the sticker. Please see here for detailed rules. It is not recommended to use stickers as an on-going solution as there is a higher risk of misuse.</p> <p>Note: If the company labelling the product uses subcontractors to pack the fish, the sticker must be added before sending the product to the labeller in order to separate MSC certified from non-MSC certified fish.</p>