

# Labeling Request in MultiTrace

All final products carrying an UTZ claim and/or logo, in on-pack and off-pack communications, must comply with the latest version of the Labeling and Trademark Policy and must be approved by the Rainforest Alliance (UTZ) prior to printing.

*As of 6<sup>th</sup> of May it is only possible to connect from MultiTrace to the Rainforest Alliance labeling system (Marketplace 2.0) to submit labeling approval requests.*

The use of the Excel file to request an approval for UTZ labeled hazelnut products, and the use of the Good Inside Portal for coffee products, will be replaced by a Trademarks & Labeling platform; Marketplace 2.0.

*Please note, that existing labeling approvals will not be migrated to MultiTrace. However, you will still be able to login to the Good Inside Portal to view and download them, as and when you need them for your audit.*

To submit a labeling request, please follow the steps as described below.

In MultiTrace, on your Dashboard under Quick Actions, there is an action called “Labeling Request”.



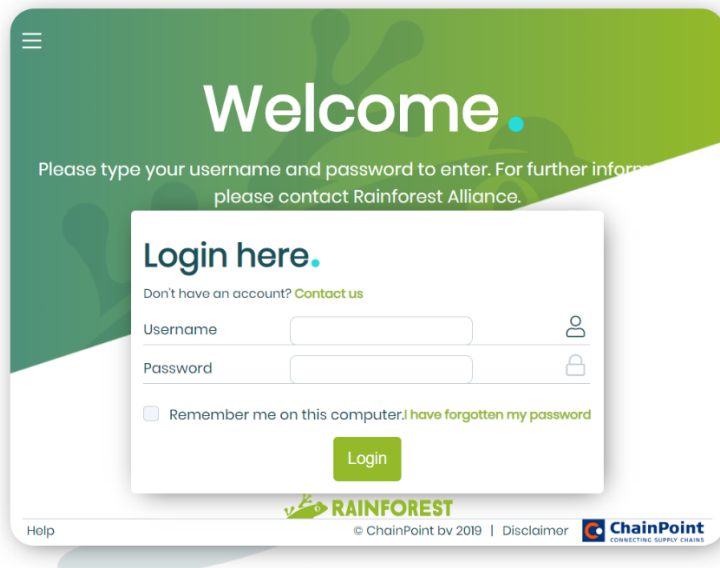
The screenshot shows the MultiTrace dashboard with a navigation bar at the top containing: Dashboard, Profile, Trade & Stock, Commodities, Licenses, Users, Hierarchy, and Finance. Below the navigation bar is a 'Quick actions' section with a list of items: Report trade, Report Conversion, Add new commodity, Maintain Trade Partners, Labeling Request (highlighted with a blue box), and Member Directory. Below this is an 'Actions' section with a list of tasks related to license UZCFCD2018CB381\_TST. A dropdown menu is open, showing 'Coffee'. At the bottom, there are two sections: 'Current licenses' and 'Trading alerts'. The 'Current licenses' section contains a table with one row: License ID UZCFCD2018CB380\_TST, Start date 2018-10-01, End date 2019-10-01, and Status Active. The 'Trading alerts' section shows three categories: 'To Be Confirmed' with a count of 2, 'Waiting for Buyer' with a count of 7, and 'Rejected' with a count of 0.

License ID	Start date	End date	Status
UZCFCD2018CB380_TST	2018-10-01	2019-10-01	Active

Trading alerts	Count
To Be Confirmed	2
Waiting for Buyer	7
Rejected	0

Clicking on Labeling Request will redirect you automatically to the Rainforest Alliance labeling request platform Marketplace 2.0.

## Trademarks & Labeling in Marketplace 2.0



If you are already a registered user of Marketplace 2.0, and you we're used to submit labeling requests for the Rainforest Alliance label use, you will be able to log in with your existing credentials to proceed for RA labeling requests. **To submit a labeling request for the UTZ logo, please first log in to MultiTrace and click "Labeling Request" under Quick Actions. You will receive an email with new login credentials for Marketplace 2.0 for UTZ labeling use only!**

**Example:** if you are a company using both Rainforest Alliance as UTZ labels, you will have 2 logins for Marketplace 2.0; 1 for RA labeling requests and 1 for UTZ labeling requests. Please note that this is temporary and will last until it is functionally merged.

**UTZ Coffee & Hazelnut members:** After clicking "Labeling Request" on your Dashboard in MultiTrace, you will receive an email with login credentials for Marketplace 2.0. *Please note that it could take up to 5 minutes to receive the email.*

### Set up your company profile

The first step once you have logged in to Marketplace 2.0, is to set up the following areas of the company profile.

#### 1. Suppliers & Clients

This area is to set up any relationships you have with other companies. UTZ Logo requests will require a manufacturer to be indicated, you will need to have set up a relationship with the manufacturer in this area if a different company manufactures the product.



### Add Suppliers & Clients .

Cancel Save

Suppliers & Clients

#### Suppliers and clients

Relation type ⓘ  Client  Supplier  Sub-contractor  Design Agency

You can specify your internal reference for this organization ⓘ

Country \*

Company name \*

RA ID

Address

City

Add New, fill in the required fields and click “Save” to add. If you are not able to select your supplier or client because they are not listed, they will have to register in Marketplace first.

## 2. Add a New Brand\*

At least 1 brand is required.

### Add Brand .

Cancel Save

Brand

Brand Name \*

Are you the Brand Owner \*  Yes  No

A design agency is submitting marketing material for this Brand \*  Yes  No

- Click on “Organization Profile” in the left sidebar and select “Brands”

- On the Brand Overview page, click on “Add Brand”
- Fill out the required information and click “Save”

### 3. Add a New Output Product\*\*

This area is where you set up all the products which you use the Rainforest Alliance Seal or UTZ Logo.

- Click on “Organization Profile” in the left sidebar and select “Output Products”
- On the Output Product Overview page, click on “+ Product”
- Fill out the required information and click “Save”

You can use 'Copy' to create another Product Name using the same information, adjust and Save again.

*\*New brands only need to be created once. They are needed if you are uploading an artwork for a finished labelled product - you can skip this if you are uploading an artwork for a non finished product.*

*\*\*New output products need to be created once for each new format.*

#### Add Output Product .

Cancel Save Delete

Output Product

Certified crop(s) ⓘ

Product name

Product type

Internal product code – SKU #

Recipe # or Blend #

Comment

\*  +

\*

\*  ▾

Launch date ⓘ

Launch date unknown

\*  × 📅

**Labelling information**

Is this a finished labelled product? \*  Yes  No

Distribution countries \*  +

Associated claim + Add row

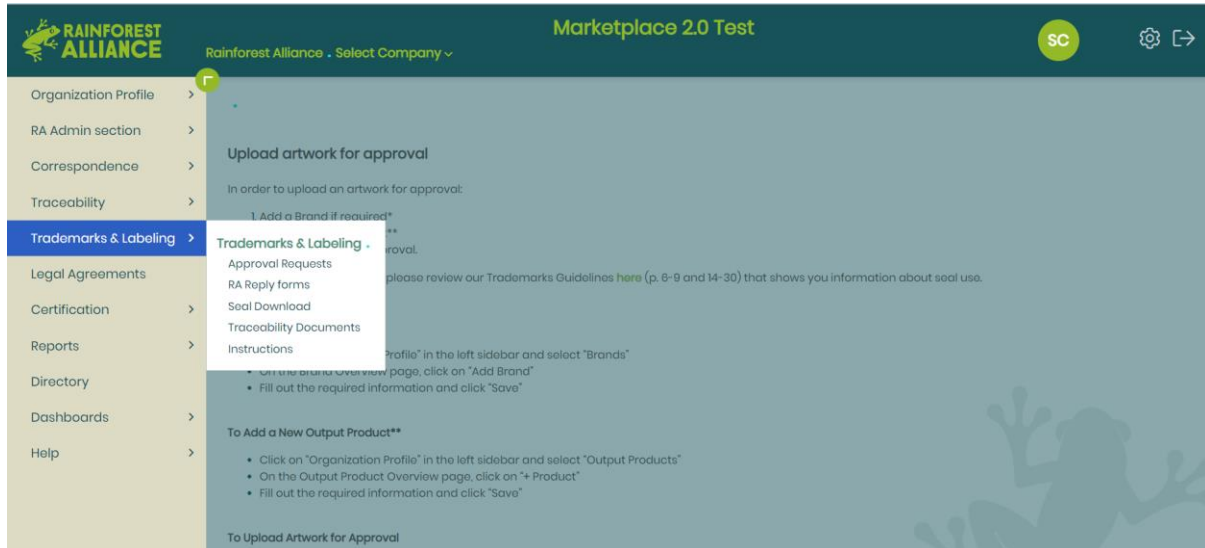
Crop	Type of traceability ⓘ	Certificate Holder	Country	% from Certified farms ⓘ

Production volumes in KG + Add row

Year	Estimated volume produced	Actual volume produced ⓘ	

# Upload your labeling request

Instructions on how to upload your labeling request can be found under “Trademarks & Labeling” – “Instructions”



## Upload artwork for approval

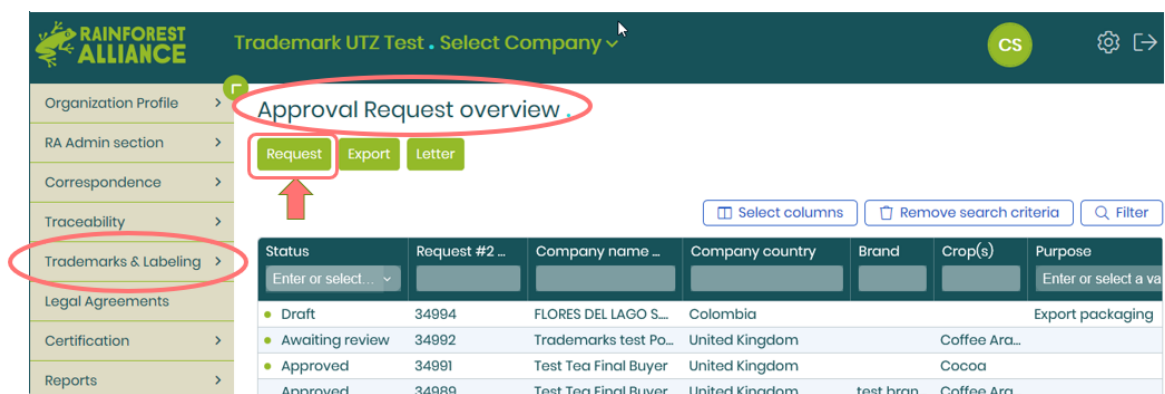
In order to upload an artwork for approval, please add a Brand and Output Product first. To see how to do this please view the section *Set up your company profile*.

To help speed up approvals, please review our

[UTZ Certified labeling Guidelines](#)

that shows you information about the label use.

- Click on “Trademarks & Labeling” in the left sidebar and click on “Request”



- Fill out the required information, upload your artwork, and click “Send”.

## Approval Request .

Cancel Save Send Save Draft

Approval Request

Your first name (given name) \_\_\_\_\_

Your last name (surname) \_\_\_\_\_

Contact(s) email address ⓘ \_\_\_\_\_

Upload material for approval \_\_\_\_\_

Select the mark used in your material ⓘ \_\_\_\_\_

Seal color \_\_\_\_\_

Seal width ⓘ \_\_\_\_\_

Seal width - unit of measurement \_\_\_\_\_

Launch date ⓘ \_\_\_\_\_

Does this material relate to specific product(s)? \_\_\_\_\_

Indicate the product(s) this design is for ⓘ \_\_\_\_\_

Purpose of the material \_\_\_\_\_

Distribution countries ⓘ \_\_\_\_\_

Comment \_\_\_\_\_

Supporting file as needed - not part of the approval ⓘ \_\_\_\_\_

Valid License Agreement \_\_\_\_\_

\* Customer|

\* Success Team

\* customersuccess@ra.org

\*

\*  Rainforest Alliance Certified™ Seal  UTZ Logo  
 Rainforest Alliance Logo  None

\* Enter or select a value

\*

\*  inches  mm

\*

\*  Yes  No

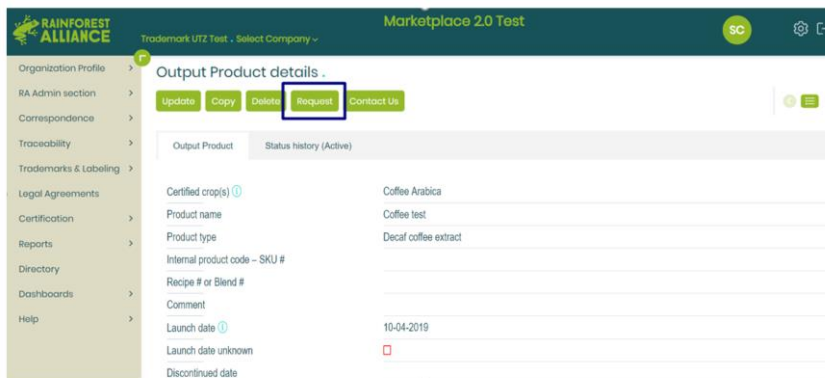
\* Enter or select a value

\* Enter or select a value

\* Enter or select a value

We'll receive this immediately and respond via email within 2-5 business days with either feedback or approval.

Another way to submit a request is via Organization Profile: enter your Output Product and click “Request”.

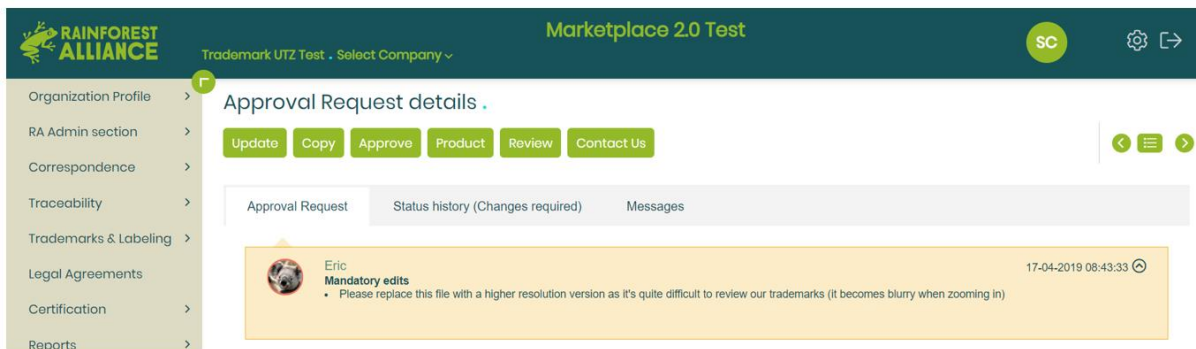


## Edit your labeling request

From time to time you might be asked by the Trademarks & Labeling approver to change something about your design. After receiving feedback, you can make changes in your Trademarks & Labeling request.

**You will be notified by email** if there is anything you need to change with clear instructions.

Log into Marketplace 2.0 – you will see the status ‘Changes Required’ on your home screen. Click on the request you need to change.



Click ‘Update’ and make the changes as necessary, upload your revised design and then ‘Send’. The request will be sent again for approval.

The approver will review it again and you will receive an email with the outcome.

## Q&A and Help

**Q.** Do I need to resubmit any packaging designs that were already approved in the Good Inside Portal?

**A.** No, not until those approvals expire. When they are ready to expire, simply upload them as a new request in Marketplace 2.0.

**Q.** Can I see my previous labeling approvals from the Good Inside Portal when I log in to Marketplace 2.0?

**A.** No, old approvals are still available in the Good Inside Portal.

**Q.** Do I still need to email my non-packaging designs for approval?

**A.** These approvals can now be requested via Marketplace 2.0, in addition to your on-pack labeling designs.

The screenshot shows the Rainforest Alliance Marketplace 2.0 Test interface. The top navigation bar includes the Rainforest Alliance logo, the text 'Trademark UTZ Test · Select Company', and a 'SC' button. The left sidebar contains a navigation menu with the following items: Organization Profile, RA Admin section, Correspondence, Traceability, Trademarks & Labeling, Legal Agreements, Certification, Reports, Directory, Dashboards, and Help. The 'Help' item is selected, and a dropdown menu is visible with the following options: Contact Us, Traceability Training, Traceability FAQs, Trademarks Training, and Trademarks FAQs. The main content area is titled 'Frequently Asked Questions - Trademarks' and is divided into two sections: 'OUTPUT PRODUCTS' and 'TRADEMARKS REQUESTS'. The 'OUTPUT PRODUCTS' section contains four questions: 'My product isn't showing up in the artwork approval request form. What should I do?', 'What brands and products need to be listed in my company account?', 'Do we have to create an output product for every size?', and 'Where can we see which artworks have been approved for each Output Product?'. The 'TRADEMARKS REQUESTS' section contains four questions: 'What requires approval?', 'When can I expect approval?', 'Rainforest Alliance Certified™ seal or Rainforest Alliance logo?', and 'What files can be uploaded?'. The bottom left corner of the page shows the ChainPoint logo and the number '8'.

Please view the Trademarks & Labeling FAQ under Help or watch the recordings in Trainings for support.



- Organization Profile >
- RA Admin section >
- Correspondence >
- Traceability >
- Trademarks & Labeling >
- Legal Agreements >
- Certification >
- Reports >
- Directory >
- Dashboards >
- Help >

## Trademarks and Marketing Materials

In this section you will find training materials to help you effectively utilize the Trademark section of Marketplace 2.0.

Choose your language  
English | Español |

### English

Crop	Title	Description	Type	Link / File
All Crops	Setting up supplier & clients	How to set up your list of client & suppliers in your organization profile, an essential step prior for submitting transaction certificates.	Video 2:35	
All Crops	Adding a new crop	How to add a new crop to your "Type of Business" in your Organization Profile, which is required for requesting approval for material/artwork related to this new product.	Video 2:02	
All Crops	Setting up output products	How to set up your list of output products in your organization profile in Marketplace 2, an essential step prior to submitting transaction certificates.	Video 3:12	
A detailed introduction of how to request approval on the				

If you can't find your answer here, do not hesitate to reach out to us via Contact Us.