

## **PEFC Logo Usage Rules – Requirements**

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**PEFC INTERNATIONAL STANDARD**  
Requirements for PEFC scheme users

**PEFC ST 2001:2008**

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## **PEFC Logo Usage Rules – Requirements**



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## Foreword

The PEFC Council (the Programme for the Endorsement of Forest Certification schemes) is the worldwide organisation promoting sustainable forest management through forest certification and labelling of forest based products. Products with PEFC claim and / or label deliver confidence that raw material originates in sustainably managed forest.

The PEFC Council provides endorsement of national forest certification schemes which are required to comply with the PEFC Council requirements subject to regular evaluations.

The document had been developed in an open, transparent, consultative and consensus based process covering a broad range of stakeholders.

This document cancels and replaces Annex 5 of the PEFC Council Technical Document (PEFC Logo usage rules). For the PEFC Logo users with PEFC Logo licence issued before the publication of the document, a one year transition period applies from the requirements of Annex 5 to those in this document.

The second edition incorporates Amendment No. 1, adopted by the PEFC General Assembly on 12<sup>th</sup> November 2010. The changes required by the amendment are indicated in the text by a marginal bar and amendment number against the clause, note, figure or part thereof affected.

## **Introduction**

The PEFC logo / label provides information relating to the origin of forest based product in sustainably managed forest and other non controversial sources. Purchasers and potential purchasers can use this information in choosing the product based on environmental, as well as other considerations.

The overall goal of the PEFC logo / label usage is, through communication of accurate and verifiable information that is not misleading, to encourage demand for and supply of those products originating in sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world's forest resource.

The document is based on the general principles for environmental labels and declarations defined in ISO 14020:2000.

## 1 Scope

The document covers requirements for users of the PEFC Logo relating to ensure accurate, verifiable, relevant and non misleading usage of the PEFC Logo and related claims.

This document defines the legal protection of the PEFC Logo; rights to use the PEFC Logo; Logo usage categories and the requirements for on- and off-product usage of the PEFC Logo.

## 2 Normative references

The following referenced documents are indispensable for the application of this document. For both dated and undated references, the latest edition of the referenced document (including any amendment) applies.

Annex 1 of the PEFC Council Technical Document, *Terms and Definitions*

A1 | PEFC ST 2002:2010, *Chain of custody of forest based products – requirements*

ISO/IEC 14021:1999, *Environmental labels and declarations -- Self-declared environmental claims (Type II environmental labelling)*

## 3 Terms and Definitions

For the purposes of this document, the terms and definitions given in Annex 1 and Annex 4 of the PEFC Council Technical Document apply.

### 3.1

#### Off-product usage

the use other than on-product usage which is not referring to a specific product and the origin of raw material in PEFC certified forest.

### 3.2

#### On-product usage

the use of the PEFC Logo in connection with or referring to the PEFC certified products. This includes:

- a) the use directly on tangible products themselves (unpacked products), products in individual packaging, containers, wrapping, etc. or on large boxes, crates, etc. used for transportation of products;
- b) the use on documentation associated to the product (e.g. invoice, packaging list, advertisement, brochure, etc.) where the use of the PEFC Logo refers to the particular products.

NOTE: Any usage which can be received or understood by buyers or the public as referring to a specific product and/or origin of raw material included in the product is considered as on-product usage.

### 3.3

#### PEFC recognised certificate

is:

- a) a valid accredited forest management certificate issued by PEFC notified certification body against the forest management scheme which is endorsed by the PEFC Council,
- b) a valid accredited chain of custody certificate issued by PEFC notified certification body against PEFC international chain of custody standard together with PEFC recognised definition of the origin or
- c) a valid accredited chain of custody certificate issued by PEFC notified certification body against a scheme specific chain of custody standard which is endorsed by the PEFC Council.

NOTE: PEFC endorsed forest certification schemes and chain of custody standards may be found at the PEFC Council website, [www.pefc.org](http://www.pefc.org).

## 4 Coverage of the PEFC Logo

The PEFC Logo and related claims only concern the origin of forest based raw material used in the labelled products.

NOTE: The origin of forest based raw material covered by the PEFC claims is defined as sustainably managed forest for PEFC certified raw material, non-controversial sources for other than certified raw material and post-consumer recycled raw material.



## 5 Ownership and PEFC Logo usage rights

### 5.1 PEFC Logo ownership

The PEFC Logo is copyrighted material and is a registered trademark owned by the PEFC Council. The initials “PEFC” are covered by the copyright and are registered. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.

### 5.2 PEFC Logo usage rights

The PEFC Logo shall be used under the authority of a PEFC Logo usage licence which is issued by the PEFC Council or other body authorised by the PEFC Council relevant to the country in which the PEFC Logo user is registered. The PEFC Logo licence applies to an individual legal entity.

The authorised body is either a PEFC National Governing Body or other entity having permission from the PEFC Council to issue the licences on behalf of the PEFC Council.

For the purposes of off-product PEFC Logo usage, the PEFC Council or other authorised body can also issue permission for one-off logo usage of the PEFC Logo.

### 5.3 Rights to use “PEFC” initials

“PEFC” initials shall be used with correct reference to the PEFC Council, PEFC members and their schemes. The usage of the “PEFC” initials referring to product or its raw material shall be supported by the PEFC recognised forest management or chain of custody certificate.



## 6 PEFC Logo users classification

### 6.1 PEFC Logo usage group A: National Governing Bodies

The **PEFC National Governing Bodies** or other entities which are authorised by contract by the PEFC Council to use the PEFC Logo for off-product purposes and to issue PEFC Logo usage licences to other entities on the PEFC Council's behalf.

### 6.2 PEFC Logo usage group B: Forest owners and managers

**Forest owners and managers** with PEFC recognised forest management certificates and all eligible entities participating in a region or group with PEFC recognised certificate.

The following entities are covered by group B:

- a) holders of a regional certificate;
- b) holders of a group certificate (group of forest owners);
- c) individual forest owners (as holders of individual certificate or members in regional or group certification);
- d) other entities participating in the regional or group forest certification (e.g. contractors).

### 6.3 PEFC Logo usage group C: Forest related industries

**Forest related industries** (e.g. wood procurement organisations, wood manufacturers and wood processing industries, wood traders, distributors, retailers, etc.) with PEFC recognised chain of custody certificate, including sites covered by PEFC recognised chain of custody certificates.

### 6.4 PEFC Logo usage group D: Other users

Organisations and other entities other than those classified under PEFC Logo groups A, B and C which are using the PEFC Logo off-product for promotional and education purposes.

NOTE: The PEFC Logo usage group D also covers a broad range of entities which intend to use the PEFC Logo for promotional or educational purposes and ranges from trade and industry associations, research and educational institutions, governmental organisations, NGOs, etc. Group D also covers organisations within the forest products chain, where the chain of custody certification does not apply as they are consumers of forest based products (e.g. governments, banks) or are selling the products with claims and/or labels which are placed on the product by their suppliers.

## 7 PEFC Logo usage

### 7.1 General requirements

The PEFC Logo can be used in relation with product referring to the origin of forest based raw material (on-product usage) or referring to the PEFC scheme or user's engagement with the PEFC scheme (off-product usage).

Table 1

PEFC Logo user / PEFC Logo usage	On-product usage	Off-product usage
<b>Group A:</b> National Governing Bodies	No	Yes
<b>Group B:</b> Forest owners / managers	Yes	Yes
<b>Group C:</b> Forest related industry	Yes	Yes
<b>Group D:</b> Other users	No	Yes

## 7.2 On-product usage

### 7.2.1 Eligibility requirements for the on-product usage

The PEFC Logo can be used on-product by a PEFC Logo user with valid PEFC Logo usage licence for group B (forest owners and managers) and group C (forest related industries).

### 7.2.2 Basic structure of PEFC labels

The PEFC Logo can be used on-product as a part of PEFC labels with the following structure and general requirements:



#### (A) PEFC Logo

The PEFC Logo consists of circle with two trees and the initials “PEFC”.

**Colour:** PEFC Logo may be used in three colours (black, green and 3D). The PEFC Logo may also be used in the white colour in other single colour’s background.

**Dimension:** The ratio between the height and width shall be maintained.

#### (B) TM sign

The PEFC trademark notifier (<sup>TM</sup>) shall always be used together with the PEFC Logo.

#### (C) PEFC Logo licence number

The PEFC Logo licence number issued to the PEFC Logo user shall be used together with the PEFC Logo.

#### (D) Percentage of PEFC certified raw material

The percentage which indicates the content of the PEFC certified raw material in the product can be used as a part of the “PEFC certified” label (see chapter 7.2.3).

#### (E) (F) Label name and label claim

The official PEFC label names and label claims are in English. PEFC label names and label claims in any other language shall be based on the relevant language version of this document translated by the PEFC Council or a PEFC National Governing Body following the copyright claim of this document.

#### (G) PEFC website

The PEFC Council website [www.pefc.org](http://www.pefc.org) can be replaced with the website of the PEFC National Governing Body or other body which is authorised to issue the PEFC Logo usage licences.


Details on the PEFC label usage options are described in detail in the PEFC Logo usage toolkit.

## 7.2.3 Specific requirements for PEFC labels

## 7.2.3.1 “PEFC certified” label

Table 2


A1

	
<b>Label name</b>	PEFC certified
<b>Label description</b>	<p>The product includes minimum of 70 % of “PEFC certified” material from forest which has been certified against a PEFC endorsed forest certification scheme as sustainably managed or from recycled material. The content of recycled material is lower than 85 %.</p> <p>The content of “PEFC certified” material is verified through the PEFC recognised chain of custody standard. Both forest management and chain of custody have been certified by third party certification body accredited by an IAF (International Accreditation Forum) member accreditation body.</p> <p>Where the product does not include recycled material, the label claim shall be used without the word “recycled”.</p>
<b>Definition of the raw material origin</b>	Appendix 1 of PEFC ST 2002:2010 or definition of a scheme specific claim and material origin endorsed by the PEFC Council as compatible with Appendix 1 of PEFC ST 2002:2010
<b>Min. content of PEFC certified material</b>	70 %
<b>Max. content of recycled material</b>	85 %
<b>Requirements for controlled sources</b>	Non-certified raw material shall be controlled as not originating from controversial sources.
<b>Optional usage of the label</b>	<p>The PEFC label can optionally be used:</p> <ol style="list-style-type: none"> <li>without the label name and / or label claim and / or PEFC website where those element would not be readable or their placing on the product would not be feasible,</li> <li>with the certification percentage element,</li> <li>with the PEFC Logo being split into PEFC circle and PEFC words and placed beside each other.</li> </ol> <p>More details are specified in the PEFC Logo usage toolkit.</p>

## 7.2.3.2 “PEFC recycled” label

Table 3

A1

	
<b>Label name</b>	PEFC recycled
<b>Label description</b>	The product includes a minimum of 70 % of “PEFC certified” material from recycled sources. The content of recycled material is calculated based on ISO / IEC 14021.
<b>Definition of the raw material origin</b>	Appendix 1 of PEFC ST 2002:2010 or definition of a scheme specific claim and material origin endorsed by the PEFC Council as compatible with Appendix 1 of PEFC ST 2002:2010
<b>Requirements for PEFC recycled material</b>	Recycled material as defined by PEFC ST 2002:2010.
<b>Requirements for controlled sources</b>	Non-certified raw material shall be controlled as not originating from controversial sources.
<b>Min. content of PEFC certified material</b>	70 %
<b>Min. content of recycled material</b>	70 %
<b>Optional usage of the label</b>	<p>The PEFC label can optionally be used without label claim and / or PEFC website where those element would not be readable or their placing on the product would not be feasible. The “PEFC recycled” label shall always be used with the label name “PEFC recycled”.</p> <p>The PEFC label can optionally be used with Mobius loop in compliance with ISO / IEC 14 021.</p> <p>For more details see the PEFC Logo usage toolkit.</p>

## 7.2.4 Exceptional usage of PEFC Label

## 7.2.4.1 Usage of the PEFC Logo without the licence number

PEFC Logo without the PEFC Logo licence number can be used in exceptional circumstances, subject to the approval by the organisation which has issued the licence, where the size of the PEFC Logo / label would result in the licence not being readable or placing the licence number on the product would not be feasible and

- a) the PEFC Logo with the licence number is used on other parts of the product (e.g. packaging, larger boxes, a leaflet or manual to the product) or

- b) the user of the PEFC Logo can be clearly and unambiguously identified from other on product information.

### 7.3 Off-product usage

#### 7.3.1 Coverage of the off-product usage

The off-product PEFC Logo usage covers

- (a) communication on the PEFC endorsement of forest certification schemes,
- (b) communication on certified status (PEFC Logo users under group B and C),
- (c) communication on PEFC recognition of certificates (certification bodies)
- (d) communication on procurement of PEFC certified products or commitment to procurement of PEFC certified products (consumers of PEFC certified products),
- (e) communication on membership in or partnership with PEFC (members and partners of PEFC Council and/or PEFC National Governing Bodies),
- (f) communication on projects and initiatives focused on development and promotion of PEFC schemes and certifications,
- (g) other educational and promotional usage of PEFC Logo (PEFC Council and national governing bodies, certified entities, certification bodies, sellers of PEFC certified products not covered by chain of custody, etc.).

#### 7.3.2 Eligibility requirements for the off-product usage

PEFC Logo can only be used for off-product purposes by a PEFC Logo user with valid PEFC Logo usage licence within any of the PEFC Logo users groups.

#### 7.3.3 General requirements for off-product usage



The PEFC Logo consists of the circle with two trees and the initials “PEFC”.

**Colour:** PEFC Logo can be used in three colours (black, green and 3D). The PEFC Logo can also be used in the white colour in other single colour’s background.

**Dimension:** The ratio between the high and width shall be maintained.

**TM sign:** The PEFC trademark notifier (TM) shall always be used together with the PEFC Logo.

**PEFC Logo licence number:** The PEFC Logo licence number issued to the user shall be used together with the PEFC Logo.

A1

**PEFC claim:** The PEFC Logo can be used with or without the PEFC claim and the PEFC website. The official PEFC claim for off-product usage is “Promoting sustainable forest management”. The PEFC claim in any other language shall be based on the relevant language version of this document translated by the PEFC Council or a PEFC National Governing Body following the copyright claim of this document.

Additional claims for specific PEFC Logo users are defined in the PEFC Logo usage toolkit.

#### **7.3.4 Exceptional usage**

##### **7.3.4.1 Usage of the PEFC Logo without the licence number**

PEFC Logo without the PEFC licence registration number can be used in exceptional circumstances where the size of the PEFC Logo / label would result in the licence not being legible or the applied technology would not allow the licence number to be used together with the PEFC Logo.

The usage of the PEFC Logo without the licence number shall be approved in advance by the organisation which has issued the licence.

**Amendment No. 1 (November 2010)**

**Amendment No. 1 to PEFC ST 2001:2008, PEFC Logo Usage Rules – Requirements**

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The first edition of PEFC ST 2001: 2008, *PEFC Logo Usage Rules – Requirements* is amended as follows (the amendments should be inserted in the appropriate places).

SUMMARY: This amendment applies to: clause 2, Normative references (page 6); clause 7.2.3.1 – PEFC certified label (page 10), clause 7.2.3.2 – PEFC certified and recycled label (page 11); chapter 7.3.3 Off-product label claim (page 13)