



Module 06 PEFC Trademarks Rules – Requirements



Introduction

Scope of the standard (chapter 1)

The standard covers the requirements for users of the **PEFC trademarks** (PEFC Word and Logo and PEFC initials)

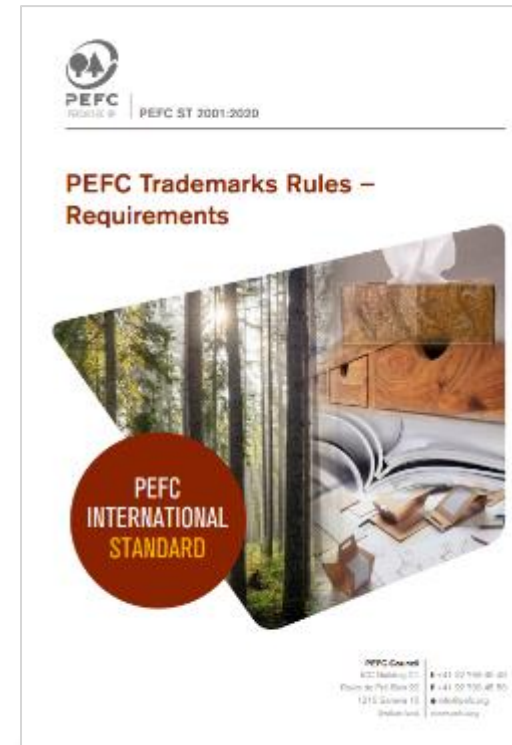


PEFC trademarks ST

Scope of the standard (chapter 1)

PEFC ST 2001, Trademarks Rules – Requirements defines:

- Ownership of the PEFC trademarks;
- The Scope of the PEFC trademarks;
- PEFC trademarks usage requirements;
- PEFC trademarks technical requirements;
- Graphic requirements of the PEFC labels.



Ownership of the PEFC trademarks (chapter 4)

- The PEFC Council owns two trademarks:

- **Initials mark**



PEFC

- **Figurative mark with initials**



- These trademarks are registered worldwide
- **They must be used without R or TM symbols**
- To be used, organisations shall hold a licence

5.1.3: General scope of PEFC trademarks

In addition, the PEFC trademarks communicate an organisation's affiliation with PEFC or PEFC certification status.

Examples:

- Retailers procuring PEFC certified and labelled products
- Certification Bodies offering PEFC certification
- Organizations using finished PEFC certified products

6.1.1: PEFC TMS and PEFC CoC endorsed systems

- GD 2001:2025: Organisations certified against PEFC endorsed chain of custody are allowed to use the PEFC trademarks for its certified material, under the same conditions as the PEFC certified material (for example, an organization certified against SGEC chain of custody standard or the SFI Chain of Custody Chain of Custody Standard can make PEFC chain of custody claims or apply the PEFC on-product logo provided they comply with the applicable requirements in PEFC ST 2002:2020 – Chain of Custody of Forest and Tree Based Products - Requirements and PEFC ST 2001:2020 - PEFC Trademark Rules).



Trademarks usage requirements

Chapter 6

General PEFC trademarks usage requirements

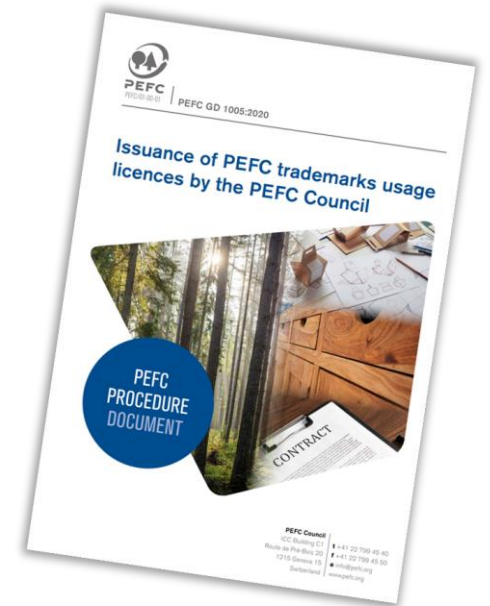
- To hold a PEFC trademarks usage licence, (or obtain a one-off authorisation), **except press and scientific articles**
- **To keep PEFC trademarks separated from other trademarks**
- **PEFC trademarks cannot be used next to other claims, messages or labels, if not clear what they refer to**
- **Mandatory use of the PEFC label generator**
- **To be legally compliance**



PEFC trademarks usage requirements – Trademarks usage licence

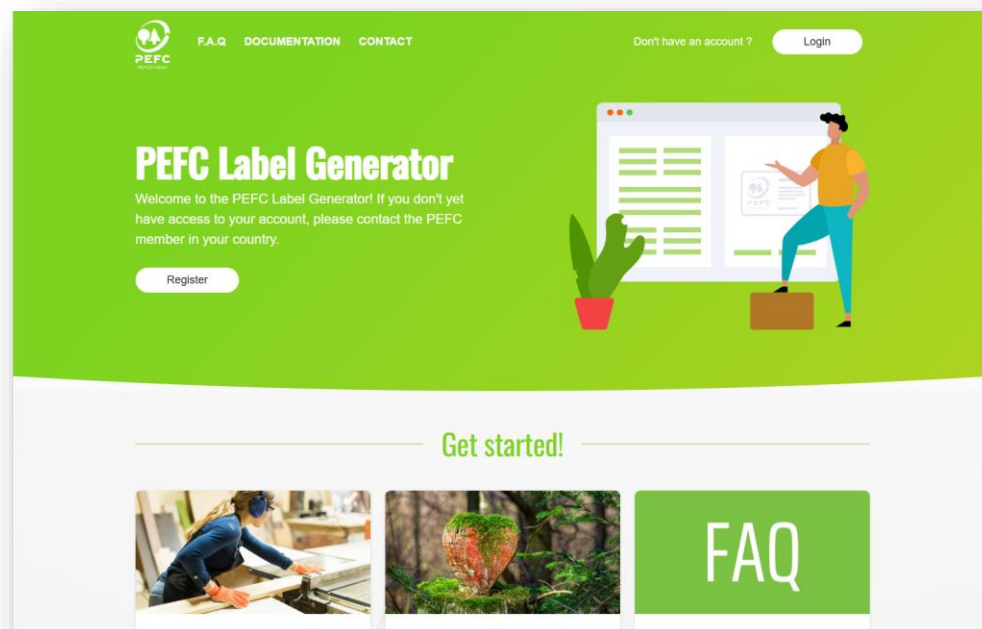
LICENCE

- Licence is obtained through signature of the PEFC trademarks usage contract
- SFM or CoC trademarks users must be certified
- CoC certified entities
 - mandatory to hold a licence,
 - so to sign a trademarks usage contract
 - trademarks usage is not mandatory
- The licence can cover several sites when they are part of a single legal entity
- PEFC Label Generator mandatory



6.1.2 Label Generator

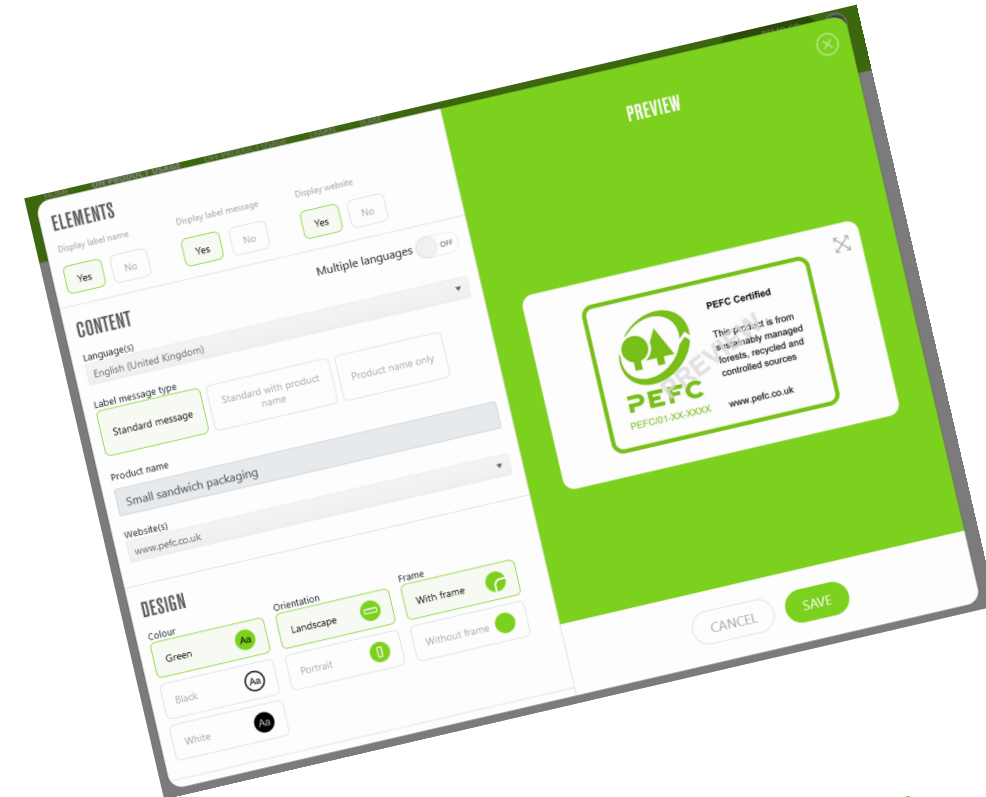
- The PEFC logo and labels shall be obtained from the PEFC Label Generator.
- The link to PEFC Label Generator can be found here: <https://labelgenerator.pefc.org/>



Label generator

When can you get access to the new label generator

- **CoC certified entities**
 - When organisations get certified against the 2020 version of the CoC ST
 - And have signed the revised trademarks usage contract or accepted the amendment to the current contract that covers also the PEFC initials
 - In general, licence numbers will remain the same
- **Certification bodies**
 - When they have signed the revised trademarks usage contract or accepted the amendment to the current contract that covers also the PEFC initials
 - In general terms licence numbers remain the same



Label generator

How and when can CBs check that trademarks usage contract is in place?

1. Certified entities adapt management procedures, as applicable
2. CBs audit against the 2020 version of the PEFC CoC ST and TM ST
3. CBs inform corresponding NGB that the company has passed the audit against the 2020 version of the standard.
4. The national member contacts the certified entity in order to sign new PEFC trademarks usage contract or for the entity to accept amendment(s) (the latest, one week after obtaining the certificate). To do so:
 - a) **they can apply for an account on the new label generator or,**
 - b) they can send an email to the NGB
5. The national member informs the CB that the new contract was signed within one week from the signature
6. CBs keep track of this.

PEFC trademarks scope (chapter 5)

On product

- a) Direct on tangible products
- b) Indirect on media or marketing materials
- c) Direct or indirect material used in production process

Off product

- Any usage not covered by on product

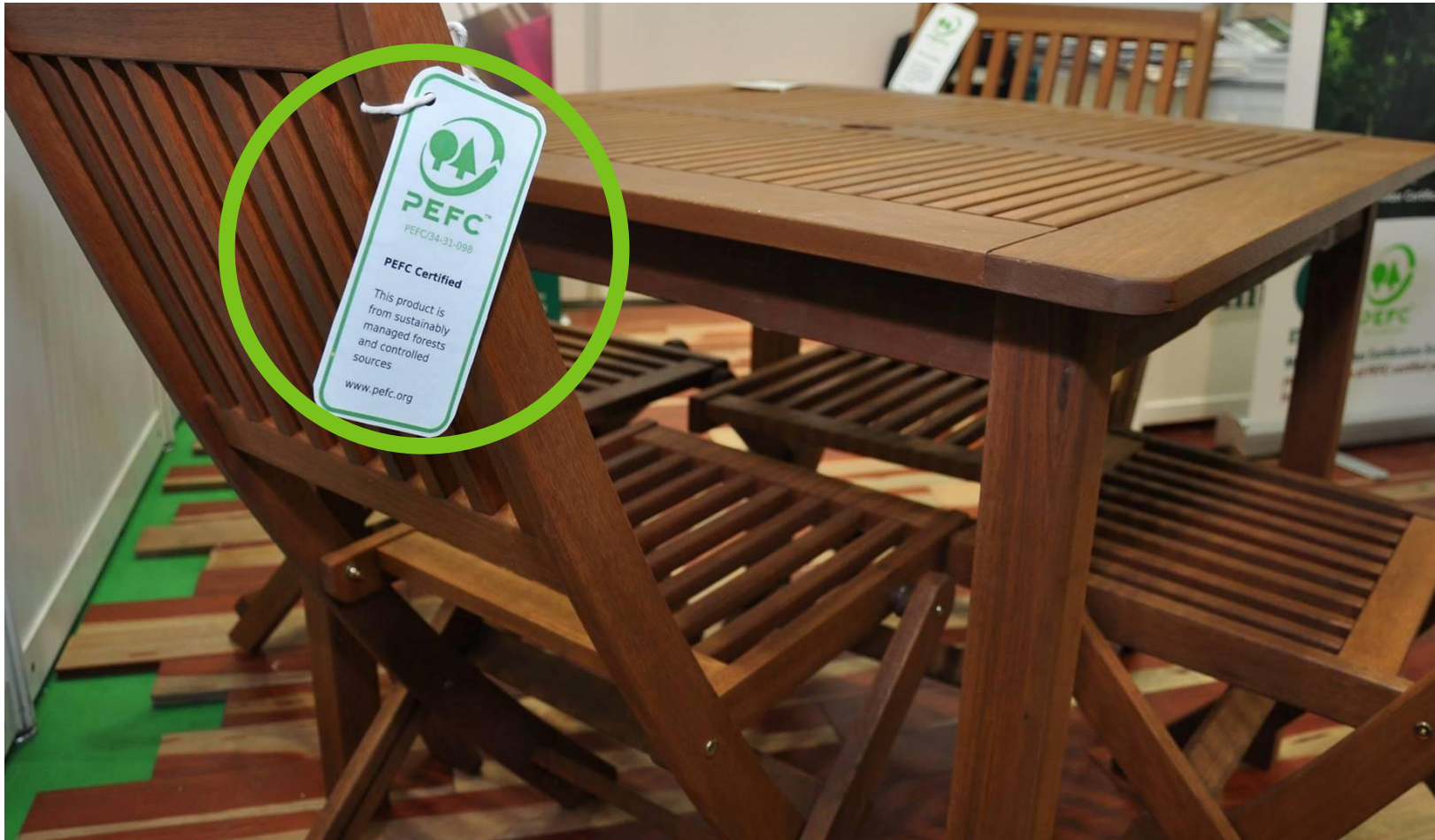
On-product type A

Direct on tangible products

On-product: Direct on tangible products



On-product: Direct on tangible products



On-product: Direct on tangible products



On-product: Direct on tangible products



On-product: Direct on tangible products



On-product: Direct on tangible product



On-product type B

Indirect on media or marketing
materials

On-product: Indirect on media or marketing materials



- The brochure does not need to be certified
- The company promoting the certified products is responsible for this usage, not the printer of the brochure (unless they are the same company)

Difference between type A and type B

Direct usage referring to the certified magazine



Indirect usage referring to certified products in a brochure



On-product type C

Direct or indirect material used
in production process

On-product: Direct or indirect material used in production process

This whiskey was matured in a PEFC certified barrel.









The producer of the whiskey holds a CoC certificate that ensures the barrels are PEFC certified.



This usage shall be authorised by the PEFC Council.

The trademark message on the bottle of whiskey shall clarify what the trademark refers to.

PEFC trademarks usage requirements – Trademarks users

PEFC trademarks users	On product	Off product
Group A: NGBs		
Group B: SFM certified		
Group C: CoC certified		
Group D: Other users		

- On-product usage is not available for SFM entities

6.3.2.2 Group B: Entities certified against a PEFC endorsed sustainable forest management (SFM) standard

- SFM certified entities can only use the PEFC trademarks for off-product purposes.
- GD 2001:2025: PEFC initials used with the purpose of passing on PEFC claims are not considered as on-product usage.

2. Products included in the scope

The organisation is authorised to use the PEFC mark and to sell the following products as PEFC-certified:

Claim	Product code	Product type	Species	
100 % PEFC-certified	010000	Roundwood	Eucalyptus (<i>Eucalyptus globulus</i>), Maritime pine (<i>Pinus pinaster</i>), Stone pine (<i>Pinus pinea</i>)	
100 % PEFC-certified	010200	Roundwood for pulp	(unspecified Eucalyptus)	
100 % PEFC-certified	020100	Wood for energy purposes	Cork oak (<i>Quercus suber</i>), Holm oak (<i>Quercus rotundifolia</i>)	
100 % PEFC-certified	120000	Non-wood forest products	—	
100 % PEFC-certified	120101	Natural cork, raw or boiled	Cork oak (<i>Quercus suber</i>)	
100 % PEFC-certified	120700	Plants and their components	Cones of Stone pine (<i>Pinus pinea</i>)	

Retailers & Brand owners – Same Group D

Case Example:

Lindt is procuring packaging from a PEFC CoC Certified packaging company. Lindt in this case is considered as an end user and can use the trademarks under the requirements of user group D. However, the packaging company needs to be PEFC CoC certified.





Technical requirements

Chapter 7

7.1.1.1 Technical Requirements – On-Product

- GD 2001:2025 clarifies that: In order for a product to use PEFC on-product label, the product needs to be communicated with the PEFC claim.
- This clarification applies to the PEFC certified entity who is the producer of the PEFC certified product

INVOICE

DATE: 26 October 2022
INVOICE NO: 26543

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Italy
+37 33 5311845
wood@diagon-All.org

INVOICE TO:
Hogcas Retail
25, chemin de Laine
90150 Mendes-sur-Mer
France
+33 8 93 45 13 17
fich@hogcas-ret.fr

ORIGIN COUNTRY	DESTINATION	CONTAINER NO.	BUYERS REF	SELLERS REF
Italy	France	MSC 1598q40	HOGCAS236	DAT5109

	Product Description	Claims	Quantity (m³)	Amount (1m³ = 100 EUR)
Btc No.325	040300 Glue Laminated Products	65% PEFC Certified	80 m³	8,000 EUR
Btc No.286	040100 Cross Laminated Timber	100% PEFC Origin FSC 100%	50 m³	5,000 EUR
Btc No.325	100301 Cellulosic Fibre	PEFC Controlled Sources	20 m³	2,000 EUR
Btc No.287	100303 Cellulosic Textiles	100% PEFC Certified	50 m³	5,000 EUR
Subtotal				20,000 EUR
Sales Tax				xxxxx EUR
Total				xxxxx EUR

Diagon Alley is PEFC Chain of Custody and FSC Chain of Custody Certified
PEFC Chain of Custody Certificate Number: SA-COC-342

PEFC



PEFC trademarks technical requirements

- The product the trademarks refer to shall be clear
 - **label message or name of product if clarification needed**
- To determine percentage of certified material, the complete product shall be considered



7.1.2.1.3 Label Message

Examples: This table is from sustainably managed forests, recycled and controlled sources”; or “This brochure is from sustainably managed forests, recycled and controlled sources”; “This packaging is from sustainably managed forests, recycled and controlled sources”



7.2.1.4 Use of the PEFC off-product label message

- The PEFC label message can be used alone, together with the licence number

Example: "Promoting sustainable forest management
(PEFC XX-31-XX)"



Technical requirements

On-product usage

PEFC trademarks technical requirements

ON-PRODUCT USAGE – TWO LABELS



PEFC trademarks technical requirements

ON-PRODUCT

PEFC certified label - requirements



Minimum 70% certified material content

Maximum 99.99% recycled material content

PEFC trademarks technical requirements

ON-PRODUCT

PEFC certified label – label message requirements

- If no recycled content
- If only material from PEFC certified forests



PEFC trademarks technical requirements

ON-PRODUCT

PEFC recycled label - requirements



- 100% material coming from recycled sources
(as per PEFC's definition of recycled material)

PEFC trademarks technical requirements

ON-PRODUCT

PEFC on-product labels – requirements

- The product the label refers to shall be clearly identified.
 - In the label message, [this product] may be replaced by the name of the certified product or the certified material included.



PEFC trademarks technical requirements

PEFC initials on product – requirements

- Same requirements as PEFC certified label (i.e. min. 70% of certified content)
- Together with the organisation's trademarks licence if no logo on the product
- Clear what they refer to



Technical requirements

Off-product usage

PEFC trademarks - technical requirements

OFF-PRODUCT

- Usage on non-commercial products allowed if:
 - **clear; and**
 - **label message included**
- Same requirements for the initials
- Alternative promotional label messages are listed in Appendix 1 of PEFC ST



6.2.4 Off-product PEFC trademarks usage

- For the purposes of off-product PEFC trademarks usage, the PEFC Council or the corresponding PEFC authorised body may issue permission for one-off trademarks usage.
- Requests for one-off usage are to be done via the link from this page:
<https://labelgenerator.pefc.org/promotional-use>

- [Programme for the Endorsement of Forest Certification](#)



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Forest certification systems claim to provide consumers with independent, third-party assurance of:

- sustainable forest management
- ethical behaviour
- adherence to local laws

<https://ised-isde.canada.ca/site/office-consumer-affairs/en/be-green-consumer/environmental-labels-and-claims>

DIY



Events





Graphic requirements

(Chapter 8)

PEFC trademarks – graphic requirements

ELEMENTS

- 1) PEFC logo
- 2) PEFC licence number
(is meant to identify the trademarks user)
- 3) Label name
- 4) Label message
- 5) Website



The trademark shall not be used with the ^R or TM symbols.

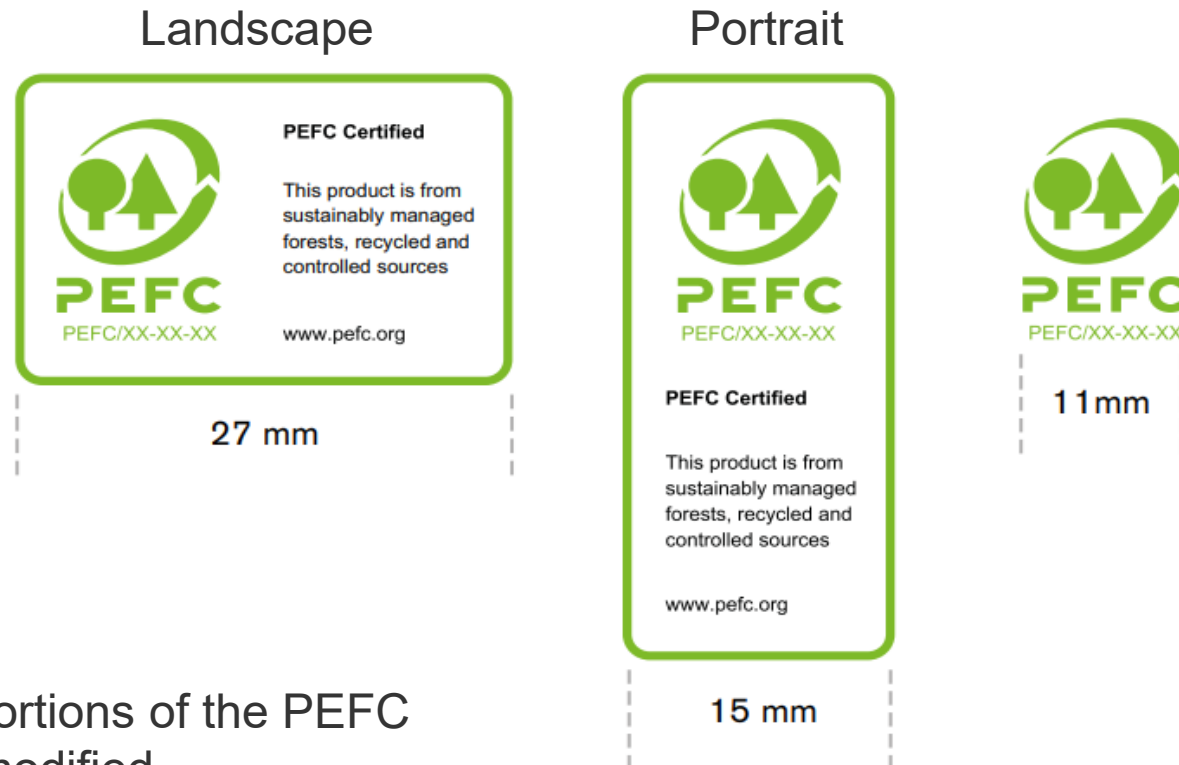
PEFC trademarks – graphic requirements

COLOURS



PEFC trademarks – graphic requirements

ORIENTATION, DIMENSIONS & MINIMUM SIZE



The ratio and proportions of the PEFC label shall not be modified.

PEFC trademarks – graphic requirements

PLACEMENT



The minimum amount of surrounding clear space in order to ensure the label is uncluttered and easily recognisable.

PEFC trademarks – graphic options

OPTIONAL ELEMENTS

	PEFC certified label	PEFC recycled label	PEFC off-product label
PEFC logo	No	No	No
Label name	Yes	No	N/A
Label message	Yes *	Yes*	Yes*
PEFC website	Yes	Yes	Yes
Frame	Yes	Yes	Yes

Optional usage for the PEFC certified label

NEW OPTIONAL ELEMENTS



For on-product usage, if no message the label may include the name of the product.

Optional usage for the PEFC recycled label

NEW OPTIONAL ELEMENTS



For on-product PEFC recycled label usage, if no message the label may include the name of the product. The label name cannot be omitted.

Optional usage for the promotional label

NEW OPTIONAL ELEMENTS



For off-product usage, the label message may be omitted whenever it is clear from the context in which the label appears what PEFC stands for.

Omission of License Number

- Requires written approval from PEFC Authorised Body
- Licence number would be:
 - **Not readable**
 - **Not feasible to place on product**
- Conditions
 - **PEFC trademark with number on other parts of product, or**
 - **Licensee can be identified clearly through alternative means**

6.2.5 PEFC Labels exceptional usage without licence number

- Approval by the PEFC authorized body.
- Approval for this kind of exceptional usage is to be requested through the PEFC Label Generator

Examples of acceptable circumstances:

- On business cards
- On pencils




PEFC trademarks – graphical options

OPTIONAL DESIGN

Where the design does not allow the usage of the normal designs, new optional designs may be used, prior approval of the **PEFC authorised body**:







Exceptional Use of PEFC Graphics – Label generator





Recycled P

Oct 14, 2022
JON HORTON

 en


ORIENTATION  FRAME  COLOUR 




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Jon6

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Exceptional usage of the PEFC label

Request approval for exceptional usage of the PEFC label for this product. Exceptional usage covers any use of the PEFC label in a non-standard way, such as creating the label in a different colour, placing it on a non-solid background and removing the licence number.

[Request approval](#)



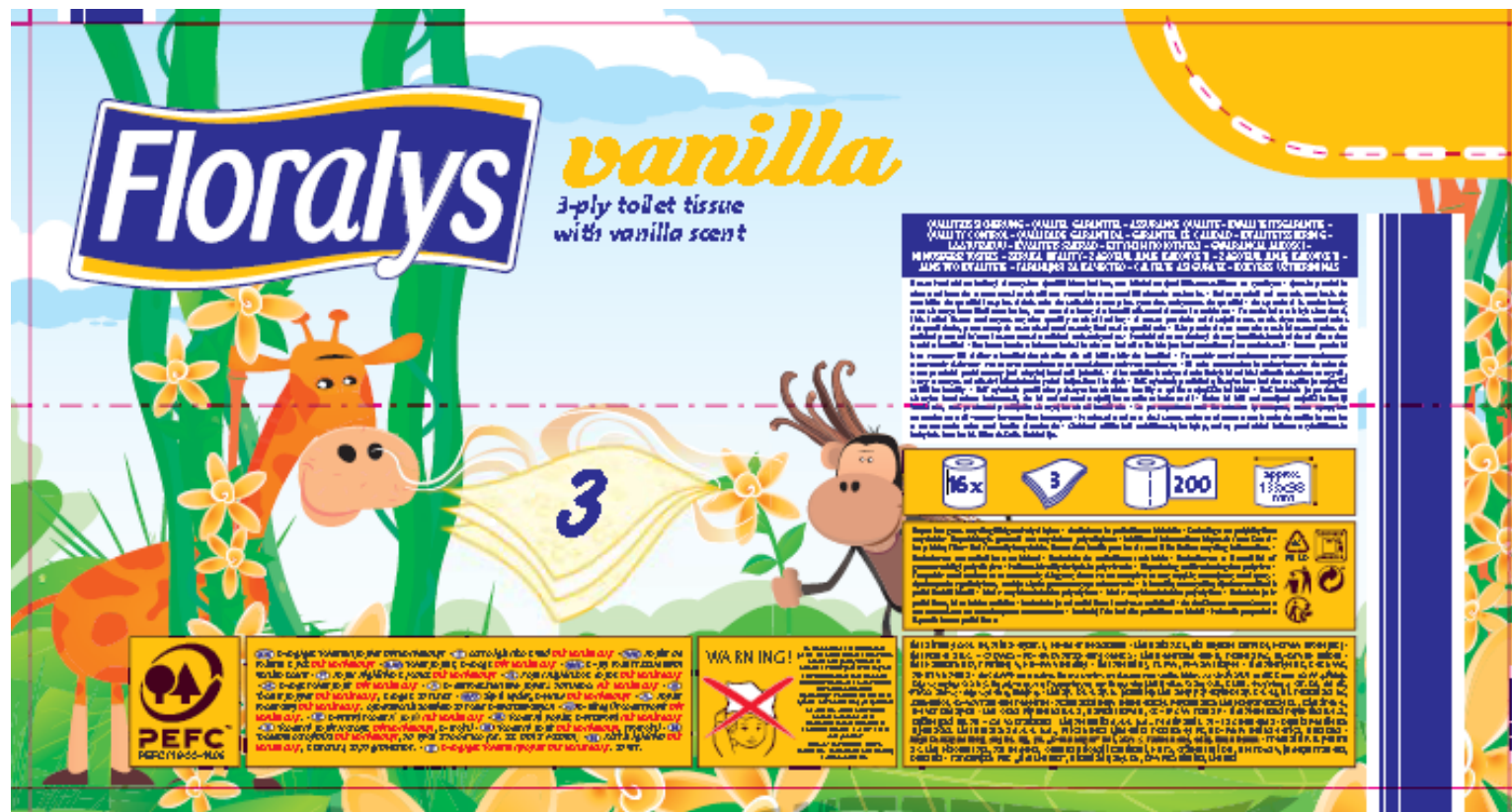
PEFC Trademarks non-standard usage

Different colour or any other modifications

- Requires written approval by PEFC International



Different colour



Omission of Licence Number



Examples of approved non-standard usage of trademarks



Examples of approved non-standard usage of trademarks



Examples of wrong label usage



Correct PEFC Trademarks

- All PEFC trademarks have no “TM” symbol
- Including those used on websites, presentations etc.



Revision: Questions to discuss

- During an on site audit of a certified furniture company, you notice that the final products (chairs) have the following trademark. Is this correct?



Revision: Questions to discuss

- During the application review of a company, you notice that the company has a trademark usage contract based on the following standard: PEFC ST 2001:2008.
- What would you inform your client organisation?

Revision: Questions to discuss

- An anonymous complaint has been sent to PEFC highlighting that a famous fashion brand is using the PEFC trademarks on their packaging bags but the brand is not PEFC CoC certified.

How should the company or NGB respond to this complaint?



Questions, Comments, Feedback