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PEFC ST 2001:2020

Internationaler PEFC-Standard

PEFC Trademarks Rules – Requirements

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PEFC
INTERNATIONAL
STANDARD

PEFC Trademarks Rules – Requirements

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The official version of the document is in English. Translations of the document can be obtained from the PEFC Council or PEFC National Governing Bodies. When there is doubt in regard to language interpretation, the English version is the reference.

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Foreword

PEFC, the Programme for the Endorsement of Forest Certification, is a worldwide organisation promoting sustainable forest and trees outside forests (TOF) management through forest certification, supply chains and labelling of forest-based products.

PEFC certified sustainable forest and TOF management works through the PEFC endorsement of national and regional forest certification systems, which were independently assessed to be in compliance with PEFC's sustainability benchmarks for forest and TOF management certification standards. For further information on PEFC's sustainability benchmarks, please see the PEFC website at www.pefc.org.

The PEFC Council defines an international Chain of Custody standard (PEFC ST 2002) and rules for the use of the PEFC trademarks (PEFC ST 2001). Chain of custody delivers confidence that forest and tree-based material in products with the PEFC claim or label originates in PEFC-certified sustainably managed forests, PEFC-certified trees outside forest, recycled materials and/or PEFC controlled sources.

Introduction

The PEFC trademarks provide information relating to the origin of forest-based products in sustainably managed forest and other non-controversial sources. Trademarks information drives purchasers and potential purchasers to choose products based on environmental, as well as other considerations.

The overall goal of the PEFC trademarks use is, through non-misleading communication of accurate and verifiable information, to encourage demand for and supply of products originating from sustainably managed forests and thereby stimulating the potential for market-driven continuous improvement of the world's forest resources.

Organisations can download the PEFC trademarks, with their own unique logo licence number, using the PEFC Label Generator. The PEFC Label Generator is a free to use, online tool that enables the quick and simple creation of PEFC trademarks. All organisations with a valid logo use licence have access to the Label Generator.

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

This standard was developed in an open, transparent, consultative, and consensus-based process covering a broad range of stakeholders, following PEFC's procedures for the development of technical documentation.

This second edition incorporates an amendment to PEFC ST 2001:2020, PEFC Trademarks Rules – Requirements, First Edition, including Technical Corrigendum 1:2026. The amendment aligns the PEFC trademarks usage rules with Directive (EU) 2024/825 on empowering consumers for the green transition (EmpCo). PEFC trademarks users remain responsible for ensuring that their use of the PEFC trademarks complies with applicable legislation.

The main changes incorporated in PEFC ST 2001:2020, Second Edition, are summarised below. Further details of the amendment, including the changes and their rationale, are provided in Appendix 3.

Table 1: Summary of the main changes between PEFC ST 2001:2020, First Edition, as amended by Technical Corrigendum 1:2026, and PEFC ST 2001:2020, Second Edition

Chapter	**Main changes** (*type of changes)*
Chapter 5 Scope of the PEFC trademarks	• Clarification of the scope of off-product use, including the types of communication covered by off-product *use (editorial).*
Chapter 7 PEFC trademarks technical requirements	• Clarification of the requirement to use the label message for indirect on-product use relating to PEFC certified material used as part of the production process *(editorial).* • Removal of requirements related to Project Sourcing certification, as these are now covered by the revised PEFC Project Sourcing standard *(editorial).*

	• Amendment of off-product use requirements, including requirements to clarify what PEFC is and the link between the trademarks use and the organisation's activities, and revised provisions for the use of promotional messages *(technical).* • Addition of requirements for the off-product use of the PEFC initials, including use of the PEFC website address *(technical).*
Chapter 8 Graphic requirements of the PEFC labels	• Introduction of mandatory use of the PEFC website address, with limited exceptions and under certain conditions *(technical).* • Clarification on the use of the name of the product (*editorial*) • Fragmented use of off-product label allowed under conditions *(technical).*

1. Scope

This document covers the requirements for users of the PEFC trademarks to ensure accurate, verifiable, relevant and non-misleading use of the PEFC logo, the PEFC initials, related claims and/or declarations.

This document defines the legal protection of the PEFC trademarks; rights to use the PEFC trademarks; trademarks use categories; and the requirements for on and off-product use of the PEFC trademarks, both technical and graphic.

The term “shall” is used throughout this standard to indicate those provisions that are mandatory. The term “should” is used to indicate those provisions that, although not mandatory, are expected to be adopted and implemented. The term “may” used throughout this standard indicates permission expressed by this standard whereas “can” refers to the ability of a user of this standard or to a possibility open to the user.

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.

PEFC ST 2002, *Chain of Custody of Forest and Tree Based Products – Requirements*

3. Terms and definitions

For the purposes of this document, the terms and definitions given in PEFC ST 2002, *Chain of Custody of Forest and Tree Based Products – Requirements* apply.

3.1 Finished product

The product obtained at the end of a manufacturing process, ready to be sold or distributed to consumers (but not yet sold or distributed).

3.2 Forest and tree-based material

Material originating in forests or from other sources recognised by the PEFC Council as eligible for PEFC certification, such as **Trees outside Forests**, including **recycled material** originally coming from those areas/sources as well as wood based and non-wood based material, such as cork, mushrooms, berries etc., generally referred to as non-wood forest products.

3.3 Forest and tree-based products

Products from **forest and tree-based material**, including measurable but non-tangible products, such as energy generated from **forest and tree-based material**.

3.4 Off-product use

The use of the **PEFC trademarks**, other than on-product use, that is not referring to a specific product or the origin of raw material in a PEFC certified forest. See also chapter 5, *Scope of the PEFC trademarks.*

3.5 On-product use

The use of the **PEFC trademarks** in reference to the **PEFC certified material** of a product or that can be perceived or understood by buyers or the public as referring to **PEFC certified material**. On-product use can be direct (when the **PEFC trademarks** are placed on tangible products) or indirect (the trademarks refer to tangible products although they are not placed directly on the product). See also chapter 5, *Scope of the PEFC trademarks.*

3.6 PEFC authorised body

The authorised body is an entity that has permission from the PEFC Council to issue PEFC trademarks licences and to notify certification bodies on behalf of the PEFC Council. Usually the authorised bodies are the **PEFC National Governing Bodies**.

3.7 PEFC certified material

Material category for:

a) **Forest and tree-based material** delivered by a supplier covered by a **PEFC recognised certificate**, with the PEFC claim "x% PEFC certified", or delivered by a supplier covered by a **PEFC recognised certificate** against a forest management standard that is endorsed by PEFC with another PEFC endorsed system claim.

Note: PEFC endorsed system claims are published online on the PEFC website www.pefc.org.

b) **Recycled material** (see definition 3.15), (not delivered with the PEFC claim "x% PEFC certified").

3.8 PEFC certified product

Product sold/transferred by an organisation with the PEFC claim "x% PEFC certified".

3.9 PEFC chain of custody

Processes of an organisation for handling **forest and tree-based products** and information related to their material category, and making accurate and verifiable PEFC claims.

3.10 PEFC controlled sources

Material category covering **forest and tree-based material** for which an organisation has determined through its Due Diligence System that there is "negligible risk" that the material is from controversial sources.

Note: "PEFC Controlled Sources" is also the PEFC claim that may be used by the organisation for material from this material category.

3.11 PEFC labels

The PEFC labels comprise the PEFC logo plus additional elements such as the label name, the message, the website and the frame. The additional elements complement the logo providing information about what the PEFC logo stands for. The PEFC logo shall be always used within the PEFC labels. Under certain circumstances described in this document, some elements of the PEFC labels may be omitted in such a way that the final design of the label is the PEFC logo itself, with no additional elements.

3.12 PEFC National Governing Bodies (PEFC NGBs)

The PEFC National Governing Bodies (PEFC NGB) are independent, national organisations established to develop and implement a PEFC system within their country. A list of the PEFC NGBs and their contact details can be found at the PEFC website. PEFC NGBs are often also the **"PEFC authorised body"**.

See 3.6.

3.13 PEFC recognised certificate

a) A valid accredited forest management certificate issued by a PEFC notified certification body against a forest management system/standard that is endorsed by PEFC.

b) A valid accredited chain of custody certificate issued by a PEFC notified certification body against the PEFC International Chain of Custody standard or another chain of custody standard that is endorsed by PEFC.

Note 1: PEFC endorsed forest certification systems and chain of custody standards are found at the PEFC website www.pefc.org.

Note 2: In case of a group or multi-site certificate where it is confirmed in a separate document, such as an appendix to the certificate or a sub-certificate, that a site or a group participant is covered by the certificate, the separate document and the certificate together are considered the site's/participant's PEFC recognised certificate.

3.14 PEFC trademarks

The PEFC trademarks are symbols that represent the visual identity of PEFC. They are registered and belong to the PEFC Council. There are two PEFC trademarks:

a) The initials “PEFC”; and

b) The PEFC logo. It consists of two trees surrounded by an arrow. The “PEFC” initials stand underneath it. The PEFC logo shall always be used within the **PEFC labels** (see also 3.11, definition of **PEFC labels**).



3.15 Recycled material

Forest and tree-based material that is:

a) Recovered from waste during a manufacturing process. Excluded is reutilisation of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it. Excluded are by-products resulting from primary production processes, such as sawmilling by-products (sawdust, chips, bark, etc.) or forestry residues (bark, chips from branches, roots, etc.) as they are not considered waste.

b) Generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product that can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

Note 1: The term “capable of being reclaimed within the same process that generated it” means that the material generated in one process is continuously returned to the same process at the same site. An example is residue generated by a press line in a panel board production that continuously re-enters the same press line. This is not considered as recycled material.

Note 2: The definition is based on definitions of ISO 14021.

Note 3: Different examples of recycled material are provided in PEFC GD 2001.

3.16 Retailer

Entity procuring PEFC certified **finished products** from PEFC certified companies and selling them to consumers.

3.17 Trees outside Forests (TOF)

Trees growing outside areas of nationally designated forest land. Such areas will normally be classified as “agriculture” or “settlement”.

4. Ownership of the PEFC trademarks

4.1 Ownership

4.1.1 The PEFC logo and the PEFC initials are copyrighted material and are internationally registered trademarks owned by the PEFC Council. Unauthorised use of this copyrighted material is prohibited and may lead to legal action.

4.1.2 The PEFC logo and the PEFC initials shall not be used accompanied by any symbols to indicate that they are registered trademarks, such as the ™ or the ®.

5. Scope of the PEFC trademarks

5.1 General scope of the PEFC trademarks

5.1.1 The **PEFC trademarks** and related claims indicate that the **forest and tree-based material** contained in labelled and/or claimed products comes from sustainably managed forest, recycled and/or controlled sources.

5.1.2 The **PEFC trademarks** also show that the company that produces a product labelled or claimed as certified, is managed in compliance with a set of social requirements and has a management system in place.

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

5.2 Scope of the on-product use of the PEFC trademarks

5.2.1 The scope of the **on-product use** of the **PEFC trademarks** covers:

a) Direct **on-product use** of the **PEFC trademarks** referring to the **PEFC certified material** on tangible products or on their packaging.

b) Indirect **on-product use** through any reference that can be interpreted or understood as if the product itself is certified or contains **PEFC certified material**, such as on media or marketing materials to communicate that the product is PEFC certified.

Example 1: Use of the **PEFC trademarks** in advertisements, on brochures, websites, or packing lists referring to actual products to indicate that they are PEFC certified.

Example 2: Reference to the certified status of the supplier or producer of a product as certified, such as: "This magazine was printed by a PEFC certified printer", or "this journal was printed on PEFC certified paper".

c) Direct or indirect **on-product use** in reference to the **PEFC certified material** used as part of the production process of a product. See also 7.1.1.3.

Example: "This brandy was matured in oak barrels from sustainably managed forests, recycled and controlled sources" or "this plant was grown from seeds from sustainably managed forests and controlled sources".

5.2.2 The **PEFC trademarks** cover the complete **forest and tree-based product** labelled or claimed and not only one of its parts. The packaging is not considered as part of the product. The packaging of a **PEFC certified product** may also include **forest or tree-based material** and may also be eligible itself to carry the **PEFC trademark**. If both the product and the packaging are PEFC certified, the packaging may include two **PEFC labels**. See also 7.1.1.1.

5.3 Scope of the off-product use of the PEFC trademarks

5.3.1 The scope of the **off-product use** of the **PEFC trademarks** covers:

a) communication on the PEFC endorsement of forest certification systems (PEFC Council and/or **PEFC National Governing Bodies**)

b) communication on certified status (this use refers to **PEFC trademarks** under Groups B and C, according to the description of user groups under bullet 6.3 of this standard)

c) communication on PEFC recognition of certificates (certification bodies)

d) communication on PEFC accreditation activities (accreditation bodies)

e) communication on procurement or availability of **PEFC certified products**, or commitment to procurement of **PEFC certified products** (end users of **PEFC certified products**)

f) communication on membership in, or partnership with, PEFC (members and partners of PEFC Council and/or **PEFC National Governing Bodies**)

g) communication on projects and initiatives focused on development and promotion of PEFC systems and certifications (all users)

h) other educational and promotional use of the **PEFC trademarks** (PEFC Council and national governing bodies, certified entities, certification bodies, accreditation bodies, non-certified organisations selling PEFC certified, etc.)

6. PEFC trademarks use requirements

6.1 General

6.1.1 The **PEFC trademarks** shall be used with correct reference to the PEFC Council, PEFC members and their systems.

6.1.2 The PEFC logo and labels shall be obtained from the PEFC Label Generator.

6.1.3 The **PEFC trademarks** or any of its elements shall not be used as part of, or integrated into, other trademarks or labels or in combination with other images, words or symbols in a way that could create another mark or that could mislead the public as to what the **PEFC trademarks** stand for.

6.1.4 The **PEFC trademarks** shall not be used in a manner that could be misinterpreted or generate confusion with regard to PEFC systems, or that implies that PEFC participates in, supports, or is responsible for an activity by a certified entity outside the scope of its certification. The **PEFC trademarks** shall not be used in a manner that could result in erroneous interpretation or understanding of the entities operations with respect to its PEFC certificate, or diminished credibility of PEFC.

6.1.5 The **PEFC trademarks** shall not be used within product brand names, company names or website domain names, unless explicitly authorised by the PEFC Council.

6.1.6 The **PEFC trademarks** shall not be used together with other claims, messages or labels that can be misunderstood or misleading with regard to the qualities, characteristics, content, production process, etc. of the product they are accompanying, PEFC certification or PEFC in general.

6.1.7 If other messages, claims or labels are used on the same product as the **PEFC trademarks**, it shall be clearly identified which characteristics of the product the **PEFC trademarks** refer to.

6.1.8 The **PEFC trademarks** shall be used only with the messages provided by the PEFC Council. Any use of the trademarks not foreseen in the PEFC Council documentation shall be approved by the PEFC Council.

6.1.9 Any use of the **PEFC trademarks** shall be accurate and consistent with applicable legal requirements and law. Organisations are responsible for compliance with the applicable legislation when using the **PEFC trademarks**.

6.1.10 PEFC Council reserves the right to refuse the use of any **PEFC trademarks** that does not align with PEFC's strategic vision and mission.

6.2 PEFC trademarks use licence

6.2.1 The **PEFC trademarks** shall be used under the authority of a PEFC trademarks use licence that is issued by the PEFC Council or a **PEFC authorised body**. The PEFC trademarks use licence includes the issuance of a unique licence number.

6.2.2 The licence shall be obtained through the signature of a licencing agreement (trademarks use contract) between the organisation applying for trademarks use and the PEFC Council or a **PEFC authorised body**.

6.2.3 The licence number of the organisation using the **PEFC trademarks** shall accompany the **PEFC trademarks** whenever they are used, except for certified organisations when passing on claims for the implementation of the **PEFC chain of custody**.

Example: We procure **PEFC certified material** (PEFC/XX-XX-XX).

Note 1: When using the PEFC initials for promotional purposes within a text where the PEFC initials are used more than one time, the PEFC licence number may appear only the first time the PEFC initials are used. In cases where a **PEFC label** with the licence number is used next to the text or in the same page as the text in such a way that the organisation using the initials is clearly identifiable, the initials may be used without the licence number.

Note 2: When using the **PEFC trademarks** in press articles or for scientific research articles it is not necessary to use and/or hold a PEFC licence number.

6.2.4 For the purposes of off-product **PEFC trademarks** use, the PEFC Council or the corresponding **PEFC authorised body** may issue permission for one-off trademarks use. This licence shall be limited to one use. The disclaimer: "Reproduced with the permission of [authorised body]" shall be visibly placed together with the **PEFC trademarks**.

6.2.5 The **PEFC labels** may be used exceptionally without the licence number, with prior approval by the **PEFC authorised body** that issued the licence, under the following circumstances:

a) where the size of the **PEFC label** would result in the licence number being illegible

b) the applied technology would not allow the licence number to be used together with the **PEFC label**

c) in addition to that, for on-product use, where:

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

ii. the user of the **PEFC trademarks** can be clearly and unambiguously identified from other on-product information

6.3 PEFC trademarks users classification

6.3.1 Group A: National Governing Bodies and PEFC authorised bodies

6.3.1.1 The **PEFC National Governing Bodies** or other **PEFC authorised bodies** are authorised to use the **PEFC trademarks** only for off-product purposes.

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

6.3.2.1 Any entity eligible for SFM certification shall hold a valid PEFC recognised forest management certificate in order to obtain a PEFC trademarks licence.

6.3.2.2 Group B entities with a **PEFC recognised certificate** are authorised to use the **PEFC trademarks** only for off-product purposes, unless they are also certified against the PEFC Chain of Custody standard.

6.3.2.3 If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.

6.3.3 Group C: Entities certified against the PEFC International Chain of Custody standard or a chain of custody standard endorsed by PEFC

6.3.3.1 Any entity eligible for PEFC Chain of Custody certification shall hold a **PEFC recognised certificate** for chain of custody (see definition of **PEFC recognised certificate**: 3.13) that is valid, in order to obtain a PEFC trademarks licence.

6.3.3.2 Group C trademarks users are authorised to use the **PEFC trademarks** for off and on-product purposes.

6.3.3.3 If the certification is suspended, withdrawn or terminated, the PEFC trademarks licence will be automatically suspended (until the suspension is lifted) or terminated.

6.3.4 Group D: Other users

6.3.4.1 Organisations and other entities not classified under PEFC trademarks Groups A, B and C.

6.3.4.2 Group D covers organisations such as trade and industry associations, **retailers**, research and educational institutions, certification bodies, accreditation bodies, governmental organisations, NGOs, etc. Group D also covers organisations within the **forest and tree-based products** chain, where the chain of custody certification does not apply as they are end users of **forest and tree-based products** or are selling the products with claims and/or labels placed on the product by their suppliers.

6.3.4.3 Group D trademarks users are authorised to use the **PEFC trademarks** only for off-product purposes.

6.3.4.4 **Retailers** under trademarks user Group D that procure PEFC certified **finished products** and sell the **finished products** directly to consumers without manipulating the product in any way, changing the wrapping or mixing the products with non-certified products, may exceptionally use **the PEFC trademarks** indirectly on-product (see requirement 5.2.1.b) to promote **PEFC certified products** according to the following requirements:

a) Hold a PEFC trademarks licence for trademarks user Group D.

b) The PEFC promotional label shall be used at least once with the label message: “The products marked with the **PEFC trademarks** can be provided as PEFC certified”. It shall be placed in a visible place in order for the public to clearly understand and identify what the **PEFC trademarks** stand for within the catalogue, brochure or price list.

c) The **PEFC trademarks** may be used without the organisation’s licence number throughout the catalogue, brochure or product list next to those products that can be provided as PEFC certified.

d) The products shall include physically the **PEFC trademarks** on-product along with the licence number of the PEFC certified supplier.

e) This first use shall be approved by the PEFC Council or the **PEFC authorised body**, and afterwards PEFC Council or the **PEFC authorised body** shall approve it in an annual basis or issue a new approval whenever the design changes in any way.

f) The **PEFC trademarks** shall be always used according to this standard and any other PEFC related documentation.

Note: As the **PEFC trademarks** will always appear at least once in the catalogue, brochure or product list, requirement 6.2.5 does not apply to this case.

Table 2: Overview of the use

PEFC trademarks user	On‑product use	Off‑product use
Group A: National Governing Bodies	No	Yes
Group B: Sustainable forest management (SFM) certified entities	No	Yes
Group C: Chain of custody certified entities	Yes	Yes
Group D: Other users	No	Yes

Note 1: Group B certificate holders that also hold a PEFC Chain of Custody certificate and therefore belong also to Group C, can use the **PEFC trademarks** on-product.

Note 2: Additional off-product messages to be used, for instance, on forest signs, are suggested in Appendix 1 to be used by trademarks user Group B.

Note 3: For **retailers** under trademarks user Group D, see also requirement 6.3.4.4.

7. PEFC trademarks technical requirements

7.1 Technical requirements for the use of the PEFC trademarks on-product

7.1.1 General requirements

7.1.1.1 The product the **PEFC trademarks** refer to shall be clearly identified. If the product cannot be clearly identified, the label message or at least the name of the product (see 8.3.3) shall clarify the link between trademarks and product.

Example: If PEFC certified pencils are wrapped in packaging made from forest-based material not PEFC certified, the PEFC label message that accompanies the logo in the packaging clarifies which product the label refers to, replacing “this product” by “these pencils” in the label message.

7.1.1.2 To determine the percentage of certified material contained in a product to be eligible to carry the **PEFC trademarks**, the complete product shall be considered. See also 5.2.2.

Example: A book may carry the **PEFC trademarks** whenever the complete book (the pages plus the covers) contains at least 70% of certified material.

7.1.1.3 Where the **PEFC trademarks** are used indirectly on-product in relation to **PEFC certified material** used as part of the production process (as described in 5.2.1, c), the trademarks shall:

a) be used with the label message; and

b) be approved by the PEFC Council.

Note: To obtain PEFC Council’s approval, organisations can go through the **PEFC authorised body** that issued their licence.

7.1.2 The PEFC on-product labels

7.1.2.1 The PEFC certified label

7.1.2.1.1 The PEFC certified label is the generic label to be used on-product:



7.1.2.1.2 The PEFC certified label may be used whenever at least 70% of the **forest and tree-based material** included in the product is **PEFC certified material** and the content of **recycled material** is lower than 100%.

Note: Recycled content is included in **forest and tree-based products** material categories. See definition 3.7.

7.1.2.1.3 The label message that shall accompany the PEFC certified label is: “[This product] is from sustainably managed forests, recycled and controlled sources”. The wording [this product] may be replaced by the name of the certified product or the certified material included in the product to which the label refers, using the PEFC Label Generator. See also 7.1.1.1. and 8.3.

7.1.2.1.4 Where the product does not include **PEFC certified material** from recycled sources, the label message may be used without the word “recycled”.



7.1.2.1.5 Where the product includes only material from PEFC certified forests, i.e., material delivered with the claim “100% PEFC Origin”, the label message may be used with the wording: “[This product] is from sustainably managed forests”.



7.1.2.2 The PEFC recycled label

7.1.2.2.1 The PEFC recycled label shall be used when the product includes only **recycled material** (see 3.15, definition for **recycled material**). The label name is “PEFC Recycled” and the label message: “[This product] is from recycled sources”. The wording [this product] may be replaced by the name of the certified product or the certified material included in the product to which the label refers, using the PEFC Label Generator.



Table 3: Overview of the options of use of the PEFC on-product labels

		
Label name	**PEFC Certified**	**PEFC Recycled**
Requirements of use	Minimum 70% PEFC certified material content and less than 100% recycled material content	100% recycled material content
Generic label messages	"[This product] is from sustainably managed forests, recycled and controlled sources" "This product" shall be replaced by the name of the certified product or certified material when it is not clear to what the label refers Where the product does not include recycled material, the label message may be used without the word "recycled" Where the product only includes material from PEFC certified forests, the label message may be used without "recycled and controlled sources"	"[This product] is from recycled sources". "This product" shall be replaced by the name of the certified product or certified material when it is not clear to what the label refers

7.1.3 The PEFC initials

7.1.3.1 The PEFC initials may be used directly on a product whenever the product contains a minimum of 70% **PEFC certified material**.

Example 1: This product was made with PEFC certified wood (PEFC/XX-XX-XXX)

Example 2: This journal was printed on PEFC certified paper (PEFC/XX-XX-XXX)

7.1.3.2 The PEFC trademarks licence number of the organisation shall always be used with the PEFC initials whenever the product does not carry a **PEFC label** with the licence number in the same product.

7.1.3.3 The certified product or the certified material included in the product to which the PEFC initials refer shall be clearly identified. When it is not clear what product the PEFC initials refer to, the product shall be specified. See requirement 7.1.1.1.

7.1.3.4 Any use of the PEFC initials on-product different from that mentioned above shall be approved by the PEFC Council.

Note: To obtain PEFC Council's approval, organisations can go through the **PEFC authorised body** that issued their licence.

7.1.3.5 The requirements outlined in this section are not applicable for the use of the PEFC initials with the purpose of passing on chain of custody claims by certified organisations as described in and in compliance with the PEFC Chain of Custody Standard, PEFC ST 2002.

7.2 Technical requirements for the use of the PEFC trademarks off-product

7.2.1 The PEFC off-product label

7.2.1.1 The PEFC off-product label may be used with or without an authorised label message listed in Appendix 1.

7.2.1.2 When using the off-product label, with or without the label message, it shall be clear:

a) what PEFC is; and

b) how the use of the off-product label relates to the activities covered by the organisation's PEFC trademarks licence.

Example: The link may relate to the organisation's PEFC certification, sourcing, procurement, production, sale or promotion of PEFC-certified products, membership or partnership, or participation in a PEFC-related project or initiative.

7.2.1.3 Organisations holding a PEFC forest management or PEFC Chain of Custody recognised certificate (PEFC trademarks user Groups B and C) may use the PEFC off-product label on:

a) Letterheads, catalogues or any other promotional material, as long as there is no ambiguity as to what is certified. See also 7.2.1.6.

b) Invoices or delivery documents. The products that are delivered with a PEFC claim shall be clearly identified.

7.2.1.4 The PEFC off-product label may be used for promotional purposes on non-commercial products provided it is clear what the PEFC off-product label refers to.

Note: For the use of the **PEFC label** on catalogues, brochures or products lists by non-certified retailers, see 6.3.4.4.

7.2.2 The PEFC initials

7.2.2.1 The PEFC initials may be used off-product with or without the PEFC off-product label.

7.2.2.2 When used off-product, the PEFC initials shall meet the requirements in 7.2.1.2 concerning clarity about PEFC and the link between the trademarks use and the activities covered by the organisation's PEFC trademarks licence.

7.2.2.3 The PEFC initials shall be used with the PEFC website address and the PEFC trademarks licence number on the same medium, in accordance with 6.2.3.

Example: Where the PEFC initials are used in a brochure, the PEFC website address and PEFC trademarks should appear in the same brochure.

8. Graphic requirements of the PEFC labels

8.1 Elements of the PEFC label



8.1.1 PEFC logo (A)

8.1.1.1 The PEFC logo consists of two trees surrounded by an arrow and the “PEFC” initials placed underneath it.

8.1.2 PEFC trademarks licence number (B)

8.1.2.1 In order to identify the organisation using the **PEFC trademarks**, the PEFC logo shall be used together with the organisation’s PEFC licence number. See requirement 6.2.1.

8.1.3 Label name (C)

8.1.3.1 The label name communicates the meaning of the logo.

8.1.3.2 The official PEFC label names are in English. Translations shall be obtained from the PEFC Label Generator.

8.1.3.3 The **PEFC label** may include the label name in more than one language. Different options are provided in the PEFC Label Generator.

8.1.4 Label message (D)

8.1.4.1 The label message communicates the meaning of the logo.

8.1.4.2 The official PEFC label messages are in English. Translations of the official label messages into other languages shall be obtained from the PEFC Label Generator.

8.1.4.3 The **PEFC label** may include the label message in more than one language. Different options are provided in the PEFC Label Generator.

8.1.5 PEFC website (E)

8.1.5.1 The PEFC Council website: www.pefc.org.

8.1.6 PEFC label frame (F)

8.1.6.1 When using the frame, the frame shall always respect the proportions and dimensions within the different elements of the label.

8.2 Graphic specifications

8.2.1 Colours

8.2.1.1 The **PEFC labels** may be used in three colours: green, black and white and always with a single and contrasting colour background.

8.2.1.2 The **PEFC label** in green shall have the frame in the same green colour, with the PEFC label name, message and PEFC website in black. For the colours black and white, all the elements of the **PEFC label** shall appear in the same colour. The PEFC label name for the three labels must be in bold.

Note: For the purposes of describing the graphic specifications, the framed landscape green PEFC certified label is used. The same principles apply to all the other labels.



8.2.2 Label orientation

8.2.2.1 The **PEFC label** may be used in portrait or landscape orientation.



Landscape



Portrait

8.2.3 Dimensions

8.2.3.1 The ratio between height and width shall always be maintained. The proportions between the different elements of the **PEFC label** shall also be respected.

8.2.4 Minimum size

8.2.4.1 The minimum size of the **PEFC label** shall be:



8.2.5 Placement

8.2.5.1 Clear space shall surround the **PEFC label** in order to ensure that it remains uncluttered and is easily recognisable. The minimum amount of clear space shall be equivalent to the height of the letter "P" of the PEFC logo used in the label.



8.3 Optional use of the label

8.3.1 The following elements may optionally be omitted from the **PEFC labels**:

Table 4: Optional elements of the PEFC labels

	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	No	No	No
Frame	Yes	Yes	Yes

* The use shall always comply with the requirements 7.1.1.1 and 7.1.1.3. See also requirements 8.3.2 and 8.3.3.

Note: The PEFC website may be omitted only under the exceptional circumstances specified in requirement 8.3.5.

8.3.2 When using the PEFC on-product labels without the message, the label may include the name of the product, as in the example below.



8.3.3 When it is not clear what the PEFC on-product label refers to (see requirements 7.1.1), the label message shall include the name of the product, or, if the label message is not used, the name of the product shall be included as shown in 8.3.2.

8.3.4 For promotional purposes, the organisation may use the label message separately from the **PEFC label** provided that both appear on the same medium.

8.3.5 The **PEFC labels** may exceptionally be used without the PEFC website address, subject to prior approval by the PEFC Council, in coordination with the **PEFC authorised body** that issued the trademarks licence, where:

a) the size of the label required for its intended application would make the website address illegible; or

b) the technology or production process used does not allow the website address to be reproduced legibly together with the **PEFC label**; or

c) the PEFC website address is displayed legibly elsewhere on the product or its packaging, in information accompanying the product, or in the same off-product medium in which the PEFC label is used, in a manner that clearly links it to the **PEFC label** and, in consumer-facing contexts, enables consumers to understand the link between them.

8.3.6 Where the design does not allow the use of the normal PEFC label designs, the **PEFC label** may be optionally used as follows, with prior approval by the **PEFC authorised body** that issued the licence in coordination with the PEFC Council. When used for on-product purposes, the product or material the **PEFC label** refers to shall be clear. When used for promotional purposes, it shall be clear what PEFC stands for.

a) With the PEFC logo split into the two trees surrounded by an arrow and the trademarks licence number and placed beside each other. The minimum size of this format of the **PEFC label** shall ensure that the licence number is readable.



b) With the PEFC logo split into the two trees surrounded by an arrow and the PEFC initials, and the trademarks licence number underneath the PEFC initials. The minimum size of this format of the **PEFC label** shall ensure that the PEFC initials and licence number are readable.



8.4 Modifications

8.4.1 The **PEFC labels** obtained from the PEFC Label Generator shall not be altered or re-created.

8.4.2 Using the **PEFC label** in non-standard colours or any other adjustments requires prior approval by the PEFC Council.

Note: To obtain PEFC Council's approval, organisations can go through the **PEFC authorised body** that issued their licence.

Appendix 1 (normative): Promotional label messages

Table 5: Promotional label messages

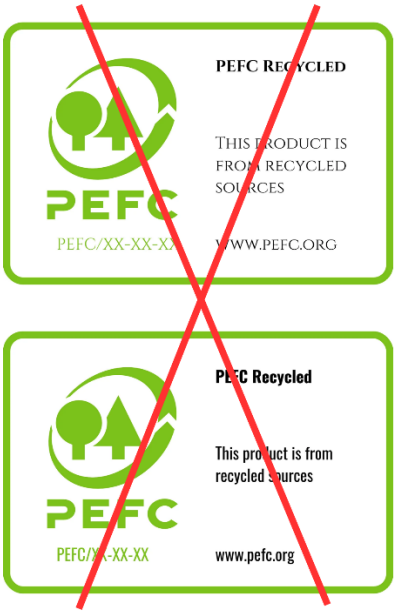
Trademarks user group	Message
Group B	• Promoting Sustainable Forest Management • [Company name] has a recognised PEFC sustainable forest management certificate • [Company name] manages this forest according to PEFC certification requirements • Our forest management is PEFC certified
Group C	• Promoting Sustainable Forest Management • [Company name] has a PEFC certified chain of custody • [Company name] offers PEFC certified products • By sourcing PEFC, [we/company name] are supporting sustainably managed forests • By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests • The PEFC logo on our products ensures that our [wood/paper/packaging] comes from [sustainably managed forests and/or recycled and/or controlled sources]
Group D: certification bodies	• Promoting Sustainable Forest Management • [Certification body] is accredited for PEFC forest management certification • [Certification body] is accredited for PEFC chain of custody certification • [Certification body] is accredited for PEFC forest management and chain of custody certification
Group D: accreditation bodies	• Promoting Sustainable Forest Management • [Accreditation Body name] provides PEFC forest management accreditation • [Accreditation Body name] provides PEFC chain of custody accreditation • [Accreditation Body name] provides PEFC forest management and chain of custody accreditation
Group D: non-certified organisations procuring PEFC certified finished products	• Promoting Sustainable Forest Management • [Company name] offers PEFC certified products • By sourcing PEFC, [we/company name] are/is supporting sustainably

Trademarks user group	Message
	managed forests • By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests • The PEFC logo on our products ensures that our [wood/paper/packaging] comes from [sustainably managed forests and/or recycled and/or controlled sources]
Group D: PEFC International Stakeholder members	• Promoting Sustainable Forest Management • [Company name] is a PEFC Stakeholder member • By sourcing PEFC, [we/company name] are supporting sustainably managed forests • By sourcing PEFC [wood/paper/packaging], [we/company name] are supporting sustainably managed forests • The PEFC logo on our products ensures that our [wood/paper/packaging] comes from [sustainably managed forests and/or recycled and/or controlled sources]
Group D: any other organisations belonging to Group D that are not mentioned above	• Promoting Sustainable Forest Management

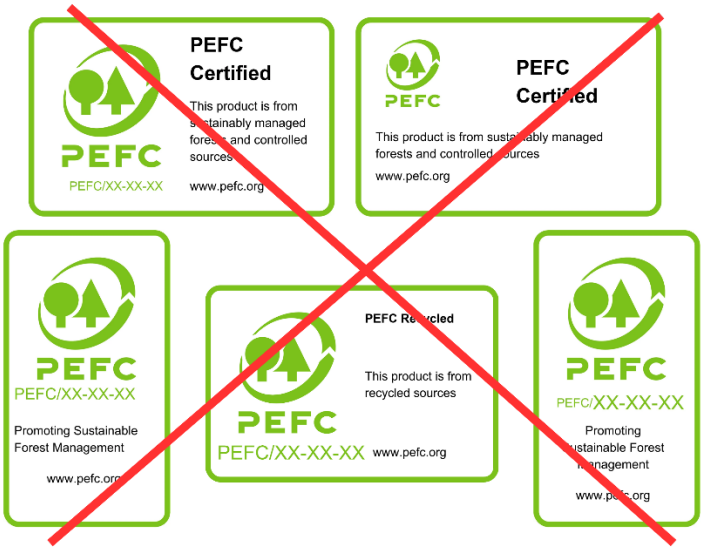
Note 1: Organisations belonging to more than one group may use the label messages for any of the user group to which they belong (for example, International Stakeholder members that are also certified companies can use either the label messages described for Group D: International Stakeholder members, or Group C: certified companies).

Note 2: The wording between [ ] is to be replaced by the corresponding option. For example, if an organisation procures PEFC certified wood, the label will say: “The PEFC logo on our products ensures that our wood comes from sustainably managed forests, recycled and controlled sources”.

Appendix 2 (informative): Examples of wrong PEFC label uses



Do not change the font of the label elements



Do not change the proportions of the label elements in any way



Do not change the colour of any of the elements of the **PEFC label**



Do not stretch or compress the **PEFC labels** in any way



Do not use the **PEFC labels** with other messages, claims or labels that can be misunderstood or misleading with regard to PEFC



Respect required spacing between the elements of the **PEFC label**



Do not move or remove required elements of the **PEFC label**



Do not use the off-product label on-product



Do not use blurred **PEFC labels**



Respect the minimum clear space around the **PEFC label, equivalent to the height of the** letter “P” in the PEFC logo



Do not use the “TM” symbol with the **PEFC labels**

Appendix 3 (normative): Amendments to PEFC ST 2001:2020/Cor.1:2026, PEFC Trademarks Rules – Requirements, First Edition

1. General

This appendix sets out the amendments incorporated into PEFC ST 2001:2020, Second Edition. The amendments align the PEFC trademarks usage rules with Directive (EU) 2024/825 on empowering consumers for the green transition (EmpCo).

The amendments are presented by reference to PEFC ST 2001:2020, First Edition, including Technical Corrigendum 1:2026. For each amendment, the original text to be replaced or deleted and, where applicable, the new text is provided below. The amended requirements have also been incorporated into the relevant clauses of this second edition.

PEFC trademarks users remain responsible for ensuring that their use of the PEFC trademarks complies with other applicable legislation.

2. Amendments

7.2.1.1 - Replaced

Original text

The PEFC promotional label is:



Replacement text

The PEFC off-product label may be used with or without an authorised label message listed in Appendix 1.

7.2.1.2 - Replaced

Original text

The generic label message that shall accompany the PEFC promotional label is: “Promoting Sustainable Forest Management”.

Replacement text

When using the off-product label, with or without the label message, it shall be clear:

c) what PEFC is; and

d) how the use of the off-product label relates to the activities covered by the organisation’s PEFC trademarks licence.

Example: The link may relate to the organisation's PEFC certification, sourcing, procurement, production, sale or promotion of PEFC-certified products, membership or partnership, or participation in a PEFC-related project or initiative.

7.2.1.3 - Removed

Original text

Additional label messages for promotional purposes can be found on the Appendix A to this standard.

7.2.1.4 - Removed

Original text

The PEFC off-product label messages may be used for promotional purposes without the PEFC label under the same requirements as the label. In those cases, and whenever the PEFC label is not used close to the message, the PEFC trademarks licence number shall be placed next to the message.

7.2.2.1 - Replaced

Original text

The usage of the PEFC initials off-product is allowed under the same conditions and requirements as the PEFC promotional label. It shall always be accurate and refer to PEFC in the correct terms.

Replacement text

The PEFC initials may be used off-product with or without the PEFC off-product label.

7.2.2.2 - Added

New text

When used off-product, the PEFC initials shall meet the requirements in 7.2.1.2 concerning clarity about PEFC and the link between the trademarks use and the activities covered by the organisation's PEFC trademarks licence.

7.2.2.3 - Added

New text

The PEFC initials shall be used with the PEFC website address and the PEFC trademarks licence number on the same medium, in accordance with 6.2.3.

Example: Where the PEFC initials are used in a brochure, the PEFC website address and PEFC trademarks should appear in the same brochure.

Table 3 - Replaced

Original table

	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

Replacement table

	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	No	No	No
Frame	Yes	Yes	Yes

* The use shall always comply with the requirements 7.1.1.1 and 7.1.1.3. See also requirements 8.3.2 and 8.3.3.

Note: The PEFC website may be omitted only under the exceptional circumstances specified in requirement 8.3.5.

8.3.4 - Replaced

New text

The PEFC label can be used without the label message for promotional purposes whenever it is clear from the context in which the label appears what PEFC stands for.

Replacement text

For promotional purposes, the organisation may use the label message separately from the PEFC label provided that both appear on the same medium.

8.3.5 – Added

New text

The PEFC labels may exceptionally be used without the PEFC website address, subject to prior approval by the PEFC Council, in coordination with the PEFC authorised body that issued the trademarks licence, where:

a) the size of the label required for its intended application would make the website address illegible; or

b) the technology or production process used does not allow the website address to be reproduced legibly together with the PEFC label; or

c) the PEFC website address is displayed legibly elsewhere on the product or its packaging, in information accompanying the product, or in the same off-product medium in which the PEFC label is used, in a manner that clearly links it to the PEFC label and, in consumer-facing contexts, enables consumers to understand the link between them.

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