Module 7: Trademarks rules and requirements, labelling and database

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The **PEFC ST 2001** covers the rules and requirements for users of the **PEFC trademarks**

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.
Two PEFC protected Trademarks

• The PEFC Council owns two trademarks:
  • Initials mark
  • 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
Trademarks usage requirements

• To hold a PEFC trademarks usage licence,

• 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 compliant with national legislations.
## How to get a PEFC usage licence?

<table>
<thead>
<tr>
<th>Chain of custody certified entities</th>
<th>Non-certified entities (retailers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Organisation gets certified against the PEFC Chain of Custody standard</td>
<td>• Organisation gets in touch with the PEFC Member operating in its country</td>
</tr>
<tr>
<td>• After receiving their certificate, the PEFC member in place in their country contacts the organisation to sign the PEFC trademarks usage contract</td>
<td>• Organisation signs the trademarks usage contract with PEFC member operating in their country and gets a licence number</td>
</tr>
<tr>
<td>• Organisation signs the trademarks usage contract with PEFC member operating in its country and gets a licence number</td>
<td>• Organisation gets access to the label generator</td>
</tr>
<tr>
<td>• Organisation gets access to the label generator</td>
<td></td>
</tr>
</tbody>
</table>

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#ForestsareHome
Label generator

- Online tool, only accessible to PEFC licence holders
  - Helps PEFC licence holders to produce PEFC logos and labels in line with the requirement of the PEFC trademarks standard
- A public website, open to everyone: https://labelgenerator.pefc.org/
PEFC Trademarks scope

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
Direct on tangible products
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)
Indirect on-product type B
Difference between direct and indirect usage

Direct usage referring to the certified magazine

Indirect usage referring to certified products in a brochure
Off-product usage
### PEFC Trademarks users

<table>
<thead>
<tr>
<th>PEFC Trademarks users</th>
<th>Direct on-product</th>
<th>Indirect on-product</th>
<th>Off product</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group C</strong>: CoC certified entities</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Group D</strong>: non-certified organisations procuring PEFC certified finished products</td>
<td>❌</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Group D</strong>: non-certified organisations NOT procuring PEFC certified finished products</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
</tbody>
</table>

### Appendix 1 (normative):

**Alternative promotional label messages**

**Table 4: Alternative promotional label messages**

<table>
<thead>
<tr>
<th>Trademarks user group</th>
<th>Message</th>
</tr>
</thead>
</table>
| **Group B** | - Promoting Sustainable Forest Management  
- [Company name] has a 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 [wood/paper/packaging], [company name] is supporting sustainably managed forests globally  
- By sourcing PEFC [wood/paper/packaging], [company name] is supporting sustainably managed forests globally  
- The PEFC logo on our products ensures that our [wood/paper/packaging] comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world. |
| **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 [wood/paper/packaging], [company name] is supporting sustainably managed forests globally  
- By sourcing PEFC [wood/paper/packaging], [company name] is supporting sustainably managed forests globally  
- The PEFC logo on our products ensures that our [wood/paper/packaging] comes from sustainably managed forests, recycled and controlled sources. Every purchase of a PEFC-labelled product makes a difference for forests and forest communities across the world. |
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
Technical requirements / On-product usage

ON-PRODUCT USAGE – TWO LABELS

PEFC Certified
This product is from sustainably managed forests, recycled and controlled sources
www.pefc.org

PEFC Recycled
This product is from recycled sources
www.pefc.org
Technical requirements / On-product usage

ON-PRODUCT

PEFC certified label - requirements

- Minimum 70% certified material content
- Maximum 99,9% recycled material content
Technical requirements / On-product usage

ON-PRODUCT

PEFC certified label – label message requirements

• If no recycled content

• If only material from PEFC certified forests
Technical requirements / On-product usage

ON-PRODUCT

PEFC recycled label - requirements

- 100% material coming from recycled sources
  (as per PEFC’s definition of recycled material)
Technical requirements / On-product usage

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.
Technical requirements / On-product usage

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

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
Graphic requirements

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.
Graphic requirements

COLOURS

PEFC Certified
This product is from sustainably managed forests and controlled sources
www.pefc.org

PEFC Certified
This product is from sustainably managed forests and controlled sources
www.pefc.org

PEFC Certified
This product is from sustainably managed forests and controlled sources
www.pefc.org

PEFC Certified
This product is from sustainably managed forests and controlled sources
www.pefc.org

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Graphic requirements

**ORIENTATION, DIMENSIONS & MINIMUM SIZE**

**Landscape**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org
- 27 mm

**Portrait**
- PEFC Certified
- This product is from sustainably managed forests, recycled and controlled sources
- www.pefc.org
- 15 mm

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

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

### OPTIONAL ELEMENTS

<table>
<thead>
<tr>
<th></th>
<th>PEFC certified label</th>
<th>PEFC recycled label</th>
<th>PEFC off-product label</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEFC logo</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Label name</td>
<td>Yes</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>Label message</td>
<td>Yes *</td>
<td>Yes*</td>
<td>Yes*</td>
</tr>
<tr>
<td>PEFC website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Frame</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
PEFC Trademarks non-standard usage

- Requires written approval by PEFC International
Examples of wrong label usage

- Do not alter the font or the label context.
- Do not change the proportions of the label elements.
- Do not stretch the label in any way.
- Respect the distance between the elements of the label.
- Do not use the promotional label on product.
- Do not use or remove elements which are not allowed to be removed.
- Do not use missing PEFC label.
- Respect minimum distance between the label and other labels, and elements around the label.
Module 7: Quizz

Q7.1. Arterix, a PEFC-certified furniture manufacturer, wants to use the PEFC label on its finished products. Does PEFC require a minimum percentage of certified content for using the PEFC on-product label?

• Yes, the minimum percentage for using the PEFC on-product label is 70% certified content.
• No, there is no minimum percentage for the use of the PEFC on-product label.
• Yes, the minimum percentage for using the PEFC on-product label is 50% certified content.

Q7.2. Greenstuff, an online retailer, wants to advertise the PEFC-certified products that are available on its platform. What are they allowed to do?

• Copy PEFC logos on Google and paste them on the product pages when they think the product is PEFC certified.
• Use the PEFC on-product label with Greenstuff’s own licence number on the webpages of the products that are PEFC certified.
• Use the PEFC off-product label with the message “Greenstuff offers PEFC certified products”

Q7.3. Who can access the PEFC Label Generator and when should it be used?

• Only PEFC chain of custody certified entities and for on-product usages
• By anyone who wants to use the PEFC labels on and off product
• Only by PEFC trademarks licence holders and for on and off products usages
Q7.1: Yes, the minimum percentage for using the PEFC on-product label is 70% certified content.

Q7.2:
- Use the PEFC on-product label with Greenstuff's own licence number on the webpages of the products that are PEFC certified.
- Use the PEFC off-product label with the message “Greenstuff offers PEFC certified products”

Q7.3: Only by PEFC trademarks licence holders and for on and off products usages