



# WHY LABELS MATTER: THE BUSINESS CASE FOR USING THE PEFC LABEL

**“ Consumers [...] look to certification seals or labels on product packaging as the most trusted source of information about whether a product is environmentally and socially responsible. ”**

The Regeneration Consumer Study

The Glenrothes is bottled only when at its peak of perfection and ready to be savoured. This philosophy is embodied in our limited release Vintages as well as in our Reserve selections: each a marriage of mature Glenrothes from different years.

At The Glenrothes we know we alone cannot save the rainforests, but we do try to reduce our impact on the environment where we can. The board for our cartons is made from 100% primary unbleached fibre from sustainable forests.



PEFC, the Programme for the Endorsement of Forest Certification, is **the world's leading forest certification system.**

More than 250 million hectares of forests are certified to PEFC's internationally recognized Sustainability Benchmarks, supplying almost 16,000 Chain of Custody certified companies with responsibly sourced timber and wood-based products such as packaging.

PEFC was founded by **small- and family forest owners** to demonstrate excellence in sustainable forest management.

**“ Global forest products companies of the World Business Council for Sustainable Development (WBCSD) recognize that reducing forest loss and degradation is a global societal priority requiring immediate and concerted action. WBCSD members are committed to promote certification to forest owners, encouraging full utilization of existing forest certification systems, such as PEFC, throughout the forest products value chain. ”**

James Griffiths, Managing Director, WBCSD

# SUSTAINABLE PACKAGING & CERTIFICATION

Packaging is used everywhere; it is essential for protecting products on their journey from factory to store and eventually to people's homes. Packaging contains, preserves, protects, transports, and communicates – and **consumers expect packaging to be responsibly-sourced, with minimal impact on the environment and the world's forests.**

Leading companies recognize the important role they can play in meeting consumer expectations. The Consumer Goods Forum (CGF), one of the largest global industry networks that brings together more than 400 retailers and manufacturers, has pledged to achieve zero net deforestation by 2020. In support of its goal, the CGF has published guidelines recognizing the importance of sourcing forest products sustainably, encouraging companies to purchase products certified by, among others, PEFC, to help promote sustainable forest management.

Under the umbrella of the World Business Council for Sustainable Development (WBCSD), 26 of the world's leading companies along the forest products value chain have issued a leadership statement, committing them to significantly scale up sustainable forest management, support and promote the expansion of forest certification, and grow markets for certified products.



PEFC, the Programme for the Endorsement of Forest Certification, is the world's leading forest certification system and the system of choice for small and family forest owners. Globally, hundreds of thousands of forest owners – smallholders, communities, public authorities and companies – have their responsible forest management practices certified to PEFC.

PEFC's distinctive 'green trees' logo transcends language barriers, making it a truly global brand.

# WHY LABELS MATTER



## Labels communicate trust

Environmental labels allow companies to visibly communicate their commitment to responsible sourcing. This is becoming ever more important as consumers are increasingly conscious of the impact of their buying decisions.

According to the first PEFC/ GfK Global Consumer Survey, an overwhelming majority of consumers globally - more than 80% - want companies to use labels on products. 30% of all consumers said they actively look for forest certification labels, with the PEFC label the most trusted global forest certification label<sup>1</sup>.

## Labels such as PEFC's impact brand consideration.

77% of consumers said that an environmentally sound packaging makes them more likely to consider a brand, according to Tetra Pak's Environment Research 2015<sup>2</sup>.

## The PEFC label demonstrates responsibility

PEFC is an independent, not-for-profit organization promoting sustainable forest management through the certification of forests and the products that come from them. This is done through two separate but linked processes:

- **Sustainable Forest Management certification** assures that forests are managed in line with challenging environmental, social, and economic requirements – balancing people, planet and profit.
- **Chain of Custody certification** tracks wood from sustainable sources to the final product. It demonstrates that each step of the supply chain is closely monitored through independent auditing to ensure that unsustainable sources are excluded.

Certification is only awarded after independent third party audits have verified compliance with PEFC's globally recognized Sustainability Benchmarks.

The **PEFC label is exclusively available on PEFC-certified products**, enabling consumers to clearly recognize and distinguish products and packaging that are made from responsibly sourced raw materials.

<sup>1</sup> [treee.es/consumer-survey](http://treee.es/consumer-survey)

<sup>2</sup> [treee.es/env-research-2015](http://treee.es/env-research-2015)

**“ PEFC is the certification system of choice for small- and family forest owners globally. Many of them, like me, look for the PEFC label on products to see if the manufacturer is supporting us in our good work and endeavour to take care of our forests for future generations. ”**

Lorenz Klein von Wisenberg,  
International Family Forestry Alliance

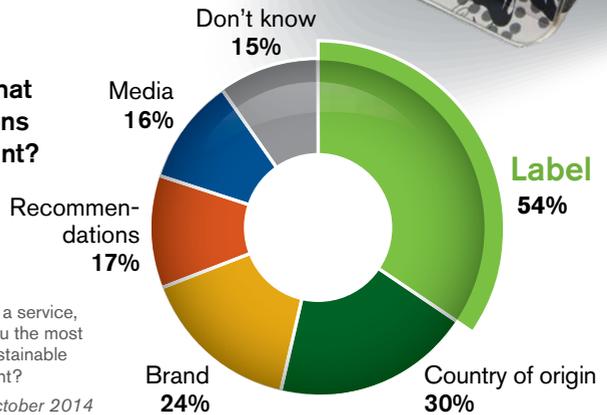


**What reassures you most that environmental considerations have been taken into account?**  
(% of consumers)

Base: 1,000 men and women aged 16+ years per country.

Question: When purchasing a product or a service, which of the following criteria reassure you the most that environmental considerations and sustainable development have been taken into account?

PEFC/GfK Global Consumer Survey, October 2014



**PEFC Sustainability Benchmarks for Forest Management include requirements on environmental, social, economic and ethical issues:**

- Maintenance, conservation and enhancement of ecosystem biodiversity;
- Protection of ecologically important forest areas;
- Prohibition of forest conversions;
- Prohibition of genetically modified trees and most hazardous chemicals;
- Exclusion of certification of plantations established by conversions;
- Recognition of free, prior and informed consent (FPIC);
- Provisions for consultation with local people and stakeholders;
- Respect for property and land tenure rights as well as customary and traditional rights;
- Promotion of the health and well-being of forest communities;
- Respect for the multiple functions of forests to society;
- Compliance with all fundamental ILO conventions and occupational health and safety requirements.

# HOW PEFC CERTIFICATION CAN BENEFIT YOUR BUSINESS

## Meet expectations

- **With labels being the most trusted source of information by consumers** about whether a product is environmentally and socially responsible, the PEFC label on your packaging demonstrates to your customers that you are addressing their expectations.
- These expectations are also reflected in procurement policies by many forward-thinking governments and leading companies alike that specify certification as a key requirement.

## Secure supply

- As PEFC is the world's largest source of certified sustainably managed forests, using PEFC enables you to **secure your supply of responsibly-sourced material** and provides you with the assurance that the raw material used in your packaging originates from legal and sustainable sources.

## Position your business

- The PEFC label allows consumers and customers alike to **instantly recognize and value your company's commitment to sustainability**, with each interaction with your product.



# PROVIDE YOUR CUSTOMERS WITH A RESPONSIBLE CHOICE

Your customers trust you to source packaging and other forest-based material responsibly. You can demonstrate your company's commitment to responsible sourcing and safeguard the world's forests for future generations by:

- Developing and implementing a **procurement policy which recognizes or requires PEFC certification** for packaging and products (see [treee.es/sample-proc](http://treee.es/sample-proc))
- Encourage your suppliers to be **PEFC Chain of Custody certified and to provide you with PEFC-certified material**
- Obtain PEFC Chain of Custody certification for your company
- **Use the PEFC label on your product packaging** to communicate and demonstrate your commitment to sustainability
- Take advantage of PEFC's support, including personalized service, training, online label generator, and promotional materials.



*PEFC's distinctive 'green trees' logo transcends language barriers, making it a truly global brand.*



**More than 80% of consumers believe that companies which use environmental and sustainability claims for advertising purposes should be able to prove them.**  
**Four out of five consumers consider independent certification programmes such as PEFC's to provide such proof.** ”

Survey by the Association for Consumer Research (GfK)  
on behalf of PEFC Deutschland e.V.

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