

# The PEFC Label Generator

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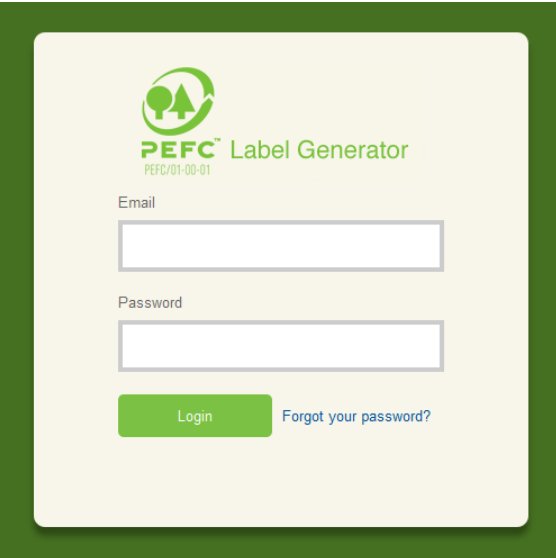
- The PEFC Label Generator makes it easier and quicker for companies, forest owners and uncertified entities to create PEFC labels.
- This easy-to-use and intuitive online tool creates PEFC labels in a matter of minutes and provides everything needed to put a PEFC label on products or promotional materials.
- The PEFC logo and labels are globally trusted marks, assisting businesses, consumers, forest owners and managers, and other stakeholders in identifying and promoting merchandise and goods from forests that are managed sustainably.

# User Groups

- The PEFC Label Generator is available for:
  - Chain of Custody Certified Companies
  - SFM Certified Forest Owners/Managers
  - Uncertified Users
- This guide covers all options available on the Label Generator
- You may not have access to all these options as some are only available to specific user types
- You will have access to all the options that correspond with your user group

# Login

To log in, go to <http://label.pefc.org> and type in your email and password.

A screenshot of the PEFC Label Generator login interface. The form is centered on a dark green background. It features the PEFC logo at the top, followed by the text 'PEFC Label Generator' and 'PEFC 701-00-01'. Below this are two input fields: 'Email' and 'Password'. At the bottom, there is a green 'Login' button and a blue link for 'Forgot your password?'.

PEFC<sup>®</sup> Label Generator  
PEFC 701-00-01

Email

Password

Login [Forgot your password?](#)

If you do not yet have your account information, please contact Giovanni Tribbiani at [logo@pefc.it](mailto:logo@pefc.it)

# Homepage

## Create your labels on the Homepage

All the options available for the label - go through every one choosing the option which suits your requirements

The question mark on the right gives you information about each option

Label

PEFC Certified PEFC Recycled PEFC Promotional

☒ Certified ☐ Recycled ☐ Promotional

Language ?

Color Options ?

Appearance/Frame ?

Orientation ?

Alternatives Options

Mobius Loop ( only for the PEFC Recycled label ) ?

Alternative Claim ?

One-line label ?

Omissions of Optional Elements ?

Website ?

Preview of your label

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

PEFC

PEFC/XX-XX-XX

www.pefc.org

DOWNLOAD

Every time you change an option, the label preview will change to match your choice

When you are happy with the label, click **Download** and give the label a name in the box that appears. After a few seconds you will receive your new label as PNG and PDF files.

# Label

## Choose your label type

- PEFC differentiates between three types of labels.
- The **PEFC Certified** and **PEFC Recycled** labels are available for on-product use, while the **Promoting PEFC Certification** label is available for off-product use.

The screenshot displays the PEFC label creation tool. On the left, under the 'Label' tab, three main options are shown: 'Certified' (selected), 'Recycled', and 'Promotional'. Below these are expandable sections for 'Language', 'Color Options', 'Appearance/Frame', and 'Orientation'. A section titled 'Alternatives Options' includes 'Mobius Loop (only for the PEFC Recycled label)', 'Alternative Claim', 'One-line label', 'Omissions of Optional Elements', and 'Website'. On the right, a 'Preview of your label' shows a sample 'PEFC Certified' label. The label features the PEFC logo, the text 'PEFC Certified', a description of sustainable management, the certification number 'PEFC/XX-XX-XX', and the website 'www.pefc.org'. A blue 'INFORMATION ONLY' stamp is overlaid on the top left of the label preview. A 'DOWNLOAD' button is located at the bottom right of the preview area.

# Language

## Choose your language

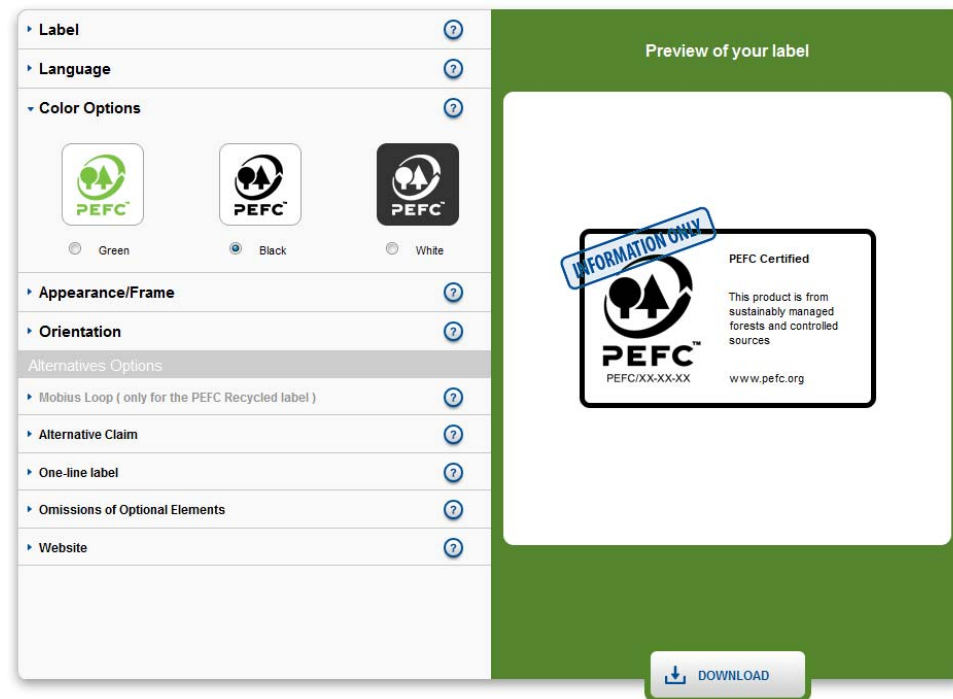
- Select the language in which the claim and claim text should appear.
- If your desired language is not listed, please contact [logo@pefc.it](mailto:logo@pefc.it) for further information.

The screenshot displays the PEFC label design tool. On the left is a sidebar menu with the following items: 'Label', 'Language' (with a dropdown menu showing 'en'), 'Color Options', 'Appearance/Frame', 'Orientation', 'Alternatives Options' (a sub-header), 'Mobius Loop ( only for the PEFC Recycled label )', 'Alternative Claim', 'One-line label', 'Omissions of Optional Elements', and 'Website'. Each item has a question mark icon. On the right is a 'Preview of your label' area showing a green-bordered label. The label features the PEFC logo, the text 'PEFC Certified', and a description: 'This product is from sustainably managed forests and controlled sources'. A blue diagonal banner with the text 'INFORMATION ONLY' is overlaid on the logo. At the bottom right of the preview area is a 'DOWNLOAD' button with a download icon.

# Color Options

## Choose the color

- The PEFC label is available in three color options: green, black and white.
- PEFC encourages the use of the green label.





# Appearance/Frame

## Border or no border?

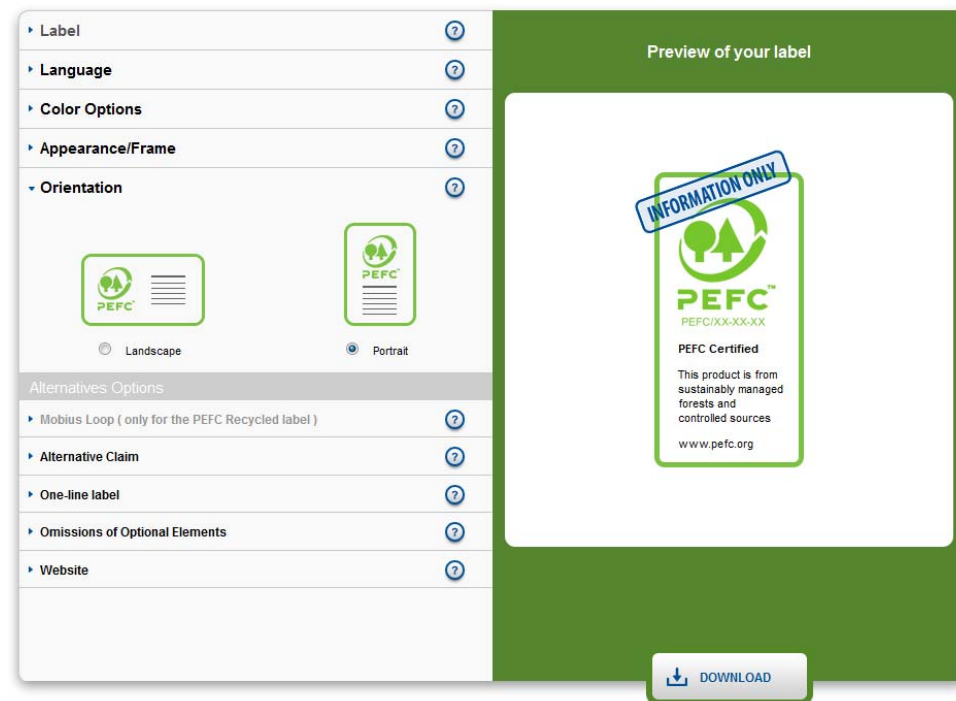
- Depending on your needs, please choose either the framed or the unframed version.
- PEFC encourages the use of the framed version.
- The label must be surrounded by clear space to ensure it remains easily recognizable.

The screenshot shows the PEFC label design tool interface. On the left is a sidebar with a menu containing: Label, Language, Color Options, Appearance/Frame (selected), Orientation, Alternatives Options, Mobius Loop (only for the PEFC Recycled label), Alternative Claim, One-line label, Omissions of Optional Elements, and Website. The 'Appearance/Frame' section is active, showing two options: 'Framed' (selected with a radio button) and 'Unframed'. Below these are icons for each option. To the right of the sidebar is a large preview area titled 'Preview of your label'. It displays a sample of the framed PEFC label. The label features the PEFC logo, a blue 'INFORMATION ONLY' stamp, and the text: 'PEFC Certified', 'This product is from sustainably managed forests and controlled sources', and 'www.pefc.org'. At the bottom right of the preview area is a 'DOWNLOAD' button with a download icon.

# Orientation

## Portrait or landscape?

- The PEFC Certified and PEFC Recycled labels are available in both landscape as well as in portrait.
- The Promoting PEFC Certification label is only available in portrait.



# Mobius Loop

## Do you want a Mobius loop?

- The **PEFC Recycled label** can optionally be used with the Mobius loop, in compliance with ISO/IEC 14 021.

Label

Language


Color Options

Appearance/Frame


Orientation

Alternatives Options

Mobius Loop ( only for the PEFC Recycled label )



☒ YES



☐ NO

Alternative Claim


One-line label


Omissions of Optional Elements

Website

Preview of your label

INFORMATION ONLY

  
PEFC  
PEFC/XX-XX-XX



PEFC Recycled  
  
This product is from  
recycled and controlled  
sources  
  
www.pefc.org

DOWNLOAD

# Alternative Claim

## Change the claim on the label

- The term “This product is” may be customized and be replaced with the product name or category (e.g. “This toilet paper is”).
- You may also opt to include or exclude the term “recycled” from the standard claim of the PEFC certified label.

The screenshot displays the PEFC label customization tool. On the left, a sidebar lists various customization options: Label, Language, Color Options, Appearance/Frame, Orientation, and Alternatives Options. Under 'Alternatives Options', the 'Alternative Claim' section is active, showing a text input field with the placeholder 'This toilet paper is', an 'OK' button, and a character count of '20 / 100 Characters'. A checkbox labeled 'Remove recycled word' is checked. Other options like 'Mobius Loop', 'One-line label', 'Omissions of Optional Elements', and 'Website' are also listed. On the right, a 'Preview of your label' shows a green-bordered label with the PEFC logo, a blue 'INFORMATION ONLY' banner, and the text: 'PEFC Certified', 'This toilet paper is from sustainably managed forests, controlled sources', and 'www.pefc.org'. A 'DOWNLOAD' button is at the bottom right of the preview area.

# One-line label

## Do you need a very small label?

- The one-line label represents the smallest possible label option.
- Use is encouraged in cases where using the standard PEFC label would hamper readability.

The screenshot displays the PEFC label design tool interface. On the left, a sidebar contains a list of configuration options: Label, Language, Color Options, Appearance/Frame, Orientation, Alternatives Options, Mobius Loop (only for the PEFC Recycled label), Alternative Claim, One-line label, Omissions of Optional Elements, and Website. The 'One-line label' option is selected, and a small preview of the one-line label is shown below it. On the right, a large green box titled 'Preview of your label' shows the final design. The design features the PEFC logo, a blue 'INFORMATION ONLY' stamp, and the text 'PEFC™ XX-XX-XXXXX'. A 'DOWNLOAD' button is located at the bottom right of the preview area.

# Omissions of Optional Elements

## Some elements can be removed

- Certain elements may be omitted if they were to be unreadable or if placing them on the product would not be feasible.
- Note: if you remove any elements, the label will become portrait.

The screenshot displays the PEFC label design tool interface. On the left, a configuration panel lists various elements that can be included or omitted from the label. The 'Omissions of Optional Elements' section is expanded, showing three icons representing different label layouts. Below these icons, there are checkboxes for 'Label name', 'Label claim', and 'Website'. The 'Website' checkbox is checked. On the right, a 'Preview of your label' shows a portrait-oriented label with the PEFC logo, a blue 'INFORMATION ONLY' banner, and the text 'PEFC Certified' and 'This product is from sustainably managed forests and controlled sources'. A 'DOWNLOAD' button is located at the bottom right of the preview area.

Label	?
Language	?
Color Options	?
Appearance/Frame	?
Orientation	?
Alternatives Options	
Mobius Loop ( only for the PEFC Recycled label )	?
Alternative Claim	?
One-line label	?
Omissions of Optional Elements	?
<input type="checkbox"/> Label name <input type="checkbox"/> Label claim <input checked="" type="checkbox"/> Website	
Website	?

Preview of your label

INFORMATION ONLY

PEFC™  
PEFC/XX-XX-XX

PEFC Certified

This product is from sustainably managed forests and controlled sources

DOWNLOAD


# Website

## Do you need a different website?

- Change the website address to one of the national PEFC members.
- The list of available websites is in the drop-down box.

Label	?
Language	?
Color Options	?
Appearance/Frame	?
Orientation	?
Alternatives Options	
Mobius Loop ( only for the PEFC Recycled label )	?
Alternative Claim	?
One-line label	?
Omissions of Optional Elements	?
Website	?
<input type="text" value="www.pefc-france.org"/>	

Preview of your label



PEFC Certified

This product is from sustainably managed forests and controlled sources

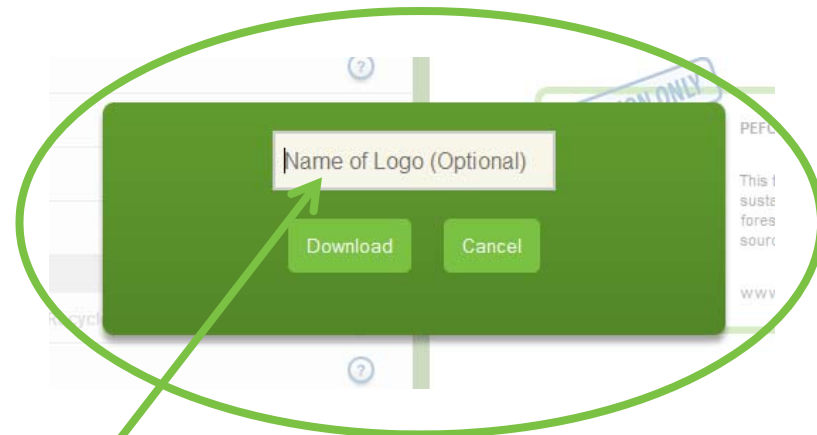
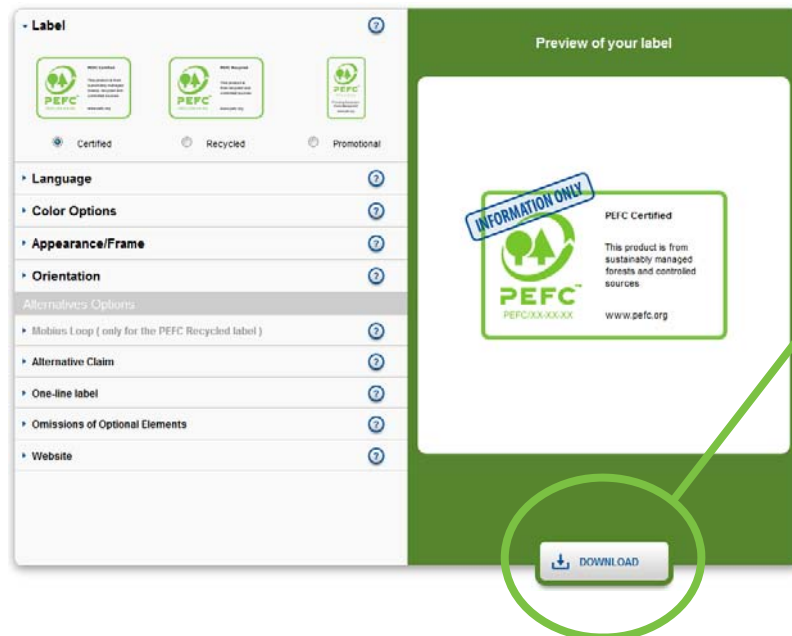
www.pefc-france.org

DOWNLOAD

# Finished?

## When your label is ready click Download

- Type the name of the label in the box that appears.

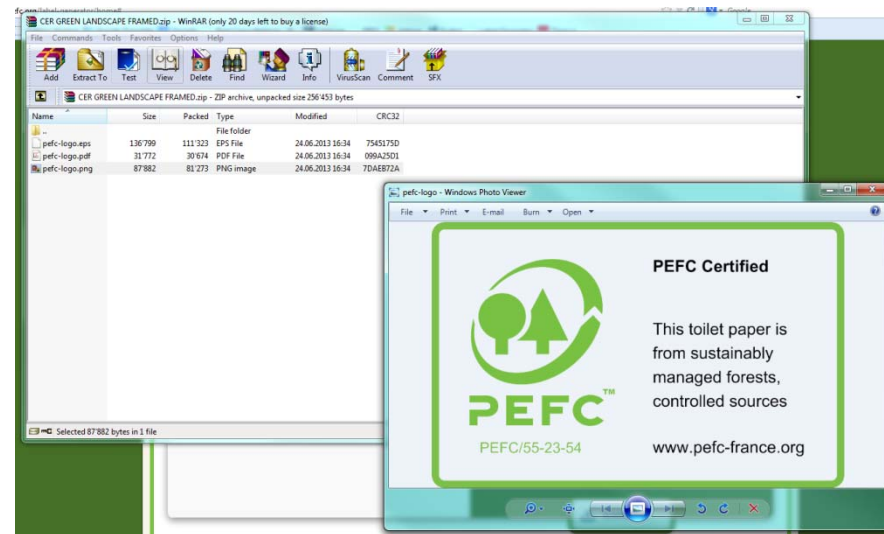




# New Label

**The new label is ready after a few seconds**

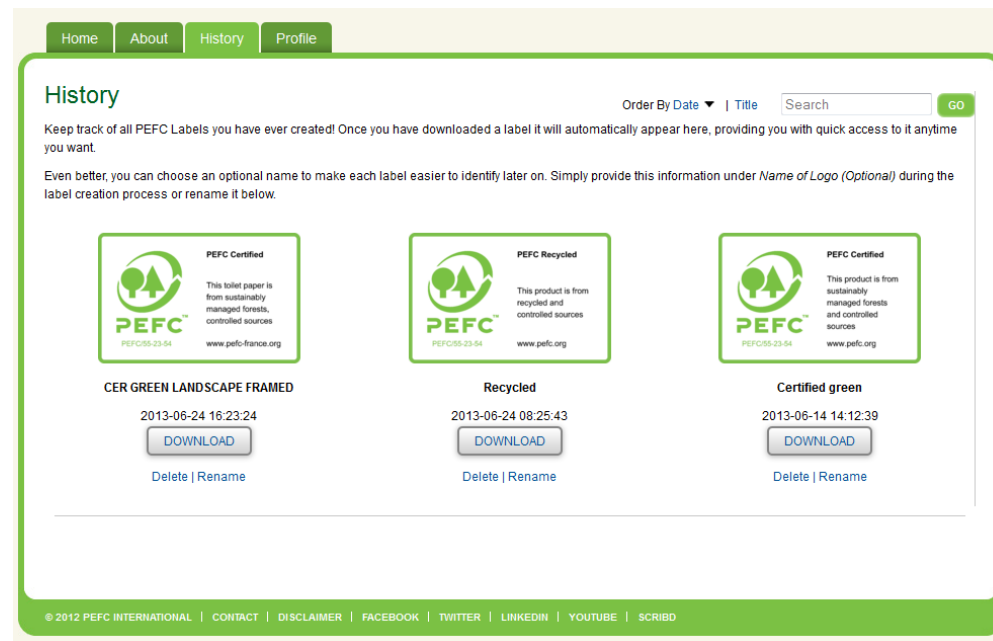
- Open or save the folder.
- The label is provided as a PNG and a PDF.



# History

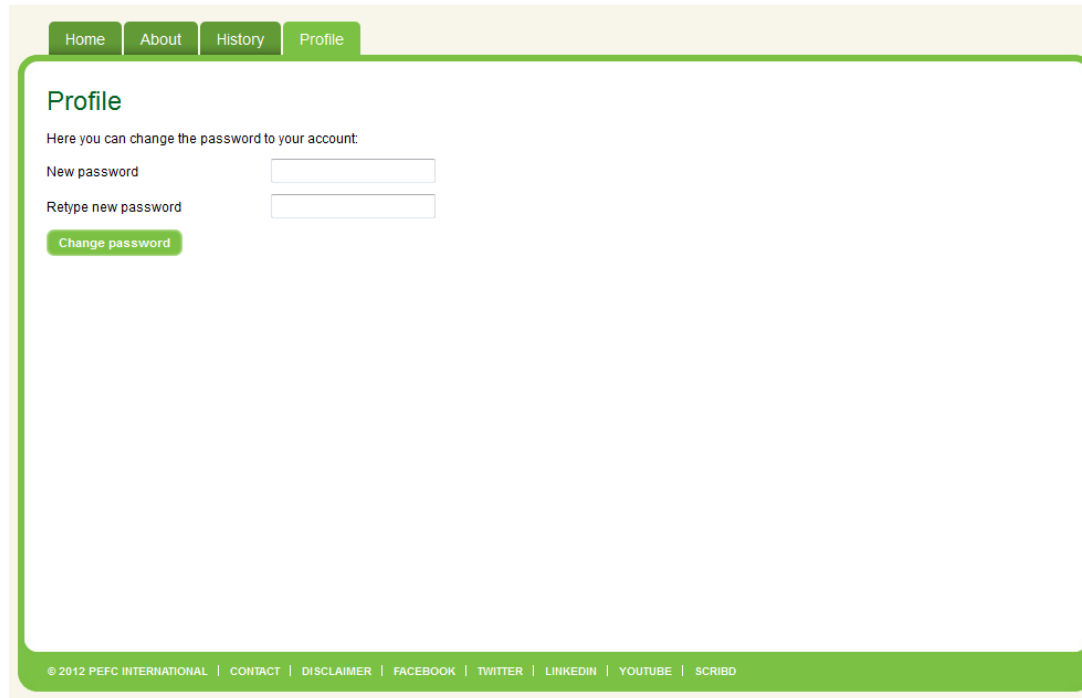
## All created labels are saved on the History page

- Download your labels at any time and from any where.
- Rename the labels.
- Delete the labels.



# Profile

## Change your password on the Profile page



The screenshot shows a web interface for the PEFC Profile page. At the top, there is a navigation bar with four tabs: Home, About, History, and Profile. The Profile tab is currently selected. Below the navigation bar, the page title "Profile" is displayed. Underneath the title, a message states: "Here you can change the password to your account:". This is followed by two input fields: "New password" and "Retype new password". Below these fields is a green button labeled "Change password". At the bottom of the page, there is a footer containing copyright information and links to various resources.

Home About History Profile

### Profile

Here you can change the password to your account:

New password

Retype new password

[Change password](#)

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# About

## Find out more about PEFC on the About page

- Browse the PEFC brochures on Logo usage, Chain of Custody and promoting sustainable forest management.

### Label Generator - About

#### About

The PEFC logo and labels are globally trusted marks, assisting businesses, consumers, forest owners and managers, and other stakeholders in identifying and promoting merchandise and goods from forests that are managed sustainably.

The demand for PEFC certification has constantly increased over the past years, with an increasing number of companies recognizing the value of sourcing responsibly, and demonstrating this to their customer and consumers by using the PEFC label.

The PEFC Label Generator is designed to assist you in creating the PEFC Label, in line with the requirements outlined in the [PEFC Logo Usage Rules](#) and the [PEFC Logo Usage Toolkit](#).

Using the logo and label enables companies and forest owners to:

- demonstrate commitment to sustainable development and corporate social responsibility
- attract environmentally and socially-minded customers and consumers
- help generate demand for products from PEFC-certified forests
- highlight engagement in sustainable forest management

Please remember that you are only permitted to use the PEFC Label if you have obtained a logo license.

#### Resources



[PEFC Logo Usage Toolkit \(Second Edition, December 2010\)](#)

This toolkit is designed for on-product labelling for companies that have been certified to PEFC ST 2002:2013. The Toolkit is designed to assist logo users in applying the logo and labels consistently in terms of design and layout.



[PEFC Logo Usage Rules \(PEFC ST 2001:2008 v2\)](#)

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



[PEFC Chain of Custody Certification - The Key to Selling Certified Products](#)

This publication is intended to help companies familiarize themselves with the most essential elements of PEFC Chain of Custody certification and requirements for using the PEFC logo and labels.



[Project Chain of Certification: One Project, One Message](#)

This brochure provides a technical overview of Project Chain of Custody as well as a detailed explanation of the process and steps required to achieve Project Chain of Custody certification.



[Passing it Along: Communicating Chain of Custody to Suppliers and Customers](#)

This document explains how companies can best utilize PEFC in their marketing and communication activities. It suggests how to communicate the benefits to customers and suppliers.



[Promoting Sustainable Forest Management - Introducing PEFC's Unique Approach to Forest Certification](#)

This brochure highlights what makes PEFC the certification system of choice for stakeholders globally.

If you need any help or have any questions regarding the PEFC Label Generator please contact Giovanni Tribbiani at [logo@pefc.it](mailto:logo@pefc.it)

# HELP

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