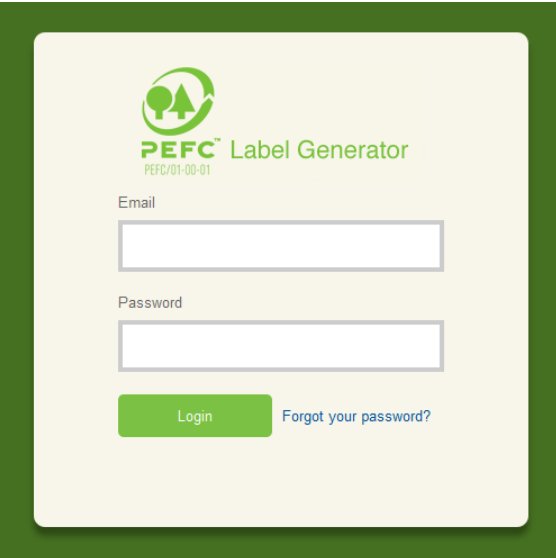# The PEFC Label Generator

The PEFC Label Generator

- 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.

If you do not yet have your account information, please contact Giovanni Tribbiani at 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

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.

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 for further information.

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.
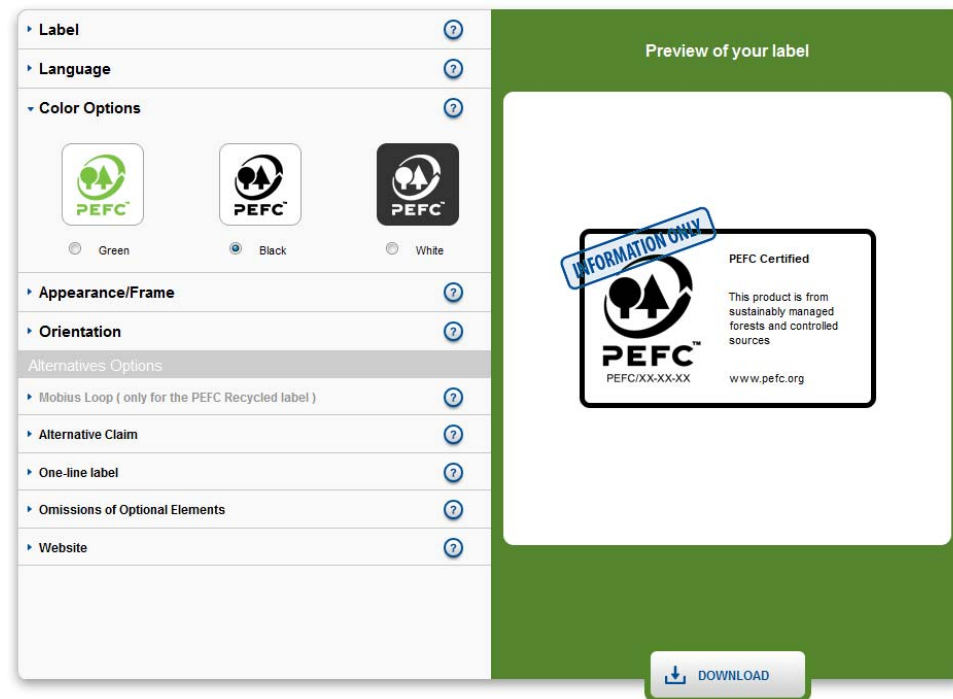
Appearance/Frame

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.

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.
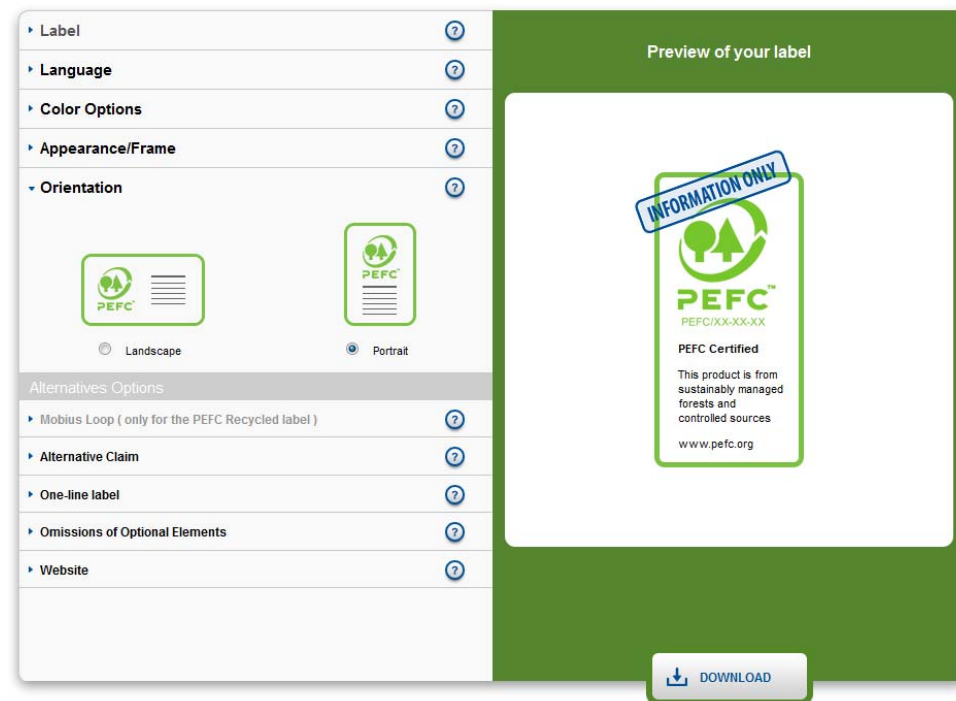
Mobius Loop

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.

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.

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.

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.

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.

Finished?

When your label is ready click Download

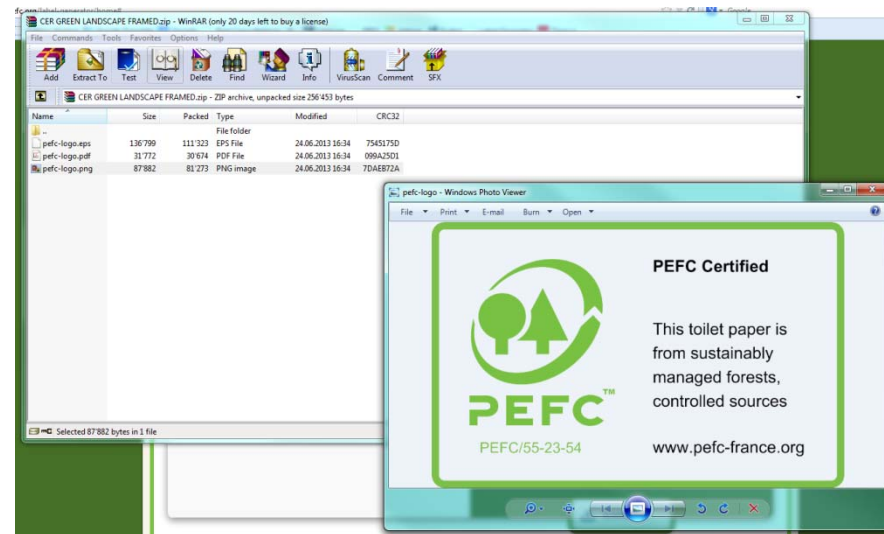- Type the name of the label in the box that appears.
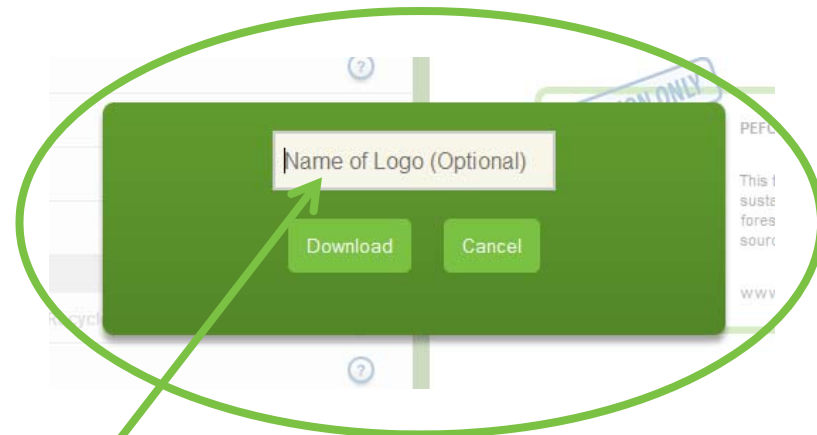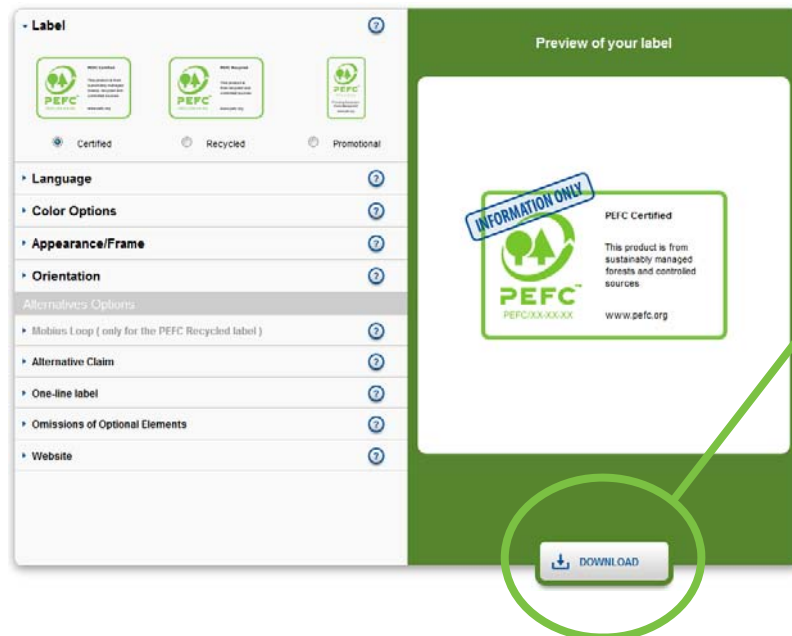
New Label

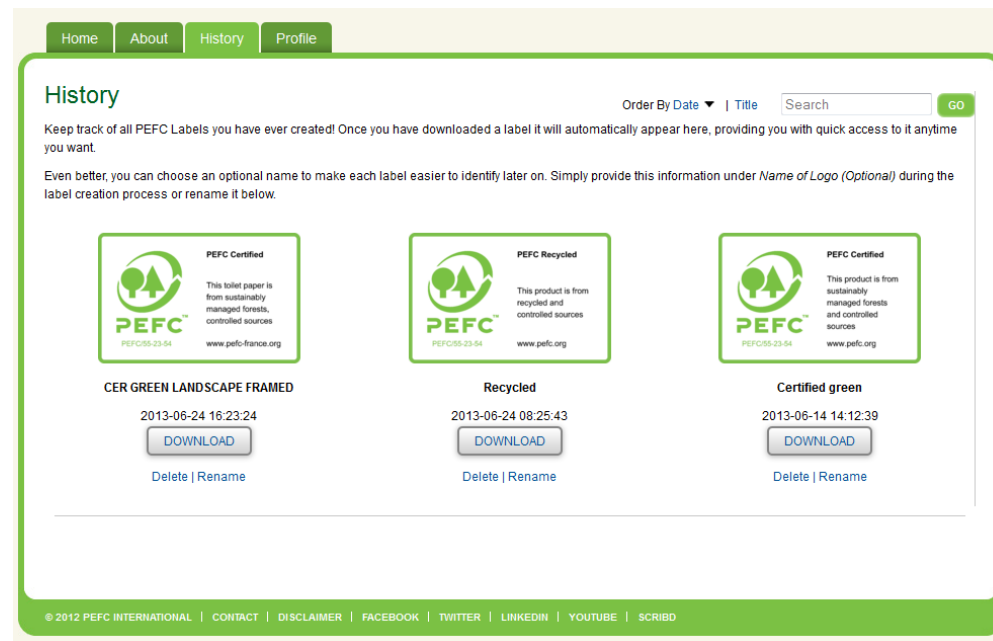**The new label is ready after a few seconds**

- Open or save the folder.

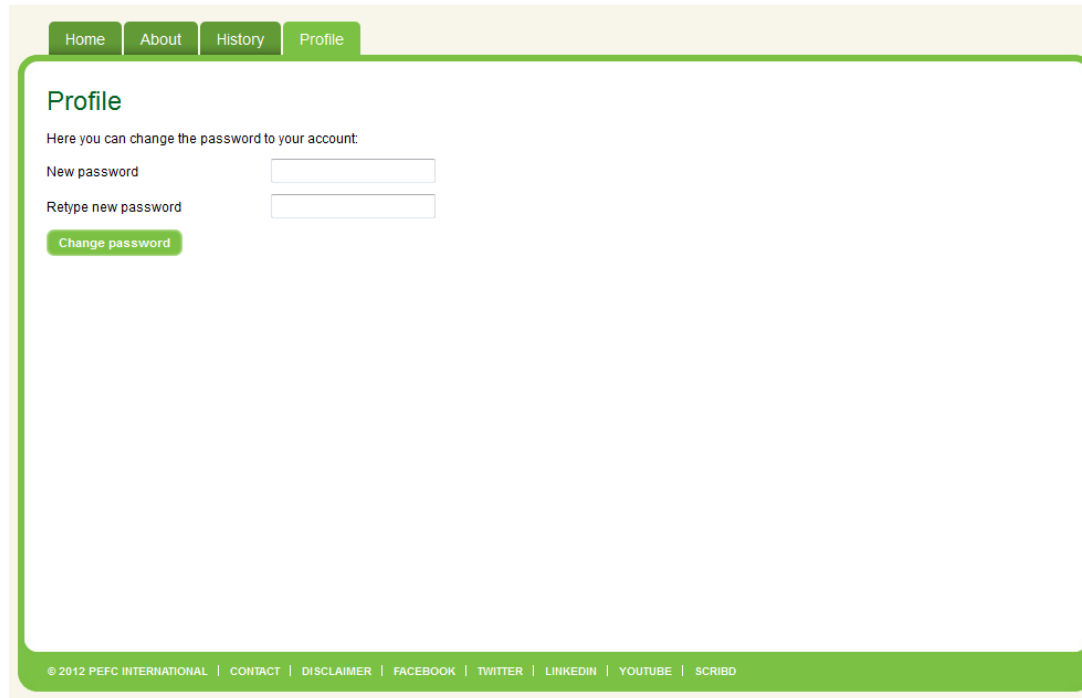- The label is provided as a PNG and a PDF.

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

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.

If you need any help or have any questions regarding the PEFC Label Generator please contact Giovanni Tribbiani at logo@pefc.it

HELP

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