

The PEFC Label Generator

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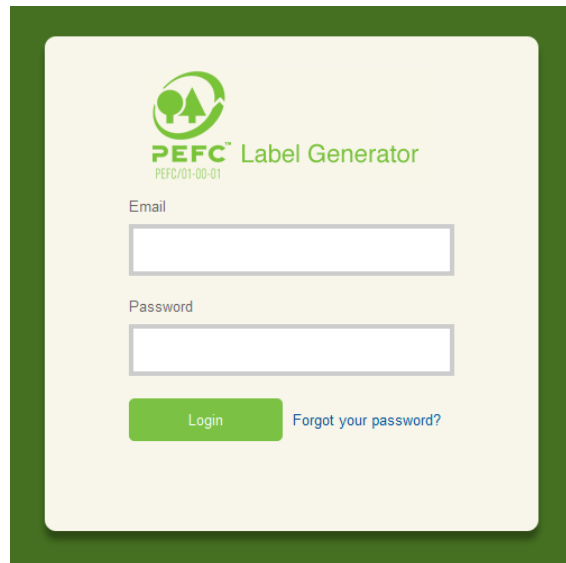
- The PEFC Label Generator makes it easier and quicker for companies, forest owners and uncertified entities to create PEFC labels.
- This easy-to-use and intuitive online tool creates PEFC labels in a matter of minutes and provides everything needed to put a PEFC label on products or promotional materials.
- 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 page. The page has a light beige background with a dark green border. At the top center is the PEFC logo, which consists of a green circle containing a stylized tree and a recycling symbol. Below the logo, the text "PEFC Label Generator" is displayed in green, with "PEFC 01-00-01" in smaller text underneath. Below the logo and text are two input fields: "Email" and "Password". The "Email" field is a simple white rectangle with a grey border. The "Password" field is a white rectangle with a grey border and a small eye icon on the right side. Below the input fields are two buttons: a green "Login" button and a blue "Forgot your password?" link.

If you do not yet have your account information, please contact Hannah Price at hannah.price@pefc.org

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.

The screenshot shows a web-based interface for designing a PEFC label. On the left, there are three label type options: **PEFC Certified** (selected), **PEFC Recycled**, and **PEFC Promotional**. Below these are several configuration menus: **Language**, **Color Options**, **Appearance/Frame**, **Orientation**, **Alternatives Options** (with sub-options for Mobius Loop, Alternative Claim, One-line label, Omissions of Optional Elements, and Website), and a **DOWNLOAD** button at the bottom right.

On the right, a **Preview of your label** shows a green-bordered label design. It features the PEFC logo with a blue diagonal banner that says "INFORMATION ONLY". To the right of the logo, the text reads: "PEFC Certified", "This product is from sustainably managed forests and controlled sources", and "www.pefc.org".

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 technical@pefc.org for further information.

The screenshot displays the PEFC label configuration interface. On the left is a settings menu with the following options, each with a help icon (question mark in a circle):

- Label
- Language (with a dropdown menu showing 'en')
- Color Options
- Appearance/Frame
- Orientation
- Alternatives Options (greyed out)
- Mobius Loop (only for the PEFC Recycled label)
- Alternative Claim
- One-line label
- Omissions of Optional Elements
- Website

On the right is a preview area titled "Preview of your label" showing a sample label. The label features the PEFC logo (a green tree and globe) with the text "PEFC Certified" and "This product is from sustainably managed forests and controlled sources". A blue diagonal banner over the logo reads "INFORMATION ONLY". Below the logo is the text "PEFC™" and "PEFC/XX-XX-XX". To the right of the logo is the text "www.pefc.org". 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.

The screenshot displays the PEFC label design tool interface. On the left, a sidebar menu includes sections for '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 'Color Options' section is active, showing three radio button options: 'Green' (unselected), 'Black' (selected), and 'White' (unselected). Above these options are three preview icons for the PEFC logo in green, black, and white. On the right, a 'Preview of your label' window shows a sample of the black PEFC label. The label features the PEFC logo, the text 'PEFC Certified', 'This product is from sustainably managed forests and controlled sources', and '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.

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 displays the PEFC label design tool interface. On the left, a sidebar menu lists various settings: Label, Language, Color Options, Appearance/Frame, Orientation, and Alternatives Options. The 'Appearance/Frame' section is currently selected and shows two options: 'Framed' (selected with a radio button) and 'Unframed'. Below this, there are links for 'Mobius Loop (only for the PEFC Recycled label)', 'Alternative Claim', 'One-line label', 'Omissions of Optional Elements', and 'Website'. On the right, a large green panel titled 'Preview of your label' shows a sample of the framed PEFC label. The label features the PEFC logo, a blue 'INFORMATION ONLY' banner, and the text: 'PEFC Certified', 'This product is from sustainably managed forests and controlled sources', and 'www.pefc.org'. A 'DOWNLOAD' button is located at the bottom right of the preview area.

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.

The screenshot displays the PEFC label design tool interface. On the left, a sidebar contains a list of settings: Label, Language, Color Options, Appearance/Frame, and Orientation. The Orientation section is expanded, showing two options: Landscape (selected with a radio button) and Portrait (selected with a radio button). Below this, there are sections for 'Alternatives Options' including Mobius Loop, Alternative Claim, One-line label, Omissions of Optional Elements, and Website. On the right, a large green panel titled 'Preview of your label' shows a vertical label design. The label features the PEFC logo, the text 'PEFC Certified', and a disclaimer: 'This product is from sustainably managed forests and controlled sources www.pefc.org'. A blue diagonal banner with the text 'INFORMATION ONLY' is overlaid on the top left of the label. At the bottom right of the preview panel, there is a 'DOWNLOAD' button with a download icon.

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 Recycled

PEFC Recycled
PEFC/XX-XX-XX

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 a web-based interface for customizing a PEFC label. On the left, a sidebar menu 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 in the sidebar include 'Mobius Loop (only for the PEFC Recycled label)', 'One-line label', 'Omissions of Optional Elements', and 'Website'. On the right, a 'Preview of your label' window 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 located 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 lists various options for label customization, including Label, Language, Color Options, Appearance/Frame, Orientation, and Alternatives Options. Under Alternatives Options, the 'One-line label' option is selected, indicated by a checked checkbox. The main preview area on the right shows a preview of the selected one-line label, which is a small green label with the PEFC logo and the text 'INFORMATION ONLY' and 'PEFC XX-XX-XXXXX'. A 'DOWNLOAD' button is visible 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 list of optional elements is shown with expandable arrows and help icons. The elements include: Label, Language, Color Options, Appearance/Frame, Orientation, Alternatives Options (with sub-options: Mobius Loop (only for the PEFC Recycled label), Alternative Claim, One-line label, and Omissions of Optional Elements), and Website. Under 'Omissions of Optional Elements', there are three icons representing different label layouts. Below these icons are checkboxes for 'Label name', 'Label claim', and 'Website', with 'Website' checked. On the right, a preview window titled 'Preview of your label' shows a vertical label design. The label features a blue 'INFORMATION ONLY' banner at the top, the PEFC logo, the text 'PEFC/XX-XX-XX', 'PEFC Certified', and a statement: 'This product is from sustainably managed forests and controlled sources'. A 'DOWNLOAD' button is located at the bottom right of the preview area.

Website

Do you need a different website?

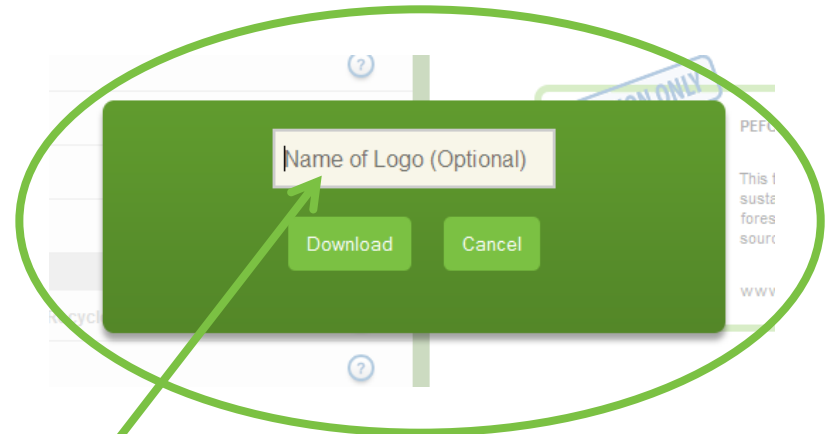
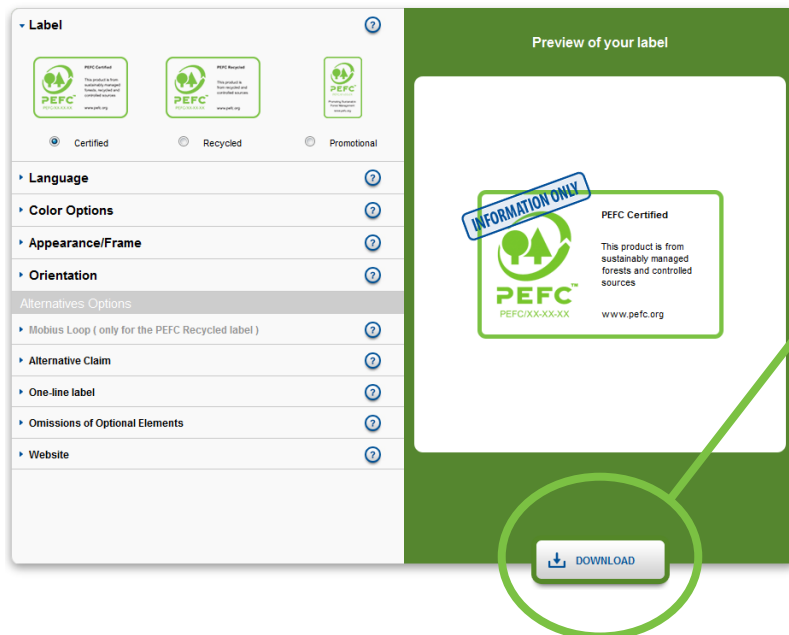
- Change the website address to one of the national PEFC members.
- The list of available websites is in the drop-down box.

The screenshot displays a user interface for customizing a PEFC label. On the left, a vertical menu lists various options, each with a question mark icon: Label, Language, Color Options, Appearance/Frame, Orientation, Alternatives Options (a sub-section), Mobius Loop (only for the PEFC Recycled label), Alternative Claim, One-line label, Omissions of Optional Elements, and Website. The Website option is expanded, showing a dropdown menu with 'www.pefc-france.org' selected. On the right, a preview window titled 'Preview of your label' shows a sample label design. The label features the PEFC logo, a blue 'INFORMATION ONLY' banner, and the text 'PEFC Certified' and 'This product is from sustainably managed forests and controlled sources'. Below the text is the website address 'www.pefc-france.org'. A 'DOWNLOAD' button with a download icon is located at the bottom right of the preview area.

Finished?

When your label is ready click Download

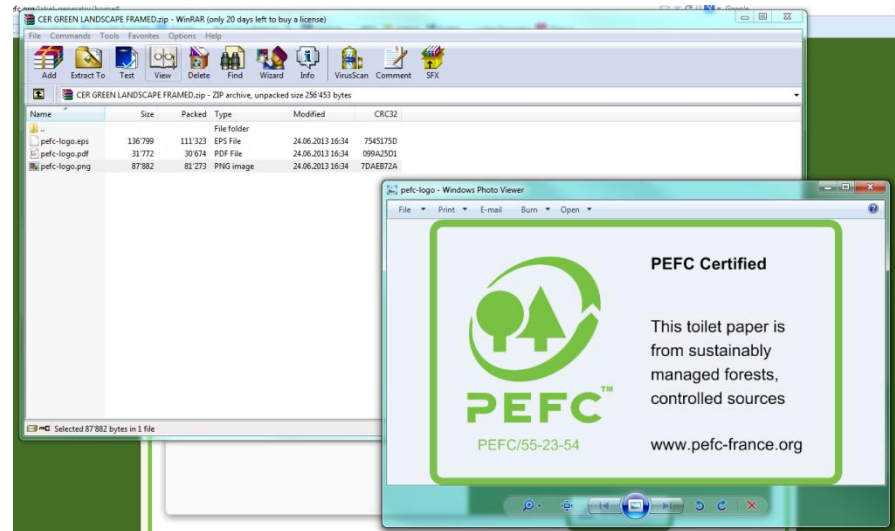
- Type the name of the label in the box that appears.



New Label

The new label is ready after a few seconds

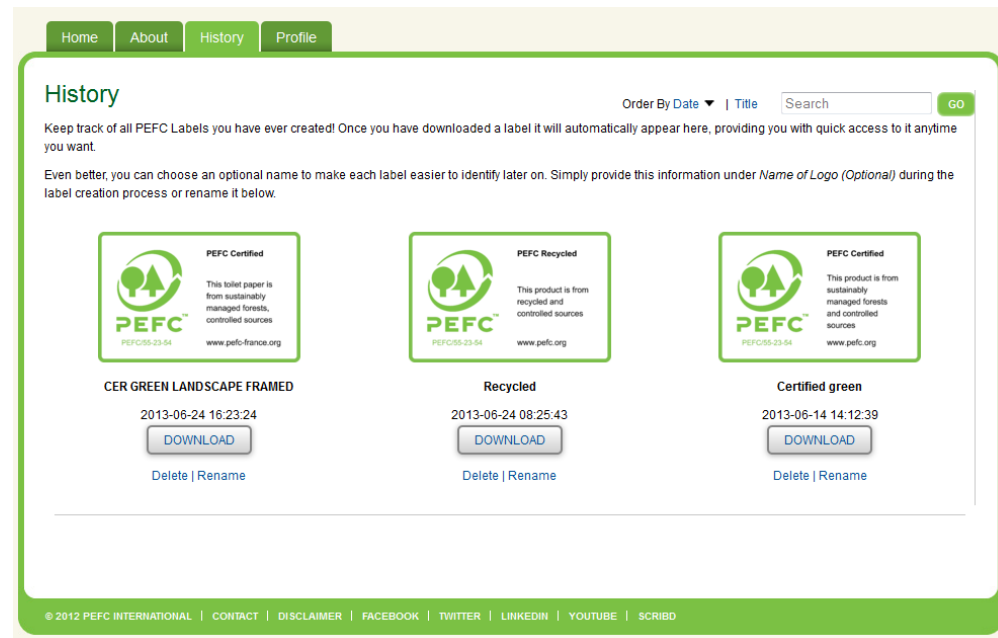
- Open or save the folder.
- The label is provided as a PNG and a PDF.



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.



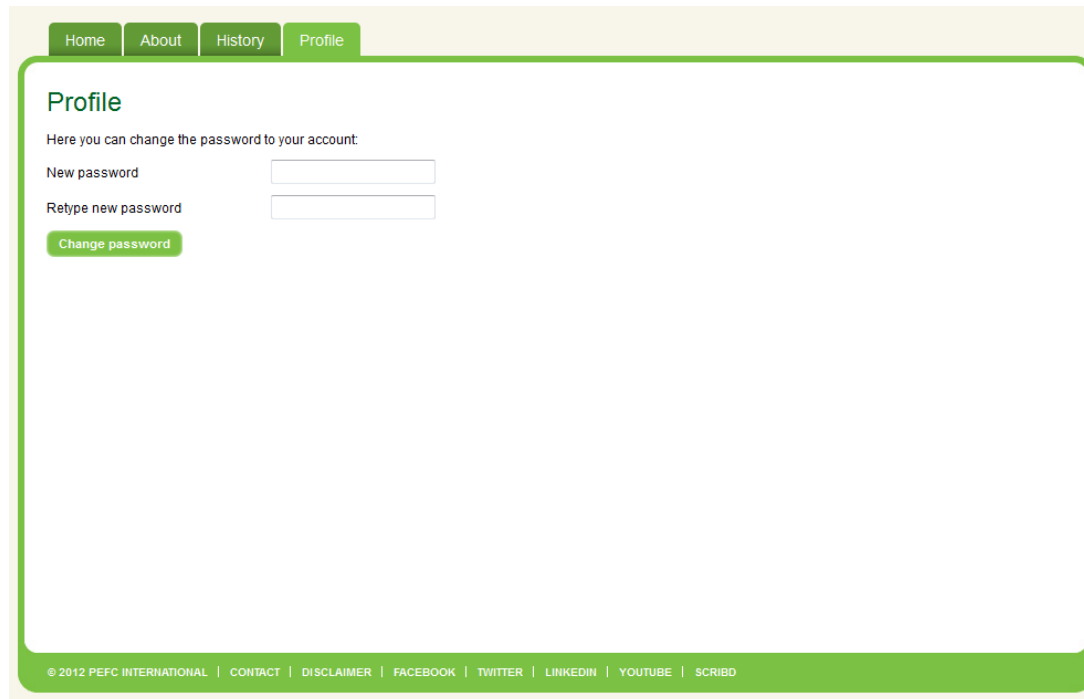
The screenshot displays the 'History' page of the PEFC website. At the top, there are navigation tabs for 'Home', 'About', 'History', and 'Profile'. Below the tabs, the page title is 'History', followed by a search bar and a 'GO' button. A dropdown menu for 'Order By Date' is also visible. The main content area contains three labels, each with a PEFC logo, a description, a creation date, a 'DOWNLOAD' button, and 'Delete | Rename' links.

Label Name	PEFC Type	Description	Creation Date	Actions
CER GREEN LANDSCAPE FRAMED	PEFC Certified	This toilet paper is from sustainably managed forests, controlled sources.	2013-06-24 16:23:24	DOWNLOAD, Delete Rename
Recycled	PEFC Recycled	This product is from recycled and controlled sources.	2013-06-24 08:25:43	DOWNLOAD, Delete Rename
Certified green	PEFC Certified	This product is from sustainably managed forests and controlled sources.	2013-06-14 14:12:39	DOWNLOAD, Delete Rename

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Profile

Change your password on the Profile page



The screenshot shows a web application interface with a navigation bar at the top containing links for Home, About, History, and Profile. The Profile page is active, displaying a form to change the password. The form includes a title 'Profile', a subtitle 'Here you can change the password to your account:', and two input fields labeled 'New password' and 'Retype new password'. A green 'Change password' button is positioned below the input fields. At the bottom of the page, there is a footer with copyright information and social media links.

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 \(PEFC ST 2001:2006 v2\)](#)
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 Hannah Price at hannah.price@pefc.org

HELP

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