

# PEFC - Your *Certified* solution for responsible sourcing

## Why choose PEFC

### Sets the standard for sustainable forest management

- **World's leading** forest certification system and the system of choice for small-forest owners
- **Safeguards** biodiversity, ecosystems & helps protect the climate
- **Supports** forest-dependent livelihoods and local communities
- **Robust, pragmatic & cost effective**

### Enables responsible supply chain management

- **Independent & impartial**, strict separation of certification and accreditation processes
- **Transparency & traceability** 3rd party certification process

### Offers global impact and availability

- **71%** of all global certified forests are PEFC certified<sup>1</sup>
- **Over 280M hectares** covered by PEFC<sup>2</sup>
- **20,000 chain of custody** certified companies in **70+ countries**<sup>2</sup>
- **Tailored local customer service** through **55 national members**<sup>2</sup>

### Recognised around the world

- **Acceptance** in public and private procurement policies
- **Global organisations and companies use PEFC** as a benchmark for sustainable forest management
- **Consumers trust and expect labels**
  - **80%** want companies to use them<sup>3</sup>
  - **55%** of consumers are aware of the PEFC label<sup>4</sup>

### Writing the story of humans and nature

- **People-Centric**, mindful of the specific needs of smallholders, workers and local communities
- **An alliance** of national forest certification systems
- **Over two decades** of forest protection expertise thanks to global and local stakeholder engagement



Sustainable forest management protects **biodiversity, helps to mitigate climate change**, and reduces soil erosion and desertification – all of which are good for the planet, and for local communities that live in and around forests.

When forests are managed sustainably, they become a **truly renewable resource**.



The PEFC label ensures that certified packaging is also sourced responsibly, with:

PEFC chain of custody mechanism that **traces and verifies** the raw material through third-party audits.

**Safe working conditions** for foresters, manufacturers, and all other workers.



Recycling remains an **important part of the solution**.

The need for tree-based products is increasing, producing recyclable packaging and/or using recycled materials helps reduce the productive demand on forests.

When used as a **supplement** to PEFC-certified virgin fibres, recycled materials can help meet market demand for forest materials.

In this way, recycled materials and certified forest materials **both contribute** to a responsible packaging solution for your brand.



### Achieving your sustainability goals

PEFC **chain of custody** certification can help packaging suppliers gain market access and meet their and their customers' sustainability goals. It does that by:

- Demonstrating **best practice** in responsible sourcing
- Meeting regulatory **requirements**
- Meeting buyer **expectations**
- Contributing to your company's larger **sustainability goals** and values



### Why get certified?

When, as a supplier of packaging materials, you choose PEFC certification, you enter a responsible supply chain that runs from **forest to doorstep**.

It's a way for you to demonstrate to your buyers that you are actively protecting forests. And when they procure your packaging, **they are, too**.

- **Certification is the foundation** of that responsible sourcing. By getting certified, you meet market demands and regulatory requirements.
- **Certification is increasingly a global norm**, and obtaining PEFC certification is the best way to ensure uninterrupted market access.
- **PEFC certification allows you to keep pace** with these changes and meet the increasing expectations from your buyers.
- **Availability and freedom of choice**, you have access to the large supply of PEFC-certified wood and non-wood forest products.
- **Use of the PEFC logo**, widely recognised, to demonstrate your responsible sourcing.

### How to get PEFC chain of custody certified

[www.pefc.org/for-business/supply-chain-companies](http://www.pefc.org/for-business/supply-chain-companies)



**Get PEFC certified to access more certified material**

We're here to help!  
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