PEFC - Your *Certified* solution for responsibly sourced packaging

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 certified¹
- Over 280M hectares covered by PEFC²
- 20,000 chain of custody certified companies in 70+ countries³
- Tailored local customer service through 55 national members²

**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 them³
  - 55% of consumers are aware of the PEFC label⁴

**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

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**Responsible Sourced**

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.

**Recycled**

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.

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**PEFC adds value to your business**

- Traceability solutions
- Meet procurement requirements
- Meet customers’ expectations
- Access global markets
- Help support
  - Local forests
  - Local communities
  - Local workers
  - Local economy
- Support the United Nations Sustainable Development Goals
- Implement an internal management system that can be integrated with existing ISO system

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**Find certified suppliers in the PEFC database**

[www.pefc.org/find-certified](http://www.pefc.org/find-certified)

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**Include PEFC in your sourcing policy**

Brands that choose PEFC-certified packaging act and communicate on their sustainability goals. Because PEFC certification is rigorous, impartial, and recognised, you can substantiate your sustainability statements related to responsible sourcing from the forests.

Brand owners know how important their packaging is. Not only does it keep the products inside safe and fresh, but the packaging itself is one of your most important brand assets. With an estimated 70% of purchasing decisions being made at the retail shelf, packaging converts shoppers to buyers.

By including PEFC in your procurement policies, and using the PEFC label on your certified packaging, you can communicate your sustainability actions to your customers.

You don’t have to choose between PEFC and other certifications. In fact, inclusive procurement policies give you more supply flexibility and a greater chance of reaching your certified source target.