

PEFC Trademarks ST – Introduction to changes

1. Scope

2. Normative references

3. Terms and definitions

This chapter has been updated including new definitions.

4. Ownership of the PEFC trademarks

The content of this chapter has been summarised comparing to the previous ST. The text of the previous ST has been included within other chapters in the new version. The trademarks shall not be used with the TM or R symbols anymore (4.1.2).

5. Scope of the PEFC trademarks

It replaces the chapter “Coverage of the PEFC trademarks”. It details what the PEFC trademarks stand for, differentiating between the usage on product and off product.

6. Trademarks usage requirements

This chapter describes the requirements for the users of the trademarks.

6.1 General requirements

This clause contains information regarding how the PEFC trademarks must be used. For example, they shall not be used as part of other trademarks, within product brand or company names, etc. The usage shall be accurate and consistent with law (6.1.9). PEFC Council reserves the right to refuse any usage which does not comply with PEFC’s vision and mission (6.1.10).

6.2 Trademarks usage licence

In line with the new name of the standard, the so-called logo licence is called now “PEFC trademarks licence”, in order to cover also the usage of the PEFC initials. Any organisation using either the PEFC logo or the initials shall hold a PEFC trademarks licence (or obtained a one-off authorisation), except for press and scientific research articles (6.2.3).

6.3 Trademarks users classification

On product usage of the PEFC trademarks is no longer allowed for group B users (6.3.2.2). The standard includes new requirements to facilitate the usage of the trademarks to promote PEFC certified products by retailers on printed or online brochures, catalogues, or similar promotional documents (6.3.4.4).

7. PEFC trademarks technical requirements

This chapter includes the requirements a product must fulfil in order to be eligible to carry the PEFC trademarks.

7.1 Technical requirements for the usage of the trademarks on product

7.1.1 General requirements

The product the PEFC trademarks refer to must be clear. If it is not clear, either label message or name of product must clarify it **(7.1.1.1)**. Furthermore, to determine the percentage of PEFC certified material the product must include to carry the trademarks on, the full product shall be considered **(7.1.1.2)**.

7.1.2 The PEFC certified label

There are still two PEFC labels to use on product:

- **PEFC Certified (7.1.2.1):**
 - recycled content lower than 100%
 - generic label message remains the same: “[This product] is from sustainably managed forests, recycled and controlled sources”
 - if no recycled material, label message without word “recycled”
 - if only material from PEFC Certified forests, label message without wording “recycled and controlled sources”
 - specific label messages for PEFC certified projects
- **PEFC Recycled (7.1.2.2):**
 - It shall be used when 100% of the content is from recycled sources.
 - The label message is: “This product is from recycled sources”

7.1.3 The PEFC initials

The requirements to use the generic PEFC label have been expanded to the PEFC initials (such as min. 70% of PEFC certified content **(7.1.3.1)**), accompanied by the licence number of the organisation using them **(7.1.3.2)**.

7.2 Technical requirements for the usage of the trademarks off product

7.2.1 The PEFC promotional label

The generic PEFC promotional label remains the same. Additional label messages by trademarks user group are to be found under Annex A.

Trademarks users group B and C may use the promotional label on catalogues, brochures or price lists, as long as there is no ambiguity as to what is certified. Also on invoices or delivery documents. The products delivered with a PEFC claim shall be clearly identified **(7.2.1.5)**. The promotional label may be used on non-commercial products. It shall be clear what the PEFC label refers to and the label message shall be included **(7.2.1.6)**.

7.2.1 The PEFC initials

The same requirements as for the PEFC promotional label apply for the off product usage of the initials.

8. Graphic requirements of the PEFC labels

The graphic specifications contained in the PEFC Logo toolkit have been added to this chapter. It also includes optional usage of the labels **(8.3)**, and how to request modifications **(8.4)**:

8.3 Optional usage of the labels

When using the PEFC labels on product, organisations may replace the label message by the name of the product **(8.3.2)**.



For promotional purposes, the PEFC label can be used without the label message whenever it is clear what PEFC stands for **(8.3.4)**.

Where the design does not allow the usage of the normal designs, the label may be optionally used as follows, prior approval by the PEFC authorised body **(8.3.5)**:



Annex A. Alternative promotional label messages

Annex B. Examples of wrong PEFC label usage