

The PEFC Label Generator

Instructions for use

www.pefc.org

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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://www.pefc.org/label-generator/login> and type in your email and password.

PEFC[™] Label Generator
PEFC/01-00-01

Email

Password

Login [Forgot your password?](#)

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 EPS, PDF and PNG 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.

Type

Certified Recycled Promotional

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

PEFC™
PEFC/XX-XX-XX

www.pefc.org

Download

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.

▸ Type ?

▾ Language ?

English - English (Inte ▾)

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

www.pefc.org

Download

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 white label can only be used on a solid background.

The screenshot shows a user interface for customizing a PEFC label. On the left, there is a settings menu with expandable sections: 'Type', 'Language', 'Color', 'Appearance/Frame', 'Orientation', and 'Alternative Options'. Under 'Color', three options are shown: 'Green' (with a green PEFC logo), 'Black' (with a black PEFC logo, which is selected), and 'White' (with a white PEFC logo). Below these are several other options like 'Mobius Loop', 'Alternative Claim', 'One-line Label', 'Omission of Optional Elements', 'Licence Number', and 'Website'. The main area on the right is a 'Preview' window showing the selected black label design on a white background. The label includes the PEFC logo, the text 'PEFC Certified', and 'This product is from sustainably managed forests and controlled sources'. A blue stamp with the text 'INFORMATION ONLY' is overlaid on the logo. At the bottom right of the preview area is a 'Download' button with a download icon.

Please also be aware that you may not be able to see the white version of the label when you download it, as it is not visible on a white background.

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 settings panel includes sections for 'Type', 'Language', 'Color', and 'Appearance/Frame'. Under 'Appearance/Frame', two options are shown: 'Framed' (selected with a radio button) and 'Unframed'. Below this is an 'Orientation' section and an 'Alternative Options' section with items like 'Mobius Loop (only for the PEFC Recycled Label)', 'Alternative Claim', 'One-line Label', 'Omission of Optional Elements', 'Licence Number', and 'Website'. On the right, a 'Preview' window shows a framed PEFC label. The label features the PEFC logo, a blue 'INFORMATION ONLY' stamp, 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 promotional label is only available in portrait.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▾ Orientation ?

Landscape Portrait

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview

INFORMATION ONLY

PEFC™
PEFC/XX-XX-XX

PEFC Certified

This product is from sustainably managed forests and controlled sources
www.pefc.org

Download

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.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

Yes No

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview

INFORMATION ONLY

PEFC Recycled

PEFC
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.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

This toilet paper is OK 20 / 100 Characters

Remove Recycled from the label

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview

INFORMATION ONLY

PEFC Certified

This toilet paper is from sustainably managed forests, controlled sources

PEFC™
PEFC/XX-XX-XX www.pefc.org

Download

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.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▾ One-line Label ?

One-line Label

▸ Omission of Optional Elements ?

▸ Licence Number ?

▸ Website ?

Preview of your label

INFORMATION ONLY

PEFC™ XX-XX-XXXXX

DOWNLOAD

Omissions of Optional Elements



Some elements can be removed

The label name, claim and/or website 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.

Type	?	
Language	?	
Color	?	
Appearance/Frame	?	
Orientation	?	
Alternative Options		
Mobius Loop (only for the PEFC Recycled Label)	?	
Alternative Claim	?	
One-line Label	?	
Omission of Optional Elements		
<input type="checkbox"/> Label name	<input type="checkbox"/> Label claim	<input checked="" type="checkbox"/> Website
Licence Number	?	
Website	?	

License Number



More than one license number

Users responsible for more than one logo license number can use the License Number dropdown box to change between the different numbers.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

PEFC/11-22-33 ▾

▸ Website ?

Preview

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

PEFC™
PEFC/XX-XX-XX

www.pefc.org

Download

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.

▸ Type ?

▸ Language ?

▸ Color ?

▸ Appearance/Frame ?

▸ Orientation ?

Alternative Options

▸ Mobius Loop (only for the PEFC Recycled Label) ?

▸ Alternative Claim ?

▸ One-line Label ?

▸ Omission of Optional Elements ?

▸ Licence Number ?

▾ Website ?

www.pefc.org

Preview

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

PEFC™
PEFC/XX-XX-XX www.pefc.org

Download

Finished?



When your label is ready click Download

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

INFORMATION ONLY

PEFC Certified

This product is from sustainably managed forests and controlled sources

PEFC
PEFC/XX-XX-XX
www.pefc.org

Name of Label (Optional)

Download Cancel

Download

PEFC
PEFC/01-00-01

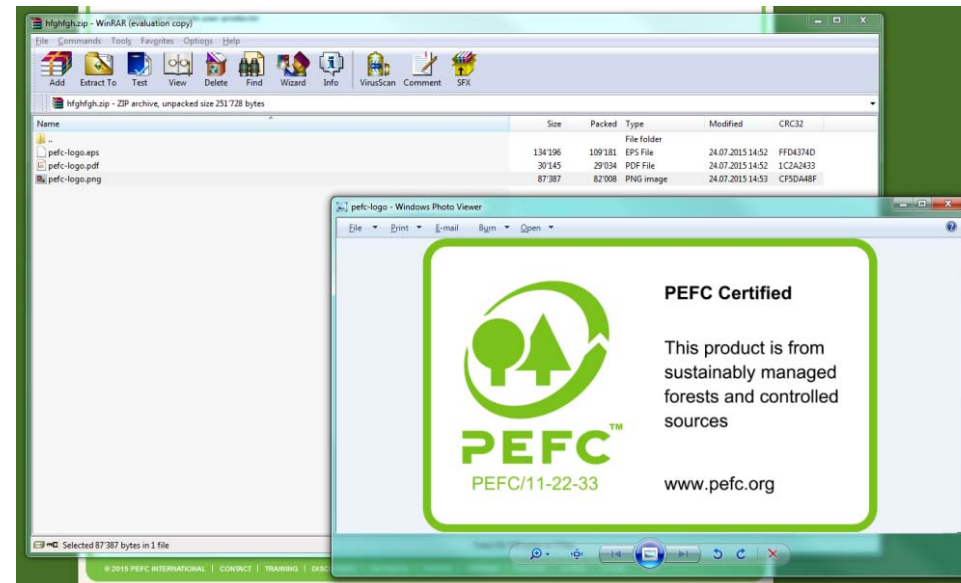
New Label



The new label is ready after a few seconds

Open or save the folder.

The label is provided as an EPS, PNG and 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 shows 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'. To the right of the title, there are options to 'Order by Date' and 'Title', a search input field, and a 'Go' button. A paragraph of text explains that the page tracks all PEFC labels created and provides quick access to them. Another paragraph notes that users can rename labels during the creation process. Below this text, three labels are displayed in a grid:

- Promotional label:** Features the PEFC logo and the text 'Promoting Sustainable Forest Management www.pefc.org'. It was created on 2015-07-24 at 14:55:18. It has a 'Download' button and a 'Delete | Rename' link.
- Recycled label:** Features the PEFC logo and the text 'PEFC Recycled This product is from recycled and controlled sources www.pefc.org'. It was created on 2015-07-24 at 14:54:55. It has a 'Download' button and a 'Delete | Rename' link.
- Certified label:** Features the PEFC logo and the text 'PEFC Certified This product is from sustainably managed forests and controlled sources www.pefc.org'. It was created on 2015-07-24 at 14:54:30. It has a 'Download' button and a 'Delete | Rename' link.

At the bottom of the page, there is a footer with the following text: '© 2015 PEFC INTERNATIONAL | CONTACT | TRAINING | DISCLAIMER | FACEBOOK | TWITTER | LINKEDIN | YOUTUBE | SCRIBD | FLICKR'.



Profile



Change your password on the Profile page

The screenshot shows a web interface with a navigation bar at the top containing links for Home, About, History, and Profile. The Profile page is active, displaying the title 'Profile' and the instruction 'Here you can change the password to your account:'. Below this, there are two input fields: 'New password' and 'Retype new password'. A green 'Change password' button is positioned below the second field. At the bottom of the page, a footer contains the text: © 2015 PEFC INTERNATIONAL | CONTACT | TRAINING | DISCLAIMER | FACEBOOK | TWITTER | LINKEDIN | YOUTUBE | SCRIBD | FLICKR.



Find out more about PEFC on the About page

Browse the PEFC brochures on Logo usage, Chain of Custody and promoting sustainable forest management.

[Home](#) [About](#) [History](#) [Profile](#)

About

The Label Generator

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.

Contact

For any questions concerning the PEFC label, please contact:

Christian Kämmer Technical Officer E-mail: christian.kammer@pefc.org Tel: +41 22 799 4540	PEFC International World Trade Centre 1 10, Route de l'Aéroport 1215 Geneva, Switzerland
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For technical issues related to the PEFC Label Generator, kindly contact:

Hannah Price Communications Officer E-mail: hannah.price@pefc.org Tel: +41 22 799 4540	PEFC International World Trade Centre 1 10, Route de l'Aéroport 1215 Geneva, Switzerland
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Resources

- [PEFC Label Generator User Guide](#)
This instruction manual provides you with all the information you need on how the Label Generator works.
- [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 \(PEFC ST 2001:2008 v2\)](#)
This PEFC standard covers the requirements for users of the PEFC Logo and Label to ensure that it is accurate, verifiable, relevant and non-misleading, and is a pre-requisite for correct Logo and Label use.
- [PEFC Chain of Custody Certification - The Key to Selling Certified Products](#)
This publication helps 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 Custody Certification: One Project, One Message](#)
This brochure provides a comprehensive overview of the technical requirements 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.

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Help

If you need any help or have any questions regarding the PEFC Label Generator contact:

Hannah Price

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