



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.

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 must not be used as part of other trademarks, within product brand or company names, etc.

The trademarks do not need to be used with the TM or R symbols anymore.

6.2 Trademarks usage licence

As the ST, the so-called logo licence is called now PEFC trademarks licence, in order to cover also the usage of the PEFC initials.

Subclause 6.2.5 allows PEFC CoC certified companies to obtain under exceptional circumstances a private licence number.

6.3 Trademarks users classification

On product usage of the PEFC trademarks is no longer allowed for group B users (requirement 6.3.2.2).

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

It describes the requirements a PEFC certified product must comply with in order to be eligible to carry the PEFC trademarks. It is split in three sections:

7.1.1 General requirements

The product the PEFC trademarks refer to must be clear (requirement 7.1.1.1).

Furthermore, to determine the percentage of PEFC certified material included to use the trademarks on, the whole product must be considered (requirement 7.1.1.2).

7.1.2 The PEFC certified label

The generic PEFC certified label remains the same. However, recycled content can be up to 99.9% (requirement 7.1.2.2.a).

The recycled label shall be used when 100% of the content is from recycled sources.

The label message is: "This product is from recycled sources" (requirement 7.1.2.3)

When the product includes only material from certified forests, the label name may be "PEFC Pure" and the label message without "recycled and controlled sources" (requirement 7.1.2.4).

7.1.3 The PEFC initials

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

7.2 Technical requirements for the promotional usage of 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.

The usage of the PEFC promotional label on promotional products which may contain forest and tree based material depends on the trademarks user group.

The ST includes new requirements to facilitate the usage of the trademarks to promote PEFC certified products by retailers (requirement 7.2.1.8)

7.2.1 The PEFC initials

The same requirements as for the PEFC promotional label apply for the usage of the initials for communication or promotional purposes.

8. Graphic requirements of the PEFC labels

The graphic specifications contained in the PEFC Logo toolkit have added to this chapter.

It also includes optional usage of the labels and how to request modifications.

Annex A. Alternative promotional label messages

Annex B. Example of wrong PEFC label usage