

ADVISORY NOTE 01-2021

ADVICE ON THE USE OF PEFC LABEL MESSAGES

JUNE 2021

BACKGROUND

PEFC provides an opportunity for specific messages to be associated with its labels. Care is required in relation to 'recycled' material.

This advisory note is intended to provide guidance on the correct use of label messages used in conjunction with the PEFC Trademark.

PEFC published a revised [Trademark Standard \(PEFC ST 2001:2020\)](#) in February 2020.

In conjunction with the release of the revised Trademark Standard, the PEFC label generator has been expanded to provide online access to the PEFC Trademark with a broader range of graphic options and with expanded options for label messages.

The purpose of this Advisory Note is to inform and instruct PEFC logo users to take care when accessing the PEFC label generator to ensure that label messages used in conjunction with the PEFC Trademark are consistent with, and suitable for the PEFC certified product being labelled.

PEFC Trademark users are reminded that using label messages referencing "recycled" content must not be used on products that have not been manufactured using recycled input materials.

ADVICE

The PEFC Trademark consists of the following components (**See Figure 1 following**).



Figure One: The PEFC Trademark

1. PEFC logo
2. Licence number
3. PEFC claim
4. **Label message**
5. PEFC website.

Trademark users are advised that the updated PEFC label generator will provide many alternative options for label messages (**See-4**). These options include label messages that the PEFC certified product is manufactured from or contains recycled materials (See above).

PEFC logo users are reminded of environmental labelling regulations in Australia and New Zealand that prohibit the use of recycled claims on products which **do not** contain recycled input materials.

ACCC Guidance

<https://www.accc.gov.au/system/files/Green%20marketing%20and%20the%20ACL.pdf>

New Zealand Commerce Commission Guidance

https://comcom.govt.nz/_data/assets/pdf_file/0017/220247/Environmental-claims-guidance-July-2020.pdf

Trademark users must ensure that PEFC label messages indicating recycled content are only used on those PEFC certified products that are manufactured from or include recycled input materials, and not used on products without recycled content.

Certification Bodies are required to verify PEFC Trademark usage to ensure the use of factual correct and proper PEFC label messages.

Authorised by:
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