

SHOW THE CONSUMER THAT YOU OFFER SUSTAINABLE PACKAGING



PEFC
PEFC/30-01-01

Responsibly-sourced packaging materials matter. Did you know that consumers open an average of 7 packages a day?

MAKE SUSTAINABLE CHOICES RIGHT FROM THE DESIGN PHASE

By including the PEFC logo or label in the packaging design, you provide consumers with assurances of responsible sourcing.



Make your sustainable choice visible

Did you know

You can show that your packaging is responsibly-sourced by applying the PEFC logo or label on the packaging?

That in addition to PEFC-certified fresh fiber material, recycled material is also available?

Many of the transport materials such as pallets and boxes are also PEFC certified?

INCLUDE YOUR CUSTOMER IN YOUR CHOICE

Tell your customer about the benefits of using PEFC-certified paper and/or paperboard because forests are essential: for clean water, biodiversity and our climate.



TREES STORE 1 TON OF CO₂ PER M³ OF WOOD.

This is stored throughout their life cycle. In addition, in a PEFC-certified forest a new tree is planted for every harvested tree. In this way forests remain forests and an inexhaustible and renewable source of wood for paper and paperboard.

THE PEFC LABEL GUARANTEES:



Prevention of deforestation: so forests remain forest



Maintaining and improving biodiversity



Protection of ecologically valuable areas



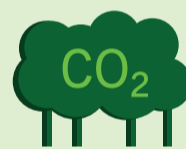
Protection of the rights of (indigenous) peoples



Protecting the rights and well-being of people working in the forest and supply chain



Employment for the local people



That forests continue to capture and store CO₂ to increase carbon storage

CHOOSE SUSTAINABLE SUPPLIERS

Choose PEFC certified paper suppliers, printers or packaging manufacturers. You can find these in our international database: pefc.org/find-certified



Did you know your printer or packaging maker can supply you with the right PEFC logo or label?



Ask them to send it to you so that you can include this in the design of the packaging.

INCLUDE IT IN THE QUOTATION

More than 325 million hectares of forest are PEFC certified, so there is a large availability of materials. Specify PEFC certified paper or paperboard as a requirement in your quotation request.

CHECK THE PURCHASE INVOICE OR PACKING SLIP

Upon delivery, it is easy to check on the invoice or packing slip whether the paper or paperboard used is sustainable. The invoice or packing slip must state one of the following claims: '100% from PEFC forests', or 'X% PEFC certified', including the PEFC certificate number. The PEFC claim can also be made for recycled paper or paperboard.

For more inspiration, visit pefc.nl/packaging.

Use PEFC certified paper and paperboard This is how we preserve the forest together: From designer to brand owner to consumer

Preserving our forests is a shared responsibility. By specifying PEFC-certified paper and/or paperboard during the design phase, you respond to the climate change together with your customer and help prevent deforestation and increase CO₂ absorption by trees. Spread the word: place the PEFC logo visibly on the packaging. In this way we take care of our forests together and maintain them, from designer to brand owner to consumer. **PEFC. Together for our trees and forests.**



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