

Information for label holders

Advertising correctly with the eco-INSTITUT label

Your product has been awarded the eco-INSTITUT label and you would like to share this with your customers? Great – we would be pleased if you would advertise using our quality seal!

We will show you below how you can use the eco-INSTITUT label in your marketing and public relations activities.

As there have already been misunderstandings in some cases and unfortunately also counterfeiting, we have put together some information for you.

Do you need more information or have any questions?
Then please call us on +49 221 931245-0 or write to info@eco-institut.de.

How can you use the eco-INSTITUT label?




- Red for „eco“ (Pantone 192)
- Grey for „INSTITUT“ (Pantone 415, cool Gray 9)
- Valid certification number


Addition “TESTED PRODUCT”
font colour: black
font: Dax Condensed




- Minimum height: 10 mm



- Clear zone: 1/3 of the label width (please keep clear and do not crop)



- You can also show the label in shades of grey. For other colour deviations, please do not hesitate to contact us



- The eco-INSTITUT label should always be displayed smaller than your company logo.
- Please do not integrate the label into your company logo

Where can you use the label?

The label may be used for the following promotional purposes ...



Print media

- on the product packaging, as a patch and as a hang tag
- in sales premises on an advertising poster referring to the certified product
- in catalogues and product flyers
- in company flyers
- in magazine advertisements



Audiovisual & online media

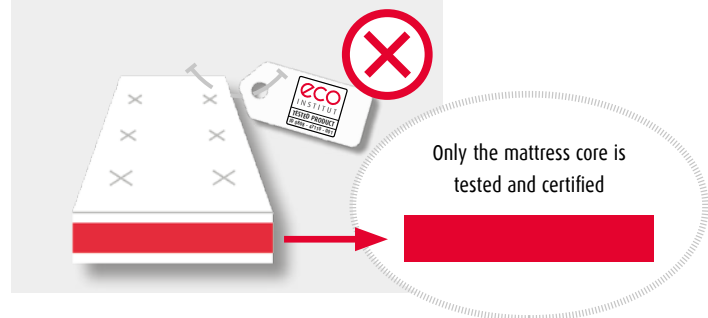
- on the company website (incl. company presence on social networks)
- in online shops
- in television advertising and sales programmes
- in the context of interviews and editorial contributions about the label holder

Please note!

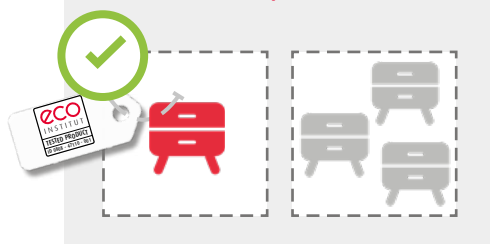
There must always be a direct link to the certified product



The entire product must be certified – a product with certified components must not be advertised



If only part of the product range bears the eco-INSTITUT label, a clear distinction must be made between certified and non-certified products



Instead of the eco-INSTITUT label, a text reference can also be used – but it must contain the same information (at least certification number and scope of validity)



What promotional statements are possible?

Advertising statements should fundamentally not be misleading. In order to make things easier for you, we have listed some acceptable formulations below – as well as a few negative examples ...



This is correct!

- Our product XYZ has been awarded the eco-INITIUT label.
- Our product XYZ is low in emissions and pollutants.
- eco-INITIUT Germany GmbH has thoroughly tested our product XYZ for harmful substances.
- Our product XYZ meets the requirements of the eco-INITIUT label.



Please don't use!

- eco-INITIUT has tested our product XYZ in terms of building biology.
- Our product XYZ is free of pollutants and emissions.
- Our product XYZ contains no substances that are harmful to health or the environment.
- Our product XYZ does not contain any allergenic substances.

Special case: product range label

If you have had several products certified, we can – in consultation – issue you what is known as a product range label.

The same applies here as for the “simple” label: only the certified products can be advertised using the product range label!

For how long can you advertise with the label?

It is only possible to advertise a product using the eco-INITIUT label for the duration of the certification or licensing agreement – provided that the product has a valid certificate.

The eco-INITIUT label is always awarded for a period of 2 years. After 2 years, the certificate can be renewed for another 2 years. This requires a complete re-assessment.

How do we support your advertising?

All certified products can be found on our website in the “Certified Products” database, arranged by product group.

We also announce your new certificate in our newsletter, on our website and on our Facebook and Twitter channels.



www.eco-INITIUT-label.de
(Certified Products)