



eco-INSTITUT Label

Rules for the use of the label and the certificate and other references to the certification

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We would be pleased if you would advertise using the certification for your awarded product. To avoid misunderstandings, we have put together some information on using the eco-INSTITUT label here.

eco-INSTITUT Germany GmbH allows a manufacturer/distributor (called the holder below), on request, to use the eco-INSTITUT label that refers to the certification.

The use of the label or references to the certification requires that a company

- is in possession of a valid certificate
- complies with the requirements of the mandatory rules applicable to certification.

The use of the label to identify certified products is explicitly desired by eco-INSTITUT Germany GmbH. The label shows the buyer of these products that the products meet the requirements of the eco-INSTITUT label and that the results can be trusted.

In order to maintain this trust, the holder must take great care when using the label. The buyer of the products must not be left in the dark or even deceived with regard to the scope of application and the holder of the existing certification. The certification body is obliged to present to its customers what is or what is not covered by the certification in an absolutely transparent manner on the certificate (including annex).

Certification mark

The label is provided in electronic form by eco-INSTITUT Germany GmbH and may only be used as shown in the following sample label with the colours red for the lettering “eco” (Pantone 192) and grey for the lettering “INSTITUT” (Pantone 415, Cool Gray 9) as well as the addition “Tested Product” and the certification number valid at the time of production (font: Dax Condensed, colour black). It can be attached to the product or its packaging in the designated fields below the text field “eco INSTITUT” and used in the documents accompanying the product and in product advertising. It is not permitted to alter the logo in terms of its shape or proportions. A corresponding presentation in shades of grey is possible. Colour deviations require the agreement of eco-INSTITUT Germany GmbH.



Further additions in text or picture form are not permitted. A protection zone proportional to the space around the sample label marked in blue must be maintained around the label, which must remain free and cannot be cropped.

The label must not exceed the size of the holder’s company logo. The label must appear separately, i.e. it must not be integrated into the company logo.

It is not permitted to use the label on business cards and in e-mail signatures of the holder’s personnel.

Use of the label in public relations

The label may be used by the holder for advertising purposes as follows:

- as a patch and as a hang tag
- in sales premises on an advertising poster referring to the certified product
- in catalogues and in online shops
- on company flyers and on the Internet (including the company's presence on social networks)
- for advertisements in magazines, television advertising and sales programmes
- in the context of interviews and editorial contributions about the holders.

The use of the label in the aforementioned media or other documents may be permitted in principle if the documents or advertising media relate to the products to which the certification area extends. The certification is not transferable and does not include the right to grant sub-certifications. The label may not – like a company logo – be used in a form that serves solely to identify the company, where no direct reference to certified products is apparent.

Instead of or in addition to the label, the holder may affix a text reference to the existing certification in his documents. If a text reference is used instead of the label, it must contain the same information (at least identification number, scope of application) that is also conveyed by the label. The text reference must not be misleading with regard to the scope of the certification or the holder.

Any use of the label beyond this may be authorised by the certification body upon request, provided that such use does not harm the reputation of the certification body.

The status of the certification can be retrieved from the database of certified products. The companies and products with valid certification are listed publicly there.

The customer should ensure that a product to be certified is free of third-party rights, that any company names, trademarks or other business designations on products comply with the legal requirements and that the certification procedure does not violate or impair any third-party rights (including copyrights).

Advertising statements may not contain any misleading information (e.g. 100% natural latex for rubber products).

Whenever a company operates at several locations, only those products for which certification has been permitted may be advertised using the label/certification. If a joint document is issued, the certification status – including of the non-certified product(s) – must be presented transparently.

A holder cannot be denied the right to also offer non-certified products. If he does so, it must be clear to the customer whether the individual products are outside or within the scope of the certification.

Products that contain certified partial components cannot be awarded the eco-INSTITUT label. A text reference to existing certifications of partial components is permitted in the product description.

The holders are generally not allowed to pass on the label to the buyers of their products. An exception to this is the illustration of the eco-INSTITUT label in connection with a certified product by third parties (retailers, online traders, etc.). In addition to the label with the corresponding ID, the holder as well as the product name according to the certificate must be mentioned.

The holder is responsible for the correct use of the label and certificate under the conditions set down in this rule. In the event of misuse, the certification body may revoke the permission to use the certification.

Holders are advised to incorporate these rules in an appropriate manner into their own specifications for the use of the certificate, label and references to certification.

Product range label

If a company has certified several products, eco-INSTITUT-Germany GmbH can allow the holder to use a “product range label” for already certified products for advertising purposes. The use can only be permitted if the advertising media refer to the products to which the certification area extends. It must be clearly recognisable that non-certified products are outside the scope of certification. The use of the product range label takes place in consultation with eco-INSTITUT-Germany GmbH and requires approval.

Validity, revocation, suspension, end of validity

Advertising with the eco-INSTITUT label is only permitted for the duration of the contract, if and as long as the certified products are validly certified in compliance with the agreed test cycles.

If a certification is revoked, temporarily suspended or its validity ends, the right to use the label expires immediately. Any reference to the certification status is prohibited after the end of the validity of a certification. Existing references to the certification must be withdrawn immediately. Renewed use of the symbol requires the reinstatement of certification and the renewed permission of the certification body to use the label. If certification is restricted, permission to use the symbol will only apply to those areas not affected by the restriction.

Products still on the market are not affected by this regulation as long as they meet the certification requirements.

Violations

Misuse occurs, for example, if the label or the name eco-INSTITUT has been misused, if a false or misleading reference to the certification has been made by the holder or any other body. eco-INSTITUT Germany GmbH will punish violations of these rules, depending on the gravity of the violation, with the following measures:

- Written warning;
- Written warning with conditions;
- Revocation of the right to use the label and assertion of trademark claims.

Violations that are likely to damage the reputation of the certification body can lead to a revocation of the certification by eco-INSTITUT Germany GmbH. With regard to the trademark protection law, eco-INSTITUT Germany GmbH is entitled to directly prohibit the use of the label if, despite a warning by eco-INSTITUT Germany GmbH, the indications of misuse or violation of rules in the use of the label are not followed and this violation is not handled or rectified within a fixed period of time. Infringements against a warning will be punished by eco-INSTITUT Germany GmbH with appropriate measures from the trademark protection.