



Product Service

**Add value.
Inspire trust.**

Correct use of certification marks

Avoiding mistakes

ADVICE

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A how-to guide

If you have had your products and factories tested and inspected on a voluntary basis according to our Testing and Certification Regulations, you may obtain a certification mark from TÜV SÜD Product Service GmbH. You may receive your certificate following a successful completion of testing and inspection.

TÜV SÜD certification marks offer many advantages! For example, they can help you to secure a competitive edge. By displaying our certification marks on your products, packaging, websites, or in your advertising, you can highlight the safety or the qualitative and functional advantages of your products.

However, the right use of our certification marks and the correct artwork are imperative. The correct use of our certification marks is contractually regulated in the TÜV SÜD Testing and Certification Regulations:

- Certification marks shall only be used in advertising products for which valid certificates exist. All advertising featuring the certification mark must be immediately discontinued upon the expiry, revocation, or withdrawal of the certificate.
- The certificate defines the certification mark to be used, the products certified, and the certificate holder with authorisation to use the mark. For example, a possible case would be that only electric kettles with the model designation 'Green' had been certified and were thus entitled to display the certification mark, while the non-certified 'Blue' model, even if identical in design and construction, would not be allowed to use the certification mark.
- Particular care must be taken to ensure that the certification mark is used only in direct connection with the certified product and that this connection is obvious. Certification marks must never be used in a misleading manner. Where they are used as general references on a website or in a catalogue, e.g. in headers or footers, all products shown must be certified.

- Only certificate holders are authorised to use the TÜV SÜD certification marks. TÜV SÜD certification marks are not interchangeable with certification marks and/or GS ('Safety tested') marks of other testing institutes or TÜV organisations.
- Written permission must be obtained in advance for any use of the testing/audit report in advertising. The report may only be used in full.
- As certificate holder, you are responsible for ensuring that the certification mark is used correctly.
- The content and scope of certification must be presented as transparently as possible, to avoid creating any misleading impression. There must be clear and unambiguous reference to the subject matter of the certification.
- Under the relevant case law of the German Federal Court of Justice concerning certification marks addressed to consumers, certificate holders are explicitly obliged to ensure that wherever the marks are used for advertising purposes, they shall be accompanied by details of a source providing further information on the certification content and scope. All B2C certification marks issued by TÜV SÜD Product Service GmbH accordingly contain weblinks that simplify compliance with these transparency requirements.

Any transfer of the certificate or certification marks to third parties by the certificate holder is prohibited and represents a violation of the Testing and Certification Regulations. Violation of the Testing and Certification Regulations may, in extreme cases, result in fines of up to EUR 250,000.

You can find further details and the full-length version of our Testing and Certification Regulations at:
www.tuev-sued.de/ps_regulations

The TÜV brand and the TÜV SÜD logo

Safety and quality – your competitive edge

Surveys have repeatedly confirmed that the name of TÜV is synonymous with safety and certainty, reliability and impartiality. TÜV is a well-known brand – not only in Germany, but also around the world. Like other TÜV organisations and the TÜV Brand Association (TÜV Markenverbund e.V.), we therefore make every effort to maintain and further strengthen the protection of the 'TÜV' trademark.



TÜV and TÜV SÜD are registered trademarks!

Brand protection throughout all areas and locations

The TÜV SÜD trademark and its characteristic blue octagon represent safety, certainty, and economic value added. The TÜV and TÜV SÜD trademarks enjoy comprehensive legal protection in the most important countries of the world.

The logo is used exclusively by TÜV SÜD AG and its subsidiaries. Use of the logo by customers is not possible and is illegal.



TÜV SÜD's 3-dimensional logo is a blue octagon with a grey frame and 3-D effect. Inside the blue octagon is a white octagon. The word 'TÜV', underlined and in capital letters, is centered inside the octagon; 'SÜD', the second word of the logo, is positioned directly underneath, likewise in capital letters. In the (company) logo the blue frame is uninterrupted and does not include any additional written information or symbols.

'Add value. Inspire trust.' – our slogan

Protection by trademark law not only covers the octagon logo, but also extends to our slogan, 'Add value. Inspire trust.' (our corporate philosophy). Its use by third parties is prohibited. In addition, our certification mark may not be combined (in a misleading manner) with our corporate area (the grey background area used for the company logo).



The TÜV SÜD logo is never affixed to products. The only exception are giveaways and promotional items or workwear of TÜV SÜD employees.

The TÜV SÜD certification marks



The basic design of all certification marks comprises a blue octagon divided by a horizontal line. Inside this blue octagon is a white octagon containing the words 'TÜV SÜD' as described above. The statements and any symbols relating to the testing of the product are placed inside the blue frame.

The certification mark is preferably displayed in colour and with a 3-dimensional effect. In exceptional cases, such as printing for type plates, shipping cartons or similar backgrounds, the certification mark may be shown in grey scale or black and white.

Certification mark or logo?
Knowing the difference

The TÜV SÜD logo is relatively similar to our range of certification marks. For this reason, it is most important to identify and be aware of the differences. Only the certification mark is available for download and may be used for advertising purposes by our successfully certified customers. Certificate holders shall only use the certification mark shown on the certificate.

Certification marks shall only be used in the format provided, and as displayed on the relevant certificate only. They must not be altered or combined with other certification marks or logos. Use of the TÜV SÜD logo is not permitted.

The test report

The technical report or test report does not constitute authorisation to use certification marks. The report itself must not be used for advertising – unless such use is permitted by a written authorisation.

How to use the certification mark correctly

If you wish to use your certification mark in advertising after successful certification, you must comply with the following rules:

- Combining the certification mark with the TÜV SÜD logo is not permitted.
- The certification mark must stand alone. It must not be associated with any other elements, such as a logo, statement, or any other artwork.
- A minimum clear space equivalent to the width of the octagon frame must be left free around the certification mark.
- The certification mark and the conformity statement inside the certification mark must not be changed in content or design.
- The reference to the product must be clear.
- In advertising, the certification mark must not take up more space than the brand of the user.
- If the certification mark includes a grade ('very good', 'good', etc.) the user must provide easy-to-access further information on the test requirements and the test method.

Nota bene

- TÜV SÜD logo →
For use by TÜV SÜD companies only
- Certification mark →
For use by certificate holder specified in the certificate

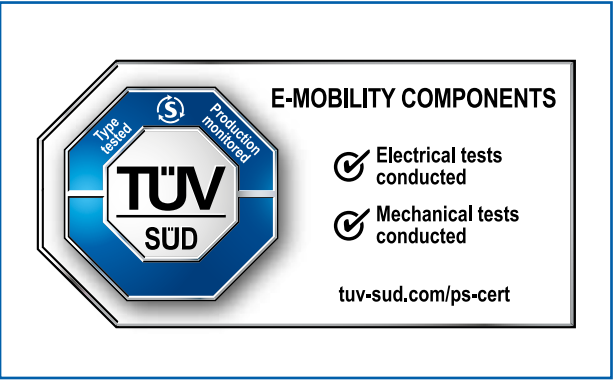
Our certification marks – a small selection

TÜV SÜD octagon



By using the octagon as the TÜV SÜD certification mark, you can demonstrate that your product is safe and communicate further product features:

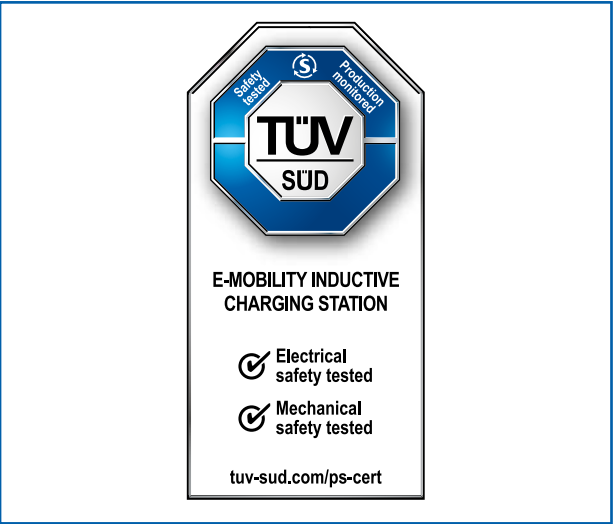
- Your product is in compliance with the applicable consumer safety and quality requirements.
- The octagon shows to consumers that your product covers high standards with respect to its features, performance, usability, and further features.
- By including individual product and quality statements, it is ensured that your products communicate the highest possible appeal to their target groups.

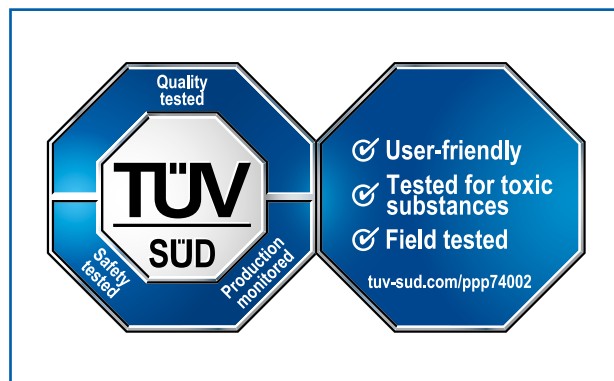


The information tag has a more flexible format and offers more options. It can be used as shown here in horizontal or vertical, short or long format. Example of short format:



Normal:





The TÜV SÜD double octagon, another variant of our certification mark, offers more flexibility by allowing additional test statements to be displayed in a second, attached octagon. You can use a double octagon to:

- document specific certified product characteristics, e.g. usability and increased service life, or successfully passed tests such as chemical tests,
- communicate the regulatory acts or standards, such as EN standards, on which testing was based.

Subjective statements which describe your products but are not based on recorded, measured, and repeatable tests – like statements that distinguish your product from those of competitors ('the best') – are not allowed.

The TÜV SÜD GS mark



The TÜV SÜD GS mark, one of the most popular marks in our portfolio, stands for 'Safety tested' and offers consumers and manufacturers numerous advantages:

- Granting and use are regulated by the German Product Safety Act (ProdSG).
- It indicates to consumers that use of this product is safe and does not include any health hazards.
- It offers the maximum of quality and safety requirements.
- It provides guidance for consumers and supports them in their decision-making.
- It is well established in Germany as well as our neighbouring countries.
- It confirms that factory inspections are periodically performed.

TÜV SÜD Product Service GmbH and all other accredited bodies authorised to issue the GS mark work with the regulatory bodies and industry on refining the existing testing programmes, and pave the way for new innovative products by developing new test programmes.

Special certification marks

TÜV SÜD ENEC mark



The European Norms Electrical Certification (ENEC) mark is issued for lamps and luminaires, office and multimedia equipment, as well as household appliances. The mark

- confirms that these products comply with the EU requirements, and
- facilitates market access to these product sectors within the EU, the EFTA states, and many Eastern European countries.

TÜV SÜD NRTL mark



As a Nationally Recognized Testing Laboratory (NRTL) accredited by the US authority Occupational Safety and Health Administration (OSHA), TÜV SÜD grants the NRTL mark which is needed before placing products on the US market.

CE mark without number



CE means Communauté européenne (European Community) and shows that the product is in compliance with the relevant European directives. The following points must be taken into account:

- Manufacturers or importers must produce appropriate documentation, otherwise they may not be permitted to import or export their products.
- Manufacturers must affix the CE marking themselves.
- By affixing the CE marking, the manufacturer documents that the product is in conformity with all relevant requirements.
- A CE marking without number is based on the manufacturer's declaration of conformity and cannot be compared with a certification mark granted by an independent third party such as TÜV SÜD.

CE 0123

- If a European directive for products demands the requirement of type examination, acceptance of a quality management system, or production surveillance or a combination thereof in addition to the manufacturer's standard CE marking, and if said activities are performed by a notified body, the manufacturer must display the CE marking including the identification number of the notified body.
- Valid certification from a notified body is required for the product's labelling and placing on the market.
- A detailed description by the EU Commission can be found in document C272, 'Blue Guide on the implementation of EU product rules', in the Official Journal of the European Union.
- The CE0123 mark of the notified body TÜV SÜD Product Service GmbH is a registered trademark in the EU.

against forgeries. For more detailed information on this subject, you can find a sample certificate plus explanations at www.tuev-sued.de/ps/certificates.

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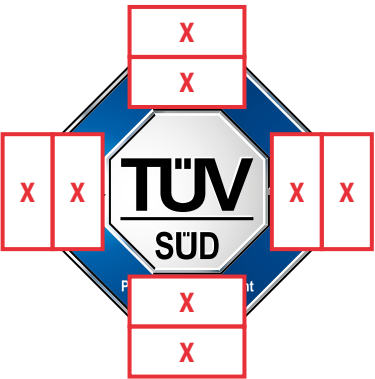
TÜV is not TÜV

If you wish to use advertising statements such as 'Tested by TÜV SÜD', please note that you must hold a certificate issued to your name for the product in question. You must also name the TÜV organisation that carried out the certification, e.g. 'Tested by TÜV SÜD' or 'Tested by TÜV SÜD Product Service GmbH'. The statement 'Tested by TÜV' is not sufficient.

A short guide to the graphical design of the TÜV SÜD certification mark

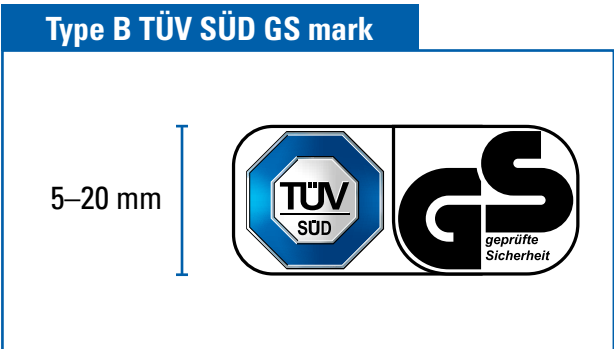
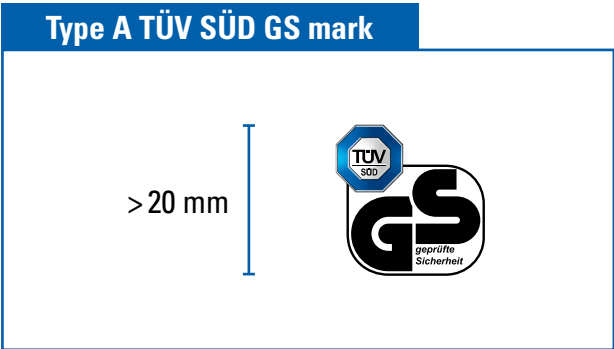
How to reproduce the TÜV SÜD certification mark correctly

We supply our customers with AI and EPS files in the correct formats for using our certification marks in print media, JPEG and bitmap files for electronic media. These files must not be altered or otherwise replicated! Please use only the original files to ensure that proportions, colours, and contents are correct at all times. It is also imperative to leave the minimum clear space equivalent to the width of the octagon frame (= X) around the TÜV SÜD certification mark.

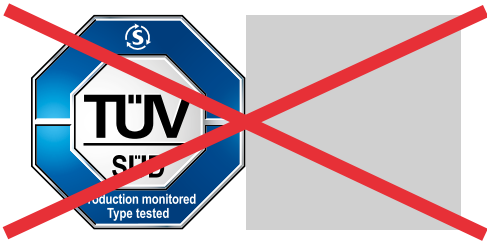


How to use the TÜV SÜD GS mark correctly

There are two types of TÜV SÜD GS mark, Type A and Type B. If the certification mark displayed is less than 20 mm in height Type B is used. The minimum size is 5 mm. If the height of the certification mark exceeds 21 mm Type A must be used.



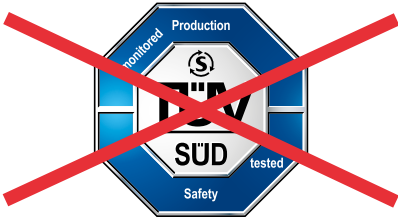
How not to use the TÜV SÜD certification marks!



The certification mark must stand alone and may not be associated with any other element (logo, statement, or artwork).



The certification mark must not be compressed or stretched.



The conformity statement in the TÜV SÜD certification mark must not be changed in content or design.



The colours of the TÜV SÜD certification mark must not be altered. In special cases, the certification mark can be shown in grey scale or black and white.



The TÜV SÜD certification mark must not be combined with the slogan of another company.

Additional note from a legal view

All TÜV SÜD organisations worldwide monitor their brands and certification marks and pursue any violations and infringements. Violations of trademark law may be punishable by fines or prison sentences. Please be aware that in the event of misuse of a certification mark in advertising, you also run the risk receiving a cease-and-desist order under competition law, issued by your competitors, which may incur considerable costs. Given this, it is in your own interest to make sure that you use the TÜV SÜD certification marks in the correct and permitted manner only.

Certification mark download centre

The certification marks of TÜV SÜD Product Service GmbH are valuable assets for manufacturers, importers, and retailers. They provide important guidance to consumers, helping them to select safe products. You can find the most common TÜV SÜD certification marks in our certification download centre at:

www.tuev-sued.de/certificationmarkdownload



Certificate explorer

Our public certificate explorer is a public information platform for clients, purchasers, and consumers alike, and can be used to find all valid product certificates issued by us:

www.tuev-sued.de/productcertificates



Blacklist

Beware of misuse of certification marks!

The certification marks of TÜV SÜD Product Service GmbH are valuable marketing assets. This is clear from the over 30,000 active certificates registered in our certification system. Unfortunately, misuse of our certification marks happens. Occasionally, products display our certification mark that have never been tested by us or have undergone impermissible modification after testing, or invalid certificates are used in advertising. Under the following link, you can find further information and a blacklist of counterfeit or non-certified products:

www.tuev-sued.de/ps/blacklist





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