

CERTIFICATION LABEL

USAGE GUIDE

How to correctly use and showcase your earned certification marks

Congratulations! You've taken the steps necessary to differentiate your product for safety and sustainability. You comply with the standards set; now it is time to share your hard work with your customers.

Each Intertek Sustainability certification program has an approved label associated with its acceptance. After your company has met or exceeded the test criteria outlined by your program choice, you will be provided a suite of labels to be used in accordance with the details stated in this document.

Why Use Our Certification Labels?

The globally recognised marks and labels from Intertek Sustainability are proof to your customers that your product, facility, or organisation meet strict industry standards. We encourage you to leverage this mark on products, packaging, brand literature, and sales guides.

General Guidelines to Label Usage

Once approved labels have been provided by Intertek, it is the responsibility of the program applicant to ensure proper and approved use of the certification program labels. Intertek Sustainability will conduct regular oversight of the marketplace to ensure integrity of branded assets is maintained.

Every label is unique to the program to which it pertains. Labels are intended to be used as provided and should not be distorted, re-created, or edited in any form. Any changes to a label will be dictated specifically by Intertek Sustainability and new labels will be provided for use. Labels are only valid for the product, facility, or organisation cited within your



certification report. In addition to labels, every program maintains standards regarding how program names should be written. Consistency in program name and labels are mandatory for compliance within Intertek Sustainability programs.

Note: The terms and conditions of your certification contract take precedence over guidelines set within this document.

Use of a Certification Label on Product

A program label on your product acts as a validation—evidence to your customers of the way you do business. All program labels on products must adhere to the following:

- Must use label in its entirety, including certification mark, service distinction, program name, and any applicable disclaimers
- Must be legible; longest section of label must be a minimum of 2" (50.8mm); if resized, maintain proportions of label
- The artwork can be but is not limited to, a sticker, metal nameplate, laser etch, hangtag, or stamp.

- It is suggested to wait until final certification report prior to any on-product or on-packaging use of your certification label. Applicant assumes all risk and costs associated with printing prior to final certification report
- Label colors must match Intertek brand standards. Any proprietary color options or designs require approval from Intertek Sustainability marketing



CERTIFICATION MARK USAGE GUIDE



Label Use Within Marketing Materials

Your certification label may be incorporated into a variety of marketing materials, from product banners and catalogues to sales literature and websites. If using your certification label in marketing assets, please adhere to the following:

- Label placement must be clearly representative of only the products or facilities in which the label applies
- In written form, the product, facility, or organisation receiving certification should always be described as your service distinction (i.e. certified, verified, approved), followed by program name (i.e. Clean Air GOLD, Zero Waste to Landfill). Furthermore, do not claim your certified product as "WELL certified by Intertek Sustainability." Even if tested to an applicable standard (such as meeting requirements for a certification like WELL®), your program label and certification is only valid for the standards, program, or criteria in your certification report. Programs, such as WELL Certification, are registered trademarks of other companies.
- If you wish to include text that refers to the label or makes reference to Intertek, you must submit it to Intertek for approval. Our marketing team is happy to review any labels, proofs, or press material prior to your publishing. Please provide draft samples of usage to your Program Manager.
- Use of your certification label is encouraged on social media. Upon completion of your program, you have the opportunity to promote your program status via Intertek Sustainability's LinkedIn page. Speak to your Program Manager for details.



So, now what? Hand over the marks.

In order to use your label, you must have:

1. Completed your program testing and met or exceeded applicable test criteria
2. Returned a signed and dated certification agreement to Intertek
3. Completed any applicable audits
4. Received a complete certification report from your Program Manager

We reserve the right of all final approvals in order to maintain the integrity of Intertek brand assets and our programs. Please contact your Program Manager or email sustainabilitycertification@intertek.com for further assistance.



About Intertek

Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices and over 44,000 people in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains. Intertek Total Quality Assurance expertise, delivered consistently with precision, pace, and passion, enabling our customers to power ahead safely.

FOR MORE INFORMATION

- +1 800 WORLD LAB (967-5352)
- sustainabilitycertification@intertek.com
- intertek.com/sustainability

