

## TRADEMARKS & LABELLING REGULATION

### Article 1

#### Subject

This Regulation refers to the use of Trademarks and Logos provided by A CERT S.A. to the operators for labelling and advertising their certified organic products.

### Article 2

#### Scope

The operators that are controlled by A CERT and produce and/or prepare (*processing and/or preserving*) products in accordance with A CERT Organic Standard, shall use the labelling provided to them by A CERT according to this Regulation and only for certified organic products that bear the terms referring to the organic production methods according to Article 39 of A CERT Organic Standard.

### Article 3

#### Labelling for organic products – A CERT Organic Standard

A CERT grants the right to its certified operators to use its name, code, and logo, which constitute the exclusive property of the Control Body, and for the sole purpose of labelling and advertising their organic products that have been certified in accordance with A CERT Organic Standard.

The preparation, approval and use of the organic indications, trademarks and logos shall follow the below flow:

1. When an operator signs the certification agreement with A CERT, the control body shall provide the organic logos to the operator in the format explained in Article 4 in order to prepare the label and the advertising material.
2. The operation afterwards may prepare the label template (draft), and, before printing, the operator shall submit the template to the certification department of A CERT in order to evaluate whether the organic indications and the logos meet the provisions of the A CERT Organic Standard and this Regulation.
3. The certification department of A CERT shall approve the label if the indications and logos are in conformity with the A CERT Organic Standard and this Regulation. If the terms and the logos in the label do not meet the provisions of A CERT Organic Standard, A CERT shall request corrections to secure compliance with the A CERT Organic Standard.
4. The operation is allowed to use the labels and the advertising material only after A CERT has approved the labels, and the advertising material and has granted the operation with the documentary evidence and only to the products that are included in the documentary evidence and meet the provisions of A CERT Organic Standard.

The use of the Community logo, or any information of the Control Body in advertising material or the labelling of the products, which are not included in the Documentary Evidence granted by A CERT, is prohibited.

In case the final products are produced or prepared by another operator which is certified by another Control Body, the organic indications will include the code number of the operator's control body that carried out the last operation and packaged the products.

*Example: An operator certified by A CERT that produces organic olives, assigns to a subcontractor controlled by another Control Body to produce and package olive oil in a bottle of 500ml. The label of the final product of olive oil will include the code number of the control body that certifies the processor.*

### Article 4

#### Format of Name, Code and Logo

1. The name and the code of the Control Body must mandatorily be entered using the following **information**:
  - a) Character font: «A CERT» Century and «European Organization for Certification» Arial
  - b) Colour of the font: for **a**: orange (R:255, G:102, B:0), and for the other letters: Black (R:0, G:0, B:0),
  - c) Colour of EU logo as laid down in Annex X of A CERT Organic Standard.
2. The logo of the Control Body may be used in the dimensions with respect to the sample ratio (2.5 width/1 height for the horizontal version & 1 width/1.31 height for the vertical version)
3. For the operator's convenience and in order to ensure the use of all the required indications, A CERT S.A. has developed and provides its clients with unique labelling that includes the logo of the Control Body, its official code and the Community logo on vertical and horizontal layout, in English (or any other official language included in Annex XI of A CERT Organic Standard), according to the following models:



3. The above logos are provided in various dimensions. Since the use of the logo in various types of products requires its reduction, the minimum height is 1.6 cm for the vertical version and 0.64 for the horizontal version.

4. The use of a monochrome logo (black and white) is recommended only in cases where the use of colour proves difficult for practical reasons.

5. In special cases, the operator may use the logo of the Control Body in a different form or dimensions only upon approval of the Certification Manager.

#### **Article 5** *Community Logo*

With respect to the provisions of Article 40 & 41 of A CERT Organic Standard, the use of the Community logo is compulsory for the labelling and advertising of products that have been certified as such. The use of the community logo shall meet the criteria described in **Annex X** of A CERT Organic Standard.

#### **Article 6** *Obligations regarding the use of indications and trademarks*

The operator contracted with A CERT may use the indications and trademarks under the conditions mentioned in this regulation, and also with respect to the following requirements which arise from the community legislation:

1. To continuously and duly apply the requirements of A CERT Organic Standard, as amended and in force.
2. To continuously and duly apply the requirements of the Certification Regulation of A CERT as amended and in force.
3. Not to use the indications and trademarks (community, and that of the Control Body) in a way that might cause confusion to consumers as to the way those products are produced or manufactured.
4. Not to use the indications and trademarks in a way that undermines the credibility and prestige of the Control Body, in terms of certification. The operator's actions must be carried out in the same spirit, whether they concern commercial or advertising actions and certainly in any action that constitutes notification of the previous ones.
5. Not to use the indications and trademarks in the labelling or advertising of the said products or any other claim that gives the buyer the impression that the mentioned indications, trademarks, and logos guarantee that they are of superior quality in terms of organoleptic criteria, nutritional value and healthy nutrition.
6. To maintain and make available to the Control Body any advertising material produced by the operation, with reference to the Control Body and the relevant certification. In case of recall of the certificates, to immediately cease using the advertising material, which contains any reference to them and return all the original documents of the certification to the Control Body.
7. In case the certified products do not meet the requirements of the A CERT Organic Standard, to inform the Control Body immediately.
8. In the event that the Control Body requires the cessation of use of the indications, logos and trademarks referred to herein, to do so immediately.
9. Notify at least 7 days before printing any advertising material or labelling of any form, or if in case of a website material 7 days before its placement on the website, the respective designs, so that these are approved by the Control Body.
10. In the contracted operator does not comply with the obligations A CERT has the right to impose sanctions, in accordance with the Certification Regulation and the Catalogue of Measures.

#### **Article 7** *Procurement of trademarks and logos*

A CERT makes available to the certified operators all the aforementioned logos and trademarks in electronic form.