

# APPLICATION PACK FOR THE ECOLABEL



## ***PART 3: Standard contract and conditions for using the label***

**ISSUED BY:**

Insert name of Competent Body and contact details (address, telephone and fax numbers, Email address)

Date of issue:

## Introduction

This part contains the standard contract that the Competent Body will sign with you if your application is successful. An annex to the contract will include the following information provided by the applicant in section 1 of the application form (Part 2 of the ecolabel application pack);

- \* Product name(s) and / or the manufacturer's internal reference number(s),
- \* The production site(s)

This annex to the contract will also include the Ecolabel licence registration number(s).

This part of the application pack also provides information on the conditions for using the ecolabel.



## Annex 1

# Conditions for using the Ecolabel

1. These conditions apply to the **use of the Ecolabel on products** (goods or services) **or in advertising**.
2. **The Ecolabel may be used for purely illustrative purposes** in reference books and similar material (such as leaflets about labelling schemes) without obtaining specific permission from the Competent Body, provided that the label is not associated with any product, and that the conditions below about colour reproduction are followed.

### General

3. The label may only be used on products, and references to the Ecolabel in advertising may only be made, once a Competent Body has awarded a contract permitting use of the Ecolabel in relation to the product.
4. The label may only be used in relation to the specific product for which it has been awarded.
5. Once the contract has terminated, the holder may not use the label in relation to the product, either as labelling or for advertising purposes. However, where stock has been manufactured before the termination of the contract, the Ecolabel may continue to be displayed on that stock for up to six months after termination, **except** where the Competent Body has terminated the contract because the holder has contravened the contract terms.
6. False or misleading advertising is prohibited. When applying, applicants should include in their dossier an illustration of how they intend to use the Ecolabel on the product and packaging, so that the Competent Body can satisfy itself that the label will be properly used. When awarding the Ecolabel, the Competent Body will ask licensees to send photographs of the final design of the product and packaging showing the Ecolabel, and copies of advertisements and other publicly available material referring to or displaying the Ecolabel. The Competent Body will willingly advise on whether a proposed usage complies with the conditions in this Annex. Licensees are advised to check if in doubt.

## Use on products or in advertising

7. The Ecolabel consists of two parts: Box 1 and Box 2, as follows:

<p>EUROPEAN UNION ECOLABEL</p>  <p>Awarded to goods or services which meet the environmental requirements of the EU ecolabelling scheme</p> <p>Licence registration number:</p>	<p>*</p> <p>*</p> <p>*</p>
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Box 1 Box 2

8. **The licence registration number must be inserted in Box 1.** Box 2 contains a short clear explanation about the reasons for awarding the Ecolabel, relating to at least one and not more than three environmental impacts, using the wording in the published criteria for the product group in question (see Part 2 of this pack).
9. Box 1 and Box 2 should be used together where this is practical, but Box 2 may be omitted where consideration of space is an important factor with regard to small goods, provided that the full label is used in other applications relating to the same product: for example, Box 1 may be used on its own on the product itself if the full label appears elsewhere on the packaging, information leaflets or other point-of-sale material. Where a product bears both the Community Ecolabel and the national ecolabel of an EU Member State, the two logos should be displayed side by side on the product.

## **Reproducing the colours and typeface**

10. The label shall be printed either in two colours (Pantone 347 green, for the “E” and stalk and leaves, and Pantone 279 blue, for the stars). The logo may also be printed in one colour on a plain background (such as black on white, or white on black), where these colours match the rest of the packaging.
11. To help ensure quality reproduction, the Competent Body will e-mail a 300 dpi (dots per inch) electronic file of the logo when awarding the ecolabel.
12. It is not necessary to use the same size or style of typeface shown in the example above, but the wording must be clearly legible, and the typeface must be plain.

