

Title: Use of Certification Mark



Changes from previous edition of this document are indicated in red text.

0. SCOPE

This document defines the rules which registered organizations (or organizations that have product(s), process(es) and/or service(s) subject to inspections by **Certi W ®**) are required to follow in order to be authorized to use the registration or inspections result and related compliance mark (hereafter Certification Mark – showed below an example) or to make reference to the *Certificate of Registration* or *Certificate of Inspection* issued. These rules apply to all organizations registered for management system(s), product(s), process(es) or service(s) certification (or organizations that have product(s), process(es) and/or service(s) subject to inspections) which signed the acceptance of a *Proposal* and *Conditions of Contract*. The certified or inspected organization is bound to comply with the applicable requirements of these rules and the local legislation on communication and advertising activity.

1. DIFFERENCE BETWEEN LOGO AND CERTIFICATION MARK

It is important - first and foremost - to understand the difference between logo and Certification Mark. Only the Certification Mark can be used by authorized organizations in accordance with the rules set forth in the following paragraphs.

Certi W ® Logo:	Certi W ® Certification Mark:
	

The logo **Certi W ®** is a registered mark (OHIM n° 010239093) and all rights are reserved.

2. RULES

Authorization to use the Certification Mark, in accordance with the criteria of these rules, is granted to organizations which have positively completed the certification process for its management system(s), product(s), process(es) and/or service(s) or organizations that have product(s), process(es) and/or service(s) subject to inspections.

The above mentioned organizations are authorized to use the Certification Mark on documents or other materials such as: products (if applicable), primary and secondary packs (if applicable), stationery, advertising material, publications, presentations, headed paper, business cards, web sites, invoices, transport documents, posters and signs of the organization, company vehicles, in accordance with the conditions given below (except for any changes to be agreed in advance).

The Certification Mark is to be used together with the logo and/or business name of the organization registered for its management system(s), product(s), process(es) or service(s) certification or of the organizations that have product(s), process(es) and/or service(s) subject to inspections.

The Certification Mark cannot be applied to laboratory test, calibration or inspection reports or certificates.

Any use not expressly covered by contracts or by other applicable legislation, it is to be previously authorized in writing. An organization may not, under any circumstances, transfer the right to use of Certification Mark to third parties. If the Certification Mark is used on web sites, it is possible to add a link to the **Certi W ®** web site.

The organization must ensure that registration may not be intended as covering other management system, product types or lines or production units other than those covered by registration or not subject to inspection.

The advertising related with registration or inspection must be truthful and must not give rise to doubts or false interpretations concerning the type, category, characteristics and performance of the organization models, activities, products, processes or services concerned. Furthermore, it must be prepared so as to avoid any misunderstanding between what is marked and what is unmarked and the organization must ensure registration is not understood as covering organization model(s), activities, product(s), process(es) or service(s) not included on the *Certificate of Registration* or on the *Certificate of Inspection*.

The Certification Mark may be reproduced in any size provided it is clearly legible and provided the Certification Mark is a faithful reproduction of the original.

The Certification Mark can be reproduced in real size, bigger or smaller, provided the proportions are maintained and legibility is ensured.

The use of the Certification Mark should not give the impression that the authorized organization belongs to the **Certi W ®** group therefore it is recommended to always use it with smaller dimensions of the logo of the authorized organization.

In order to avoid mistakes, it is always advisable to use the Certification Mark always referring to the *Certificate of Registration* or to the *Certification of Inspection* and with the following sentences as applicable:

- 1) The management system(s) or the integrated management systems – specifying what - are certified by **Certi W ®**;
- 2) The product(s), process(es) or service(s) – specifying what - are certified by **Certi W ®**;
- 3) The product(s), process(es) or service(s) – specifying what - are inspected by **Certi W ®**.

During the assessment and/or inspections of the organization, it will be checked the use of the Certification Mark by examining the organization's documents, catalogues and web sites, packaging, wrapping as well as the products themselves, both at the production plant and on the market.

3. SUSPENSION OR WITHDRAWAL OF THE CERTIFICATE

Organizations may only use the Certification Mark during the validity and only for management system(s), activities, product(s), process(es) or service(s) included on the *Certificate of Registration* or on the *Certificate of Inspection*.

An organization whose *Certificate of Registration* or *Certificate of Inspection* has been suspended must cease immediately to use the Certification Mark on all documents/items to which it was affixed and throughout the suspension period of the certificate.

A registered organization whose *Certificate of Registration* or *Certificate of Inspection* has been revoked must cease altogether to use the Certification Mark in any form and place.

In the case of product certification, if the *Certificate of Registration* has been suspended or revoked and the producer has to dispose of products in the warehouse which already have the Certification Mark, these may be marketed until the supplies run out, provided they were manufactured during the period of validity of the *Certificate of Registration*.

4. SANCTIONS

Any breaches of these rules by registered organizations, where applicable, will be sanctioned through the adoption of the following measures: written warning with a request to take the necessary steps and corrective action; if the above request and corrective action are not taken or are inadequately taken or the error continues to be made: the *Certificate of Registration* or *Certificate of Inspection* of the registered or inspected organization will be suspended for a period of time commensurate with the seriousness of the situation of nonconformity; if nonconformity persists and/or breaches continue beyond the end of the suspension period: the *Certificate of Registration* or *Certificate of Inspection* will be revoked.

For each breach of the rules related to use of the Certification Mark contained in this document, in contracts or other related rules relevant to individual services provided or in any other applicable regulations, the organization will be required to pay a fee of 50.000,00 Euros and **Certi W ®** reserves the right to publish the transgression using any media. Moreover, the owner of the Certification Mark has the right to claim compensation for any further damage suffered, in whatsoever capacity, related to the improper use of the Certification Mark by organization.

The inspectors reserve the right to make the checks it considers most appropriate

to verify that the Certification Mark is used in compliance with these rules and with any other applicable regulations, also asking the organization to show documentation such as catalogues, packaging, headed letter paper, etc.. If the organization unjustifiably refuses to show what the latter requests, this will lead to implementation of what is stated above.

If the requirements above stated are not complied with, the contract will terminate.

Notwithstanding the above, **Certi W**® reserves the right to report any misuse of its Certification Mark on its web site.

5. HOW TO OBTAIN THE CERTIFICATION MARK

To obtain the Certification Mark, the **Certi W**® local office has to be contacted. The Certification Mark is available, on request, in different format and resolution (in black and white too), for specific needs.

6. THE CERTIFICATION MARK

Below are represented examples of **Certi W**®'s Certification Mark (these are valid for an organization registered for process certification and for a management system according ISO 9001) in two version (In color and in black and white):

