

### GUIDANCE ON THE USE OF THE MARKS

#### GUIDANCE FOR PRODUCERS ON USING REAL'S 'INDUSTRIALLY COMPOSTABLE' AND 'HOME COMPOSTABLE' CERTIFICATION MARKS

##### VERSION 1



#### 1. USING THE MARK

- 1.1 The mark shall only be used in clear association with the respective product for which the producer holds a valid certificate of conformity with the respective Scheme Rules, having been assessed and certified under REAL's Compostable Materials Certification Scheme.
  - a. The 'Industrially Compostable' mark shall only be used in association with the product certified according to the 'REAL Industrially Compostable Products' Scheme Rules.
  - b. The 'Home Compostable' mark shall only be used in association with the product certified according to the 'REAL Home Compostable Products' Rules.
- 1.2 The mark shall only be used with the assigned product registration number.
- 1.3 The mark shall not be used without indicating it is a certification mark.
- 1.4 The mark shall only be used in accordance with the respective licence agreement.

#### 2. PRINTING THE MARK ON THE PRODUCT

- 2.1 The mark shall be printed using the same inks assessed for certification.
- 2.2 The product registration number shall be included within the white space of the mark – this version of the mark will be issued by the scheme owner.

*NOTE 1: The scheme owner is Renewable Energy Assurance Limited (REAL).*

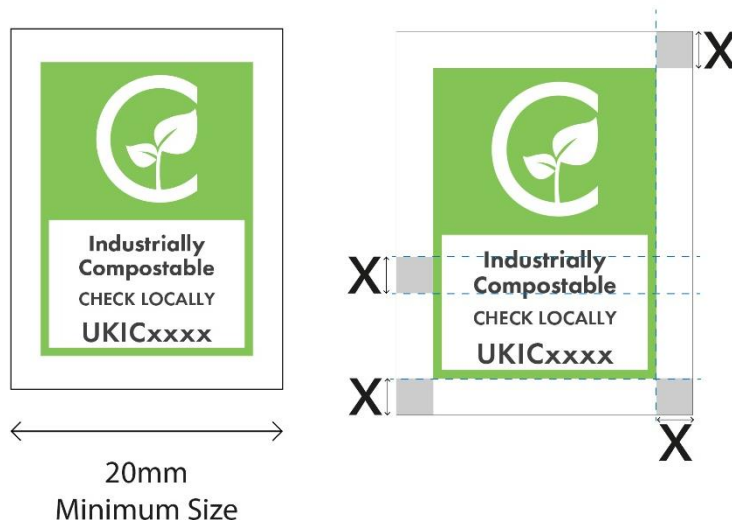
*NOTE 2: The product registration number must be legible, therefore the mark may need to be displayed within a larger exclusion zone than the minimum requirements specified below.*
- 2.3 The appearance of the mark shall not be altered or modified, or the mark amended in any way.

*NOTE: The 'Industrially Compostable' mark displays the words 'CHECK LOCALLY' and the 'Home Compostable' mark does not; the words 'CHECK LOCALLY' must not be added to this mark.*
- 2.4 Set, print and display requirements:
  - a. The mark shall be displayed in its entirety and in the upright position.
  - b. The minimum reproduction size is that the mark fits within a 20-millimetre-wide exclusion zone. The exclusion zone is based on the unit 'x' which is determined by the depth from the top of the first line of text ('Industrially' or 'Home') to the bottom of the second line of text

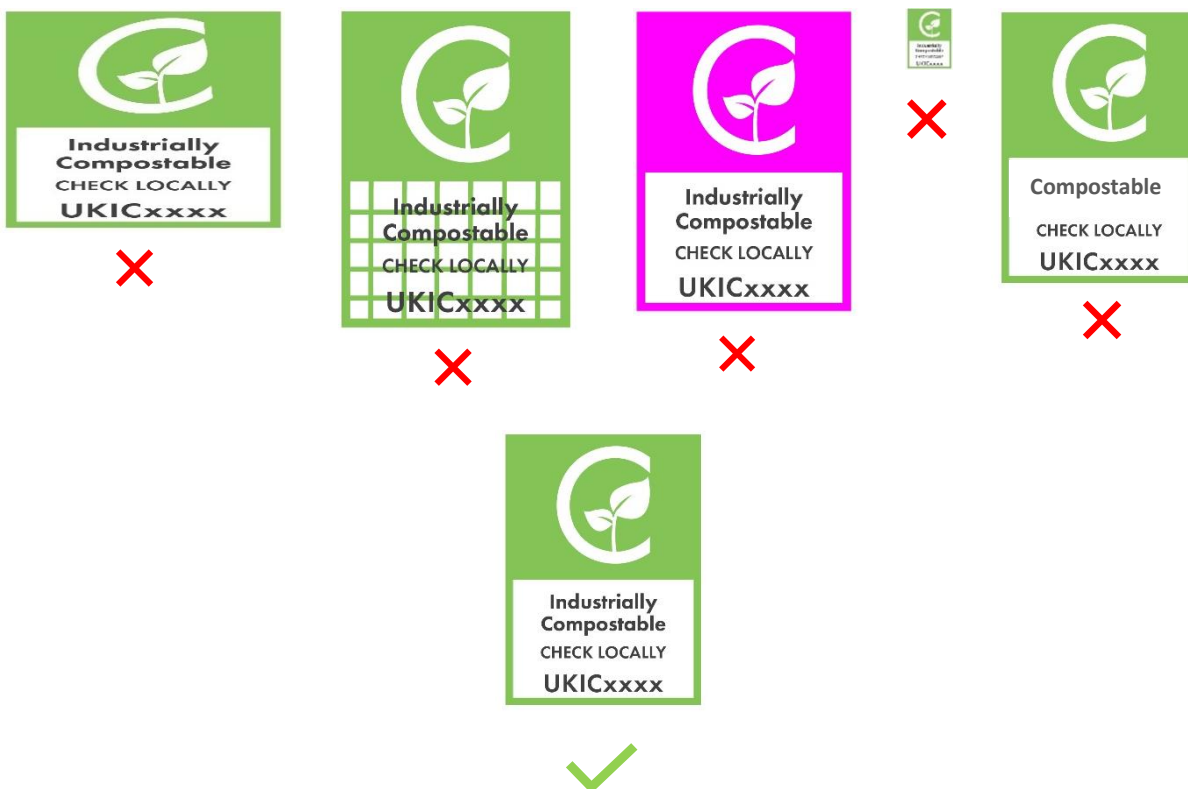
# Compostable Materials

## Certification Scheme

(‘Compostable’). The exclusion zone surrounding the mark shall be kept clear of text and other graphic elements and its background should be uniform.



- c. The mark shall not be tinted, shadowed, or subject to any other effects, and the positioning of the mark’s elements shall remain as laid out in the version supplied by the scheme owner.



- d. To ensure a consistent image, the mark shall be displayed in the following colour combination with these colour codes:
- Green – R143 G192 B69 / #8fc045

## Certification Scheme

- ii. Grey – R26 G26 B26 / #1a1a1a
- iii. White – RFF GFF BFF / #FFFFFF

### 3. PRINTING THE MARK ON EXTERNAL PACKAGING

3.1 If it is impossible to print the mark on the certified product (which applies to products such as teabags and wipes), it may be printed on the external packaging.

3.2 The product registration number shall be included within the white space of the mark and the certified product type (e.g. teabags) must be clearly identifiable below the mark – this version of the mark will be issued by the scheme owner.

*NOTE 1: The scheme owner is Renewable Energy Assurance Limited (REAL).*

*NOTE 2: The product registration number must be legible, therefore the mark may need to be displayed within a larger exclusion zone than the minimum requirements specified below.*

3.3 The appearance of the mark shall not be altered or modified, or the mark amended in any way.

*NOTE: The 'Industrially Compostable' mark displays the words 'CHECK LOCALLY' and the 'Home Compostable' mark does not; the words 'CHECK LOCALLY' must not be added to this mark.*

3.4 Set, print, and display requirements:

- a. The mark shall be displayed in its entirety and in the upright position.
- b. The minimum reproduction size is that the mark fits within a 20-millimetre-wide exclusion zone. The exclusion zone is based on the unit 'x' which is determined by the depth from the top of the first line of text ('Industrially' or 'Home') to the bottom of the second line of text ('Compostable'). The exclusion zone surrounding the mark shall be kept clear of text and other graphic elements and its background should be uniform.
- c. The mark shall not be tinted, shadowed, or subject to any other effects, and the positioning of the mark's elements shall remain as laid out in the version supplied by the scheme owner.
- d. To ensure a consistent image, the mark shall be displayed in the following colour combination with these colour codes:
  - i. Green – R143 G192 B69 / #8fc045
  - ii. Grey – R26 G26 B26 / #1a1a1a
  - iii. White – RFF GFF BFF / #FFFFFF

3.5 A sample of the packaging shall be shared with the scheme owner prior to the use of the mark and the scheme owner shall share a photograph of the sample packaging with the chosen certification body.

### 4. USING THE MARK IN ADVERTISING

4.1 The mark may also be used with the product registration number for advertising purposes. Advertising materials include price lists, flyers, websites, etc.

4.2 If used in advertising, it shall be clear that the mark corresponds to the certified product.

*If you have any questions about this guidance document, please contact the Compostable Materials Certification Scheme owner (Renewable Energy Assurance Ltd) using [info@realschemes.org.uk](mailto:info@realschemes.org.uk).*