



Best Practice Examples for Certipedia

Case Study 1

Samsung Printer Cartridges

- TÜV Rheinland customer Samsung used the Certipedia Premium ID to:
- gain a market advantage by showcasing that genuine Samsung cartridges fulfill the strictest requirements and received the TÜV Rheinland test mark with the keywords “Tested for harmful substances” and “Emission tested”
 - set themselves apart from the competition

- This resulted in:
- millions of cartridges and their packaging with the test mark with QR code
 - consumer-friendly information within the Certipedia Premium ID entry
 - Samsung’s intention to certify all genuine Samsung toners within 2014

That is how it looks:

Simply scan this QR code and test the Certipedia example directly on your smartphone.



Mobile View

Information elements on the Premium ID page

- 1

Certipedia ID number
- 2

Customer logo
- 3

Manufacturer/product
- 4

Product image
- 5

Certified aspects
- 6

Language selection

Consumer Information

- Reduced levels of air pollution as a result of the printing process
- Supporting decent working conditions
- Favorable Characteristics of emissions
- Tested for harmful substances

Product Dimensions: 14 x 10 x 6 inches
Shipping Weight: 4.1 pounds

In order to accommodate increased sensitivity surrounding the issue of indoor air quality, Samsung decided to test its printer cartridges for harmful substances in the toner powder used:

1. Firstly, the experts at TÜV Rheinland examine the concentration of hazardous substances contained in the toner powder. Only if the results fall within the specified range the testing can proceed to the next stage the determination of the emission profile of the complete printing system.

2. In this phase, the experts measure emissions of

Manufacturer Contact

[Samsung Website](#)

[Questions](#)

[Email Product Support](#)

Further Product Information

Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

Media Library

TÜVRheinland®

Certipedia-ID-No. 0000042656

Manufacturer Samsung Electronics Co., Ltd.

Product Toner modules

Tested for Harmful Substances, Emission Tested

Consumer Information

Manufacturer Contact

Further Product Information

Media Library

Test Mark

Certificates

Further certified Products

Contact the Company

change language

Desktopversion

Impress

沪ICP备09046815号-1

Test Mark

The company is authorized to use the following TÜV Rheinland test mark on its products and in its communication.

Tested for Harmful Substances Emission Tested

www.tuv.com ID 0000042656

Certificates

Toxproof Zeichen

Certificate Number: 60094988

Model Designation: Toner cartridge set for color laser printer Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

Further certified Products

Cartridge Samsung MLT-D101S

Cartridge Samsung MLT-D205S

Contact the Company

Samsung Electronics Co., Ltd.

[www.samsung.com/us/](#)

[Email](#)

Desktop View

Certipedia ID number

Test mark

Consumer information

Information

Media library

Product certificates

Further certified products

Further information

TÜVRheinland®

Home

Product certificates

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All about Certificates

Certipedia

HOME - SAMSUNG ELECTRONICS CO., LTD. - 0000042656

Back

ID No. 0000042656: Samsung Electronics Co., Ltd.

Toner modules, Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

Tested for Harmful Substances Emission Tested

www.tuv.com ID 0000042656

Certified Properties: Tested for Harmful Substances | Emission Tested

Consumer information

- Reduced levels of air pollution as a result of the printing process
- Supporting decent working conditions
- Favorable Characteristics of emissions
- Tested for harmful substances

Product Dimensions: 14 x 10 x 6 inches
Shipping Weight: 4.1 pounds

In order to accommodate increased sensitivity surrounding the issue of indoor air quality, Samsung decided to test its printer cartridges for harmful substances in the toner powder used:

1. Firstly, the experts at TÜV Rheinland examine the concentration of hazardous substances contained in the toner powder. Only if the results fall within the specified range the testing can proceed to the next stage the determination of the emission profile of the complete printing system.

2. In this phase, the experts measure emissions of volatile organic compounds during the printing process.

3. In order to ensure that the quality of the toner powder remains consistent, TÜV Rheinland repeats material and emissions testing annually using current test samples. Every two years, in addition to product testing, TÜV Rheinland experts inspect the production sites at which the manufacturer fills the cartridges with toner powder.

Information

Description: Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

TÜV Rheinland LGA Products GmbH has tested and certified the following quality criteria:

Products awarded with this test mark are characterized by the use of materials that have been tested for harmful substances and by low emissions of volatile organic compounds.

Awarding this test mark to a product means: According to the current state of knowledge the product is characterized by a low emission profile.

Manufacturer Contact: [Samsung Website](#) [Questions](#) [Email Product Support](#)

Further Product Information: Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

Media Library

Product Certificates by TÜV Rheinland

Certificate Type	Certificate Number	Model Designation
Toxproof Zeichen	60094988	Toner cartridge set for color laser printer Cartridges CLT-C406S, CLT-M406S, CLT-Y406S and CLT-K406S for Printer Samsung CLP-365

Further certified Products

Cartridge Samsung MLT-D101S

Cartridge Samsung MLT-D205S

Further information

- Request more information on Samsung Electronics Co., Ltd.
- All certificates / IDs of Samsung Electronics Co., Ltd.

TÜV RHEINLAND CORPORATE WEBSITE

ITEMIMP

DATA PRIVACY DECLARATION

LEGAL DISCLAIMER

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Language selection

Customer logo

Product image

2

3

Case Study 2

Bewital Petfood

Pet food manufacturer BEWITAL used the Certipedia Premium ID to:

- emphasize the quality characteristics of their products
- inform potential customers about their family of pet food products
- promote the achievement of the test mark in advertisements and at fairs

This resulted in:

- double-digit growth in sales of the branded products
- thousands of hits to the Certipedia Premium page via smartphones
- other pet food manufactures approaching TÜV Rheinland and asking for this test mark
- an enhancement of TÜV Rheinland’s reputation in the pet food industry

That is how it looks:

Simply scan this QR code and test the Certipedia example directly on your smartphone.



Mobile View

Information elements on the Premium ID page

- 1 Certipedia ID number
- 2 Customer logo
- 3 Manufacturer/product
- 4 Product image
- 5 Certified aspects
- 6 Language selection

Consumer Information

- High animal protein content
- Wheat-free recipes
- Manufactured without the use of soya and without artificial flavourings, colourings and preservatives
- With natural antioxidants

The tested products of the brand BEWI DOG® are manufactured by BEWITAL petfood GmbH & Co. KG in Germany. The test criteria applied by TÜV Rheinland are based on the currently applicable scientific nutritional guidelines for adult dogs issued by FEDIAF. The products also meet the TÜV Rheinland catalogue of criteria for pet food, which extends significantly beyond the legal requirements in terms of contents, contaminants and the food label review. TÜV Rheinland conducts regular monitoring inspections of the products on the market in the laboratories of the FoodCert Alliance®.

BEWI DOG® balance

Suitable for less active or older dogs

BEWI DOG® basic

For dogs with normal activity levels

BEWI DOG® basic menu

Mix for dogs with normal activity levels

BEWI DOG® sport

For active dogs

BEWI DOG® lamb & rice

For sensitive dogs

BEWI DOG® mini

For small and medium-sized breeds

TÜVRheinland®

Certipedia-ID-No. 0000039368

BEWI-DOG®

Manufacturer Bewital petfood GmbH & Co. KG

Product BEWI DOG® balance, BEWI DOG® basic, BEWI DOG® basic menu, BEWI DOG® sport, BEWI DOG® lamb & rice, BEWI DOG® mini

Nutrients Tested, Declaration Tested, Tested for Harmful Substances

Consumer Information

Test Mark

Certificates

Contact the Company

change language

Certificates

Food Safety

Certificate Number: 60090151

Model Designation: BEWI DOG balance BEWI DOG basic BEWI DOG basic menu BEWI DOG sport BEWI DOG lamb & rice BEWI DOG mini sensitive

Test Mark

The company is authorized to use the following TÜV Rheinland test mark on its products and in its communication.

TÜVRheinland®

CERTIFIED

www.tuv.com

ID 0000039368

Contact the Company

Bewital petfood GmbH & Co. KG

Customer Service

Industriestr. 10

46354 Südlohn

Phone: +49 (0) 2862 581-400

Email

Desktop View

Certipedia ID number

Test mark

Consumer information

Information

Product certificates

Further information

Language selection

Customer logo

Product image

TÜVRheinland®

Certipedia

ID No. 0000039368: Bewital petfood GmbH & Co. KG

BEWI DOG® balance, BEWI DOG® basic, BEWI DOG® basic menu, BEWI DOG® sport, BEWI DOG® lamb & rice, BEWI DOG® mini, dog food

TÜVRheinland®

CERTIFIED

www.tuv.com

ID 0000039368

BEWI-DOG®

Consumer information

- High animal protein content
- Wheat-free recipes
- Manufactured without the use of soya and without artificial flavourings, colourings and preservatives
- With natural antioxidants

BEWI DOG® balance
Suitable for less active or older dogs

BEWI DOG® basic
For dogs with normal activity levels

BEWI DOG® basic menu
Mix for dogs with normal activity levels

BEWI DOG® sport
For active dogs

BEWI DOG® lamb & rice
For sensitive dogs

BEWI DOG® mini
For small and medium-sized breeds

Information

Description:

BEWI DOG® Dog Food

TÜV Rheinland LGA Products GmbH has tested and certified the following quality criteria:

The tested products of the brand BEWI DOG® are manufactured by BEWITAL petfood GmbH & Co. KG in Germany. The test criteria applied by TÜV Rheinland are based on the currently applicable scientific nutritional guidelines for adult dogs issued by FEDIAF. The products also meet the TÜV Rheinland catalogue of criteria for pet food, which extends significantly beyond the legal requirements in terms of contents, contaminants and the food label review. TÜV Rheinland conducts regular monitoring inspections of the products on the market in the laboratories of the FoodCert Alliance®.

Product Certificates by TÜV Rheinland

Certificate Type	Certificate Number	Model Designation
Food Safety	60090151	BEWI DOG balance BEWI DOG basic BEWI DOG basic menu BEWI DOG sport BEWI DOG lamb & rice BEWI DOG mini sensitive

Further information

- Website of Bewital petfood GmbH & Co. KG
- Request more information on Bewital petfood GmbH & Co. KG
- All certificates / IDs of Bewital petfood GmbH & Co. KG

4

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Case Study 3

Tierfutter GmbH

Tierfutter GmbH is a fictitious Certipedia ID that is intended to demonstrate the range of possibilities within a Certipedia Premium ID entry such as:

- highlighting specific quality features of the feed product
- providing information about ingredients and the testing of harmful substances
- providing service information
- including market research questions

That is how it looks:

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Mobile View

Information elements on the Premium ID page

- 1 Certipedia ID number
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- 6 Language selection

i Verbraucher Information

- Hoher Anteil an Rohprotein (> 23 %)
- Reich an Omega 3-Fettsäuren (> 1,0 %)
- Hoher Gehalt an Vitamin E (> 60 mg) und Vitamin A (8000 I.E.)
- Rezepturen hergestellt ohne Weizen und Soja
- Ohne Zusatz von Farbstoffen und Geschmacksverstärkern
- Mit natürlichen Antioxidantien aus Sonnenblumenöl und Rapsöl

Verwendung
Die Produkte Adult Hundetrockenfutter der Sorten „Fitness“ und „Lamm und Reis“ sind insbesondere

i Inhaltsstoffe

	Lamm und Reis	Fitness
Rohfaser	3,2 %	3,2 %
Rohprotein	22,0 %	26,0 %
Rohfett	11,2 %	15,8 %
Omega-3-Fettsäuren	1,2 %	1,5 %
Omega-6-Fettsäuren	3,8 %	7,0 %

Kontakt zum Unternehmen

Tierfutter GmbH
Wuffweg 1
51105 Beispielstadt
Webseite des Herstellers
E-Mail-Adresse

Ihre Meinung

Kennen Sie auch die andere Produkte der Marke „Tierfutter GmbH“?

☒ ja ☒ nein

Wie gefällt Ihnen die Verpackung dieses Produktes?

★ ★ ★ ★ ★

Welche Eigenschaft dieses Produktes ist Ihnen am wichtigsten (nur eine Nennung möglich)?

Auswählen

1

2

3

4

5

6

TÜVRheinland®

Certipedia-ID-Nr. 0000034860

Tierfutter GmbH

Hersteller Tierfutter GmbH
Produkt Adult Alleinfuttermittel,
Hundetrockenfutter in den Sorten Lamm & Reis
und Fitness

**Kontrollierte Qualität, Nährstoffe geprüft,
Ohne Zusatzstoffe**

i Verbraucher Information

i Inhaltsstoffe

i Schadstoffanalyse

i Service-Information

Prüfzeichen

Zertifikate

i Weitere zertifizierte Produkte

Kontakt zum Unternehmen

Ihre Meinung

Sprache ändern

Desktopversion | Impressum | 沪ICP备09046815号-1

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Desktop View

Certipedia ID number

Test mark

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Information

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Further certified products

Further information

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Certipedia

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[<< Back](#)

The requested ID page is also available in the following languages: [German](#)

ID No. 0000034860: Tierfutter GmbH

Adult Alleinfuttermittel, Hundetrockenfutter in den Sorten Lamm & Reis und Fitness

Quality Controlled
Nutrients Tested
No Artificial Food Additives

www.tuv.com
ID: 0000034860

Certified Properties: | [Quality Controlled](#) | [Nutrients Tested](#) | [No Artificial Food Additives](#)

Consumer Information

- Hoher Anteil an Rohprotein (> 23%)
- Reich an Omega 3-Fettsäuren (> 1.0%)
- Hoher Gehalt an Vitamin E (> 60 mg) und Vitamin A (8000 I.E.)
- Kapselpillen hergestellt ohne Weizen und Soja
- Ohne Zusatz von Farbstoffen und Geschmacksverstärkern
- Mit natürlichen Antioxidantien aus Sonnenblumenöl und Rapsöl

Vermieden werden... Lamm und Reis sind insbesondere für ausgewachsene Hunde geeignet.

Information: certipedia-product@de.tuv.com

Information

Description:

The products "Adult - Lamm und Reis Hundetrockenfutter" produced by Tierfutter GmbH (Example) was tested by laboratories of TÜV Rheinland FoodCert Alliance® and fulfills the requirements of the "Food Safety" criteria catalogue. The company's and its claimed characteristics as presented on the market are regularly checked as a basis for usage of the test mark for tested and certified food.

TÜV Rheinland LG A Products GmbH has been tested and certified the following quality criteria:

Food offered in the German market has to be conform with German law, especially with the requirements of the LFGB and its related directives. The German food labeling directive (LMKV) or the guidelines of the German Food Compendium are examples. Aim of the law and directives is to protect the consumers from hazards through consumption of products.

The TÜV Rheinland FoodCert Alliance® (FCA) is the network of accredited TÜV Rheinland approved food testing laboratories ("Competence Centers").

This is an example for an internet entry. We would also be pleased to present your certified product in the internet similarly. Make use of a statement of a neutral third party in order to assure your potential customers of the safety and quality of your products.
Contact: trip.buydotcom@de.tuv.com

Inhaltsstoffe:	Lamm und Reis	Fitness
Rohfaser	3.2 %	3.2 %
Rohprotein	22.0 %	26.0 %
Vitamin E	11.2 mg/kg	198 mg/kg

Schadstoffanalyse:

Die Produkte „Adult – Lamm und Reis Hundetrockenfutter, Alleinfuttermittel“ und „Adult – Fitness-Hundetrockenfutter, Alleinfuttermittel“ werden regelmäßig und umfangreich auf Pestizide, Schwermetalle und weitere Kontaminanten untersucht. Der zu Grunde gelegte Prüfmfang reicht dabei weit über die gesetzlichen Anforderungen hinaus.

Service Information:

„Adult – Lamm und Reis Hundetrockenfutter, Alleinfuttermittel“ und „Adult – Fitness-Hundetrockenfutter, Alleinfuttermittel“ sind im 3 kg, 12.5 kg und 25 kg Pack erhältlich und eignen für ausgewachsene Hunde aller mittelgroßen Rassen.

Für den Druck des Verpackungsmaterials wurden mineralölfreie Farben verwendet.

Product Certificates by TÜV Rheinland

Certificate Type	Certificate Number	Model Designation
Food Safety	31XXXXX	

Further certified Products

Junior - Hundetrockenfutter

Little Dog - Hundetrockenfutter

Further information

- > Website of Tierfutter GmbH
- > Request more information on Tierfutter GmbH
- > All certificates / IDs of Tierfutter GmbH

TÜV RHEINLAND CORPORATE WEBSITE
 STEP&AP
 DATA PRIVACY DECLARATION

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Language selection

Customer logo

Product image



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