

# Best Practice Examples for Certipedia



## Samsung Printer Cartridges

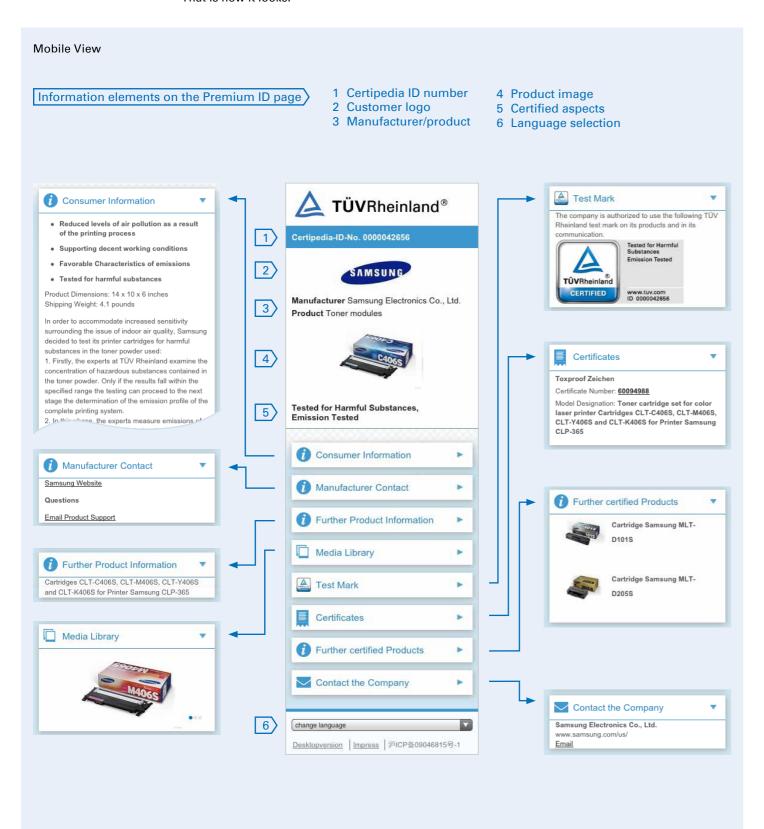
TÜV Rheinland customer Samsung used the Certipedia Premium ID to:

- 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 competion

#### 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

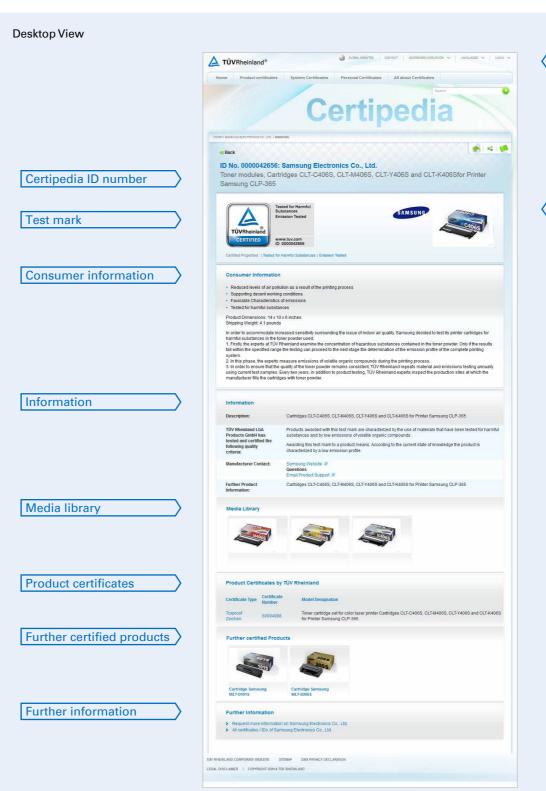
That is how it looks:



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







Language selection

Customer logo

Product image

#### **Bewital Petfood**

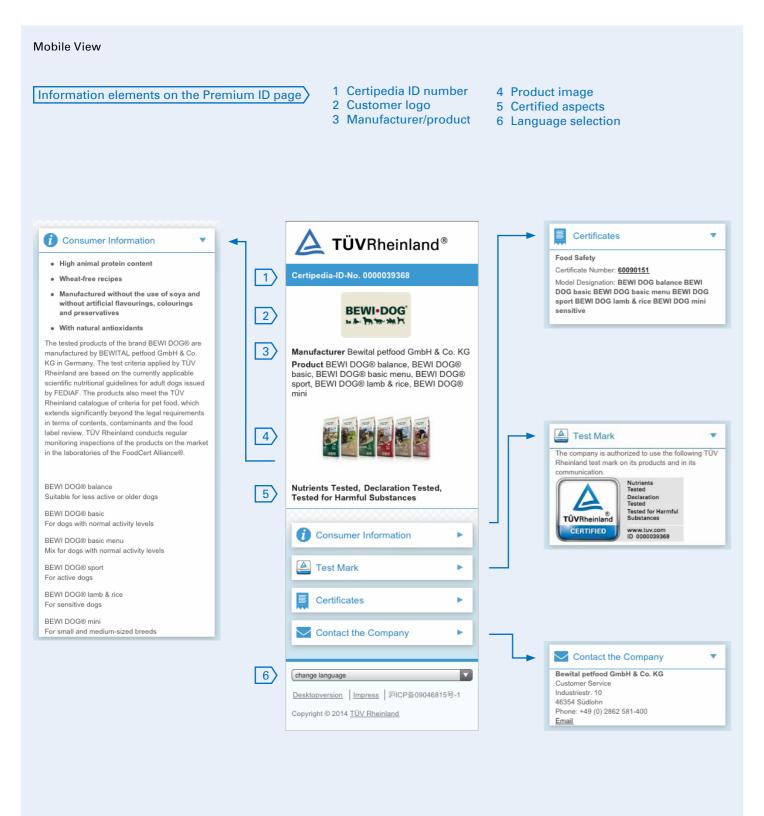
Pet food manufacturer BEWITAL used the Certipedia Premium ID to:

- 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.







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### 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:

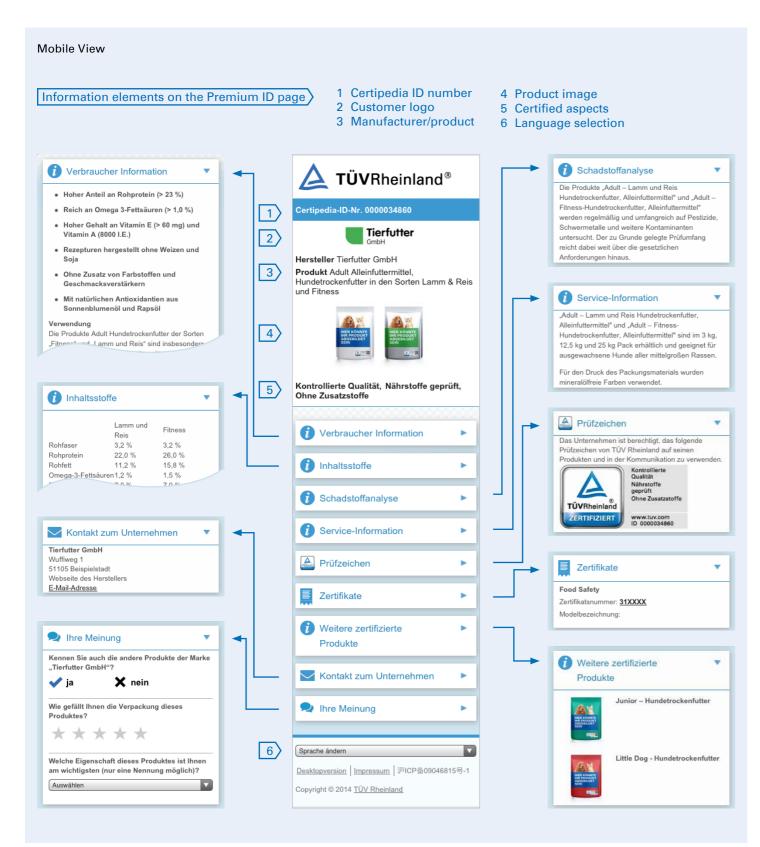
Simply scan this QR code and test the Certipedia example directly on your smartphone.



Kontrollierte Qualität Nährstoffe geprüft Ohne Zusatzstoffe









Language selection

Customer logo

Product image



TÜV Rheinland AG Am Grauen Stein 51105 Cologne Germany Tel. +49 221 806-0 certipedia@de.tuv.com www.certipedia.com