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The correct use in your corporate
communications.



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Your products deserve more attention.

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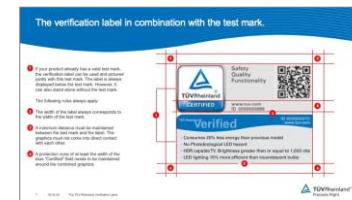
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Your advantages at a glance.

Your products deserve more attention.

MEET THESE CHALLENGES IN YOUR MARKET.

Competition in online retail has intensified in recent years. In a crowded marketplace, it is becoming increasingly difficult for manufacturers and retailers of branded goods to stand out from the competition.

Consumer demands have increased. Many buyers today are very well informed and technically savvy. They attach great importance to authenticity and quality and are paying more attention to special product and quality features.

At the same time, it is increasingly difficult to recognize quality and benefits in many complex markets. End consumers and customers increasingly need independent third parties to make informed purchasing decisions and sustainable value judgments.

TÜV Rheinland's product verification.

OUR SOLUTION FOR YOUR CHALLENGES.

To emphasize individual product features or marketing claims, TÜV Rheinland's product verification and the resulting verification label is a good choice. It can be used in addition to product certification, or as standalone.

During product verification, an important product feature (e.g., "plastic content below 5%" or "energy efficiency improved by 15%") is tested and verified by an accredited laboratory and checked and confirmed by TÜV Rheinland.

TÜV Rheinland thereby verifies a measurable, quantifiable characteristic that confirms the customer's marketing claim.

The TÜV Rheinland verification label.

TÜV Rheinland

Verified

ID 0000000111
www.tuv.com

- Consumes 20% less energy than previous model
- No Photobiological LED hazard
- HDR capable TV. Brightness greater than or equal to 1,000 nits
- LED lighting 15% more efficient than incandescent bulbs

MORE ATTENTION AT THE POINT OF SALE.

The TÜV Rheinland Verification Label is an ideal instrument that enables intensive advertising and clear highlighting of products in retail.

MORE CREDIBILITY FOR BRANDS.

Your brand gains a decisive competitive advantage through the verification label, which provides easy-to-identify and accessible information from an independent third party.

MORE TRANSPARENCY FOR MANUFACTURERS.

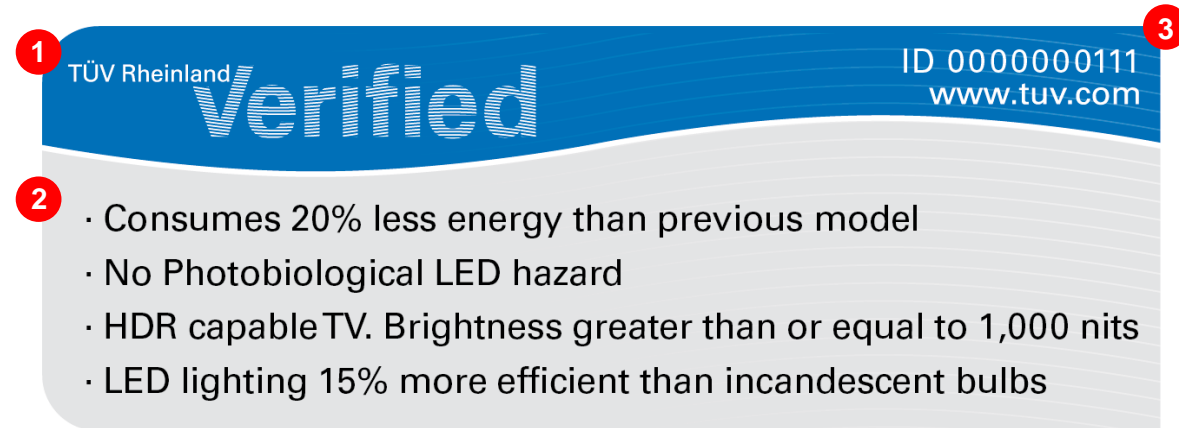
The manufacture of high-quality products offers a greater profit margin. High quality is an additional unique selling point to increase sales.

Design and functionality of the verification label.

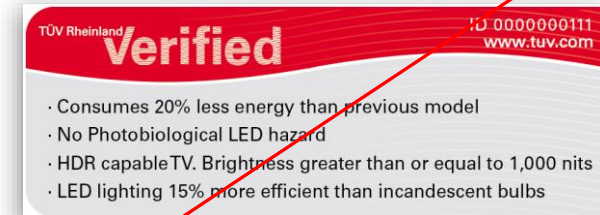
- 1 The verification label is designed as an area with a fixed height and width.
- 2 The entire design of the verification label must not be modified. This applies both to the label's head (blue wave with ID number and web address) as well as to the gray-colored area, which contains the verification claims.

Claims of one to five lines can be shown in the gray area. These statements describe the product characteristics verified by TÜV Rheinland.

- 3 The label has its own ID number. It is linked to TÜV Rheinland's online database Certipedia (www.certipedia.com), which provides more detailed information.



The label must not be warped in any way.



The colors of the label may not be changed.

Shadows or other effects are not allowed.

The verification label in combination with the test mark.

- 1 If your product already has a valid test mark, the verification label can be used and pictured jointly with this test mark. The label is always displayed below the test mark. However, it can also stand alone without the test mark.

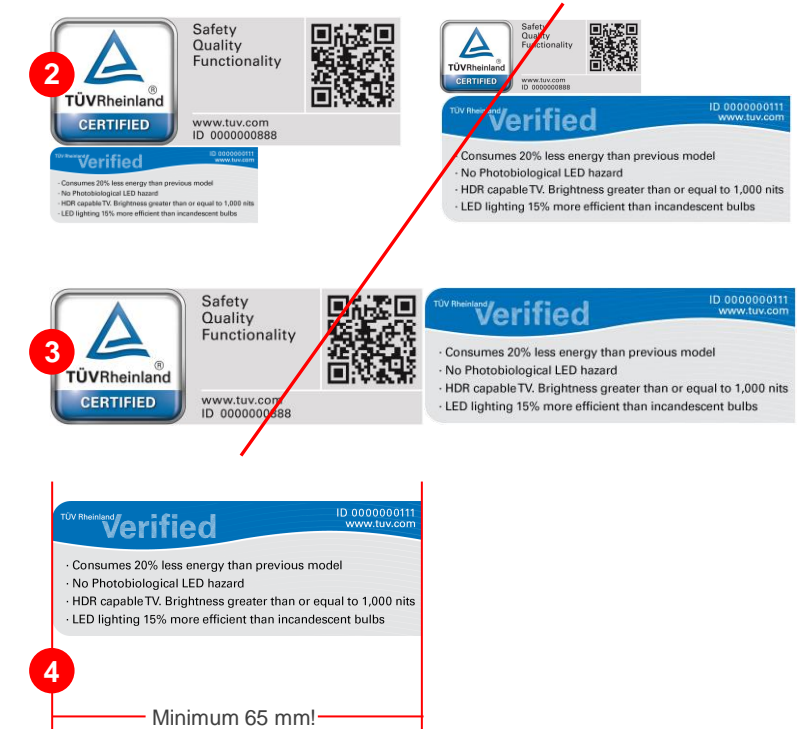
The following rules always apply:

- 2 The width of the label always corresponds to the width of the test mark.
- 3 A minimum distance must be maintained between the test mark and the label. The graphics must not come into direct contact with each other.
- 4 A protection zone of at least the width of the blue "Certified" field needs to be maintained around the combined graphics.



Not like that, please!

- 1 The color and black-and-white versions of both designs may not be used in combination with each other.
- 2 The design of the two graphics is aligned for combined use. Therefore, the graphics must not be depicted in different sizes.
- 3 Test mark and verification label must not be positioned next to each other or apart from each other.
- 4 When used in print, we recommend a minimum height of 30 mm. Only this minimum height guarantees good legibility of the integrated marketing claims.



One label for various applications.

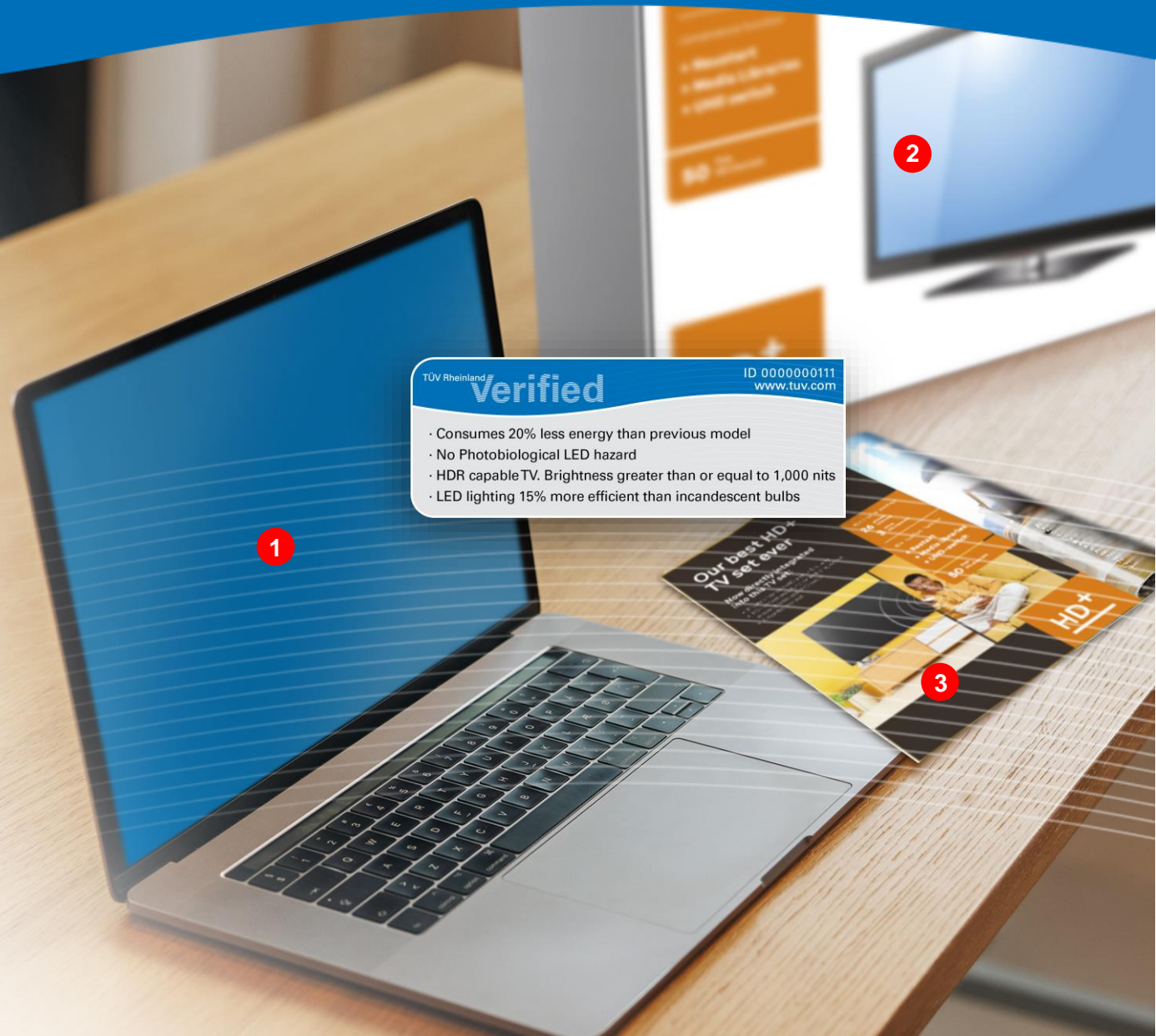
ACROSS ALL MEDIA – MORE ATTENTION AND TRUST

Your verification label is versatile and suitable across all media:

- 1 In your online communication (websites, banners, newsletters, etc.)
- 2 On product packaging (outer packaging, blister packs, etc.)
- 3 In print media (advertisements, posters, flyers, mailings, etc.)

By placing your label correctly on all your communication media, you will achieve the best possible attention for your product features.

Each verification label has an individual ID number that can be called up in the online database Certipedia (www.certipedia.com). This allows your customers to access your verification statements directly from any of your communication channels.



The correct use in online media.

THE VERIFICATION LABEL IN DIGITAL COMMUNICATION.

Just like the TÜV Rheinland test mark, the verification label is well suited for use in online communication on websites, web banners, newsletters and in social media posts.

- 1 Placed in the right spot, close to the product and clearly legible and visible, your customers immediately learn more about the important special features of your product – reliably verified by TÜV Rheinland.
- 2 By linking the image to the TÜV Rheinland online database Certipedia (www.certipedia.com), you lead your customers directly to your verification statement.



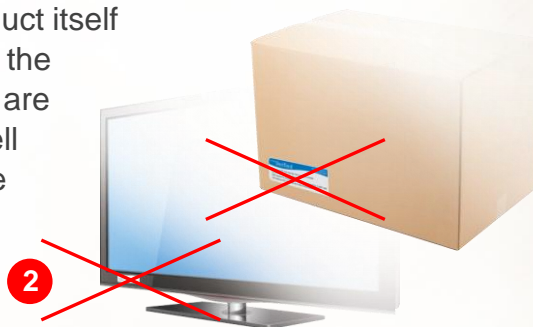
The correct application on packaging.

THE VERIFICATION LABEL ON PACKAGING.

This also applies to product packaging:

1 Placed in the right spot, close to the product and clearly legible and visible, your verification label communicates additional, important product information. Position your label where it can be read quickly and directly when it is presented in stores – preferably on the front of the packaging or where it can be spotted easily on the shelf.

2 ATTENTION:
The verification label must not be used on transport packaging. It may not be permanently affixed to the product itself (e.g., by stickers that remain permanently on the product, etc.). Easily removable stickers that are stripped off before the product is used, as well as advertising stickers at the point of sale are permitted.



The correct use in print media.

DISPLAY THE VERIFICATION LABEL.

Print messages usually highlight the advantages and features of products. The use of the verification label can significantly underline these product properties and features.

- 1 When using the label in print, it is important to place it close to the product presentation to ensure a direct link between the verification claims and the product. This should prevent the claims from being associated with other products or services.
- 2 It is also important that the verification label is not too small, as otherwise the legibility of the verification claims is not guaranteed, especially for labels with five lines (see page 8).

The advertisement is for an HD+ TV set. It features a man sitting on a yellow sofa, eating popcorn, with a large TV set in the background. The TV set is on a wooden stand. The advertisement includes the following text:

Our best HD+ TV set ever

Now directly integrated into this TV set:

- + Private channels in HD and UHD quality
- + HD+ convenience function including restart, media libraries and UHD switch
- + 6 months free trial

1 **Verified** ID: 0000000001 www.tuv.com

- Consumes 20% less energy than previous model
- No Photobiological LED hazard
- HDR capable TV: Brightness greater than 1,000 nits
- LED lighting 15% more efficient than incandescent bulbs

2

HD+ channel package

- 26** private channels
- 3** Ultra HD channels

HD+ convenience function

- + Restart
- + Media libraries
- + UHD switch

50 Free HD channels

HD+

The correct use of several labels on one page.

THE VERIFICATION LABEL FOR MORE THAN ONE PRODUCT IMAGE.

If several products are shown in a communication medium, the verification label should be placed directly next to the respective verified product.

- 1 In this situation in particular, the direct connection of the verified statements to the product must be ensured to avoid confusion and misunderstandings.
- 2 Here, too, it is important that the verification label is not too small to ensure the legibility of all claims.

Our best HD+ TV sets ever

Directly integrated into all TV sets:

- + Private channels in HD and UHD quality
- + HD+ convenience function including restart, media libraries and UHD switch
- + 6 months free trial

HD+ channel package

- 26** private channels
- 3** Ultra HD channels

HD+ convenience function

- + Restart
- + Media libraries
- + UHD switch

50 free HD channels

HD+

1 Verified

Consumes 20% less energy than previous model
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HDR capable TV, Brightness greater than or equal to 1,000 nits
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2

Your advantages at a glance.

+ COMPETITION

Clear differentiation from the rest of the competition and better visibility of your brand and products

+ UNDERSTANDING

Better, easier and faster understanding of product features and benefits

+ COMMUNICATION

Direct and easier communication with customers, purchasing and end users

+ CONFIDENCE

Strengthening trust in brands and products through verification of product properties by an independent third party

Thank you for your attention.

tuv.com/world/en/product-verification.html

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