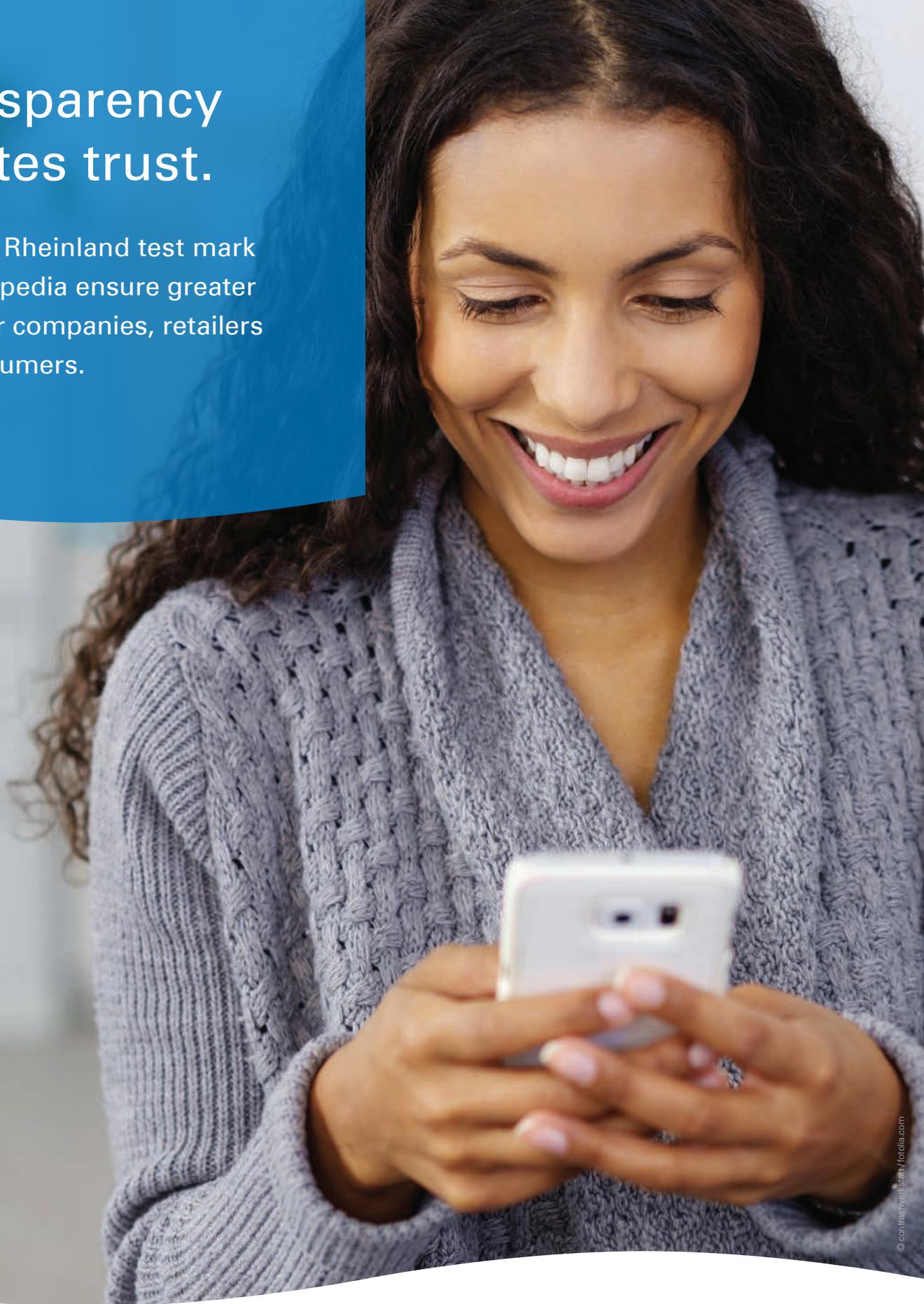


# Transparency creates trust.

The TÜV Rheinland test mark  
and Certipedia ensure greater  
clarity for companies, retailers  
and consumers.





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#### THE TÜV RHEINLAND TEST MARK FULFILLS IMPORTANT LEGAL REQUIREMENTS FOR THE USE OF TEST MARKS

- Test marks used in consumer advertising must have a reference. We have been proactively meeting this requirement for years.
- The reference must be so specific that further information can be found directly by the consumer (e.g. in the certificate database Certipedia from TÜV Rheinland).
- In the reference, the consumer must be able to find a summary of the test as well as a clear description of the test criteria.

## More information at your fingertips.

With our combined system of TÜV Rheinland test mark and online certificate database Certipedia, you can ensure that your partners and customers immediately understand the contents of your certification correctly.

Test marks do not always provide consumers and partners with better information. Many make it rather difficult to find statements and results quickly. The value judgment of a neutral third party such as TÜV Rheinland is therefore often particularly appreciated – providing the test services are presented clearly and comprehensibly.

Here, our certificate database Certipedia plays a central role. It stands for quality, safety and neutrality and thus offers more transparency for many purchase decisions.

If you use our test mark to advertise your products, draw attention to your certified processes or as proof of your acquired competences, you will ultimately benefit from decades of trust in the TÜV Rheinland brand.

The test services detailed in our certificate database Certipedia (the test mark is awarded for certified products, management systems and personal qualifications) comply with legal requirements and are clear and comprehensible. As all test marks have a unique ID number that is associated with the

service, they can also be found immediately. More information can be found on the following pages.

**Our test mark provides information for consumers and partners – fast, neutral and transparent.**



# Create more transparency. With our intelligent system.

Get to know the many advantages of our user-friendly information system. Create complete transparency for companies, retailers and consumers.

For some time now, growing consumer demands and the strengthening of consumer protection in Germany and the EU have resulted in significantly higher transparency requirements. With foresight and earlier than other testing service providers, TÜV Rheinland has ensured a reliable and more consumer-oriented presentation of test results.

Our successful system of test marks and certificate database offers you decisive advantages that benefit you.

With this system you are always well-placed in terms of efficiency, clarity, transparency and security.

#### IT OFFERS YOU:

- an innovative test mark with a unique ID number.
- a consumer-friendly reference for the publication of test content: our online certificate database Certipedia with test mark IDs that significantly improve transparency in the assessment of test results.
- an efficient and optimally organized delivery of test marks.
- Comprehensive access to your test mark via online download with a quick overview of possible color options and functions.

#### EASY TO USE

Here's how your partners and customers can get directly to your certified products and services:

- by scanning the test mark QR code on packaging, in advertising and at the POS
- by clicking on the test mark in web pages, apps or other online applications

Depending on the type of certification, the TÜV Rheinland test mark can be used on products, packaging, websites, letterheads, etc. and linked to your individual Certipedia entry at [www.certipedia.com](http://www.certipedia.com).



Safety  
Functionality  
Quality



[www.tuv.com](http://www.tuv.com)  
ID 0000000888

#### SCAN QR CODE

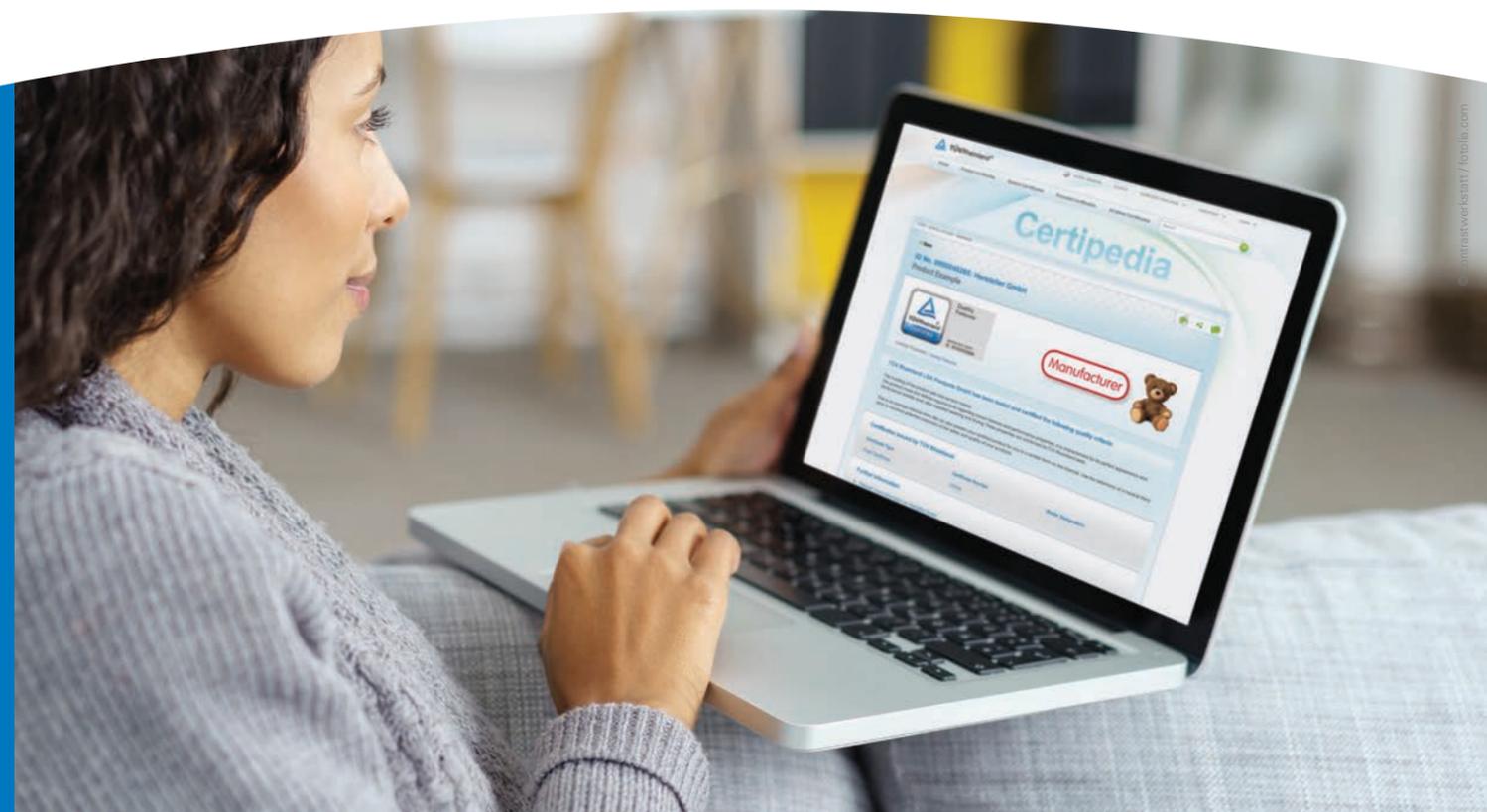
The QR code can be scanned anywhere and anytime and is linked directly to your individual Certipedia entry.

#### ENTER ID NUMBER

By entering the unique ID number on the TÜV Rheinland website, consumers get a direct overview of the test contents of your certificate on Certipedia.

#### CLICK ON LINK

The test mark linked to Certipedia guides consumers with one click from your website directly to your Certipedia ID entry – with clear testimonials in easy-to-understand language.



**A CLEAR EXAMPLE**  
Just scan this QR code and go to the Certipedia entry shown in the picture with your smartphone.

See for yourself – a Certipedia entry displays all information clearly. Additionally, a premium entry can be customized – with your logo, various illustrations and plenty of information.



## Show your achievements to partners and consumers around the world.

Use the multimedia potential of our system for maximum customer reach. Create visibility for your products and services with test marks and Certipedia, everywhere and at any time.

More and more people question advertising claims and are therefore looking to independent sources for neutral information about product or service quality or the competence of specialists. If this information is easily accessible and credible, they are more willing to buy and have more confidence in the provider.

As a TÜV Rheinland customer who has been successfully certified by us, you can benefit from this development – with your entry in our online certificate database Certipedia ([www.certipedia.com](http://www.certipedia.com)).

### ONE SYSTEM – MANY ADVANTAGES

#### Transparency

Your Certipedia entry shows exactly what was certified and tested. By linking the test mark with Certipedia, your product or service can be viewed at any time, within seconds and worldwide.

#### Authenticity

The authenticity of your certification can be verified with a unique ID number.

#### Individuality

On request, we can provide a personalized design for your Certipedia entry for product and system certifications (does not apply to personal certifications), e.g. with images, your logo and additional customer-relevant information. Simply link it to your online presence.

#### Trust

TÜV Rheinland has stood for quality and safety for more than 145 years, and that is also what our test mark stands for. It means more trust and continuity for your company.

#### Up-to-date

Your entry on Certipedia is always up to date – this is the best proof that your certification is valid.

# The TÜV Rheinland test mark. Exemplary ease of use.

The TÜV Rheinland test mark can be used in a variety of applications on products, packaging, in classic print media and, of course, online. Here are some examples:

Using test marks on products on products



Using test marks in traditional advertising



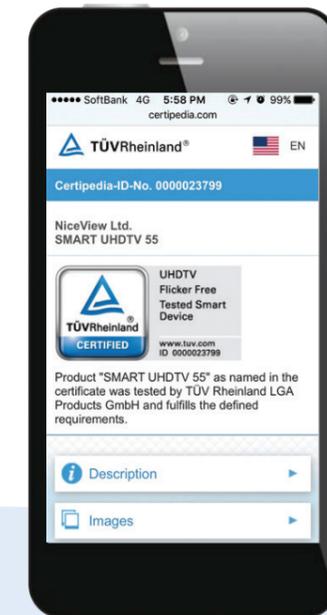
Using test marks for management systems and personnel certification



The Certipedia website in classic desktop version



Mobile view of a Certipedia Premium entry



Mobile view of a Certipedia Basic or Plus entry

# Your Certipedia entry.\* Custom-made for your needs.

Invest in your business success. We offer you three different types of customizable Certipedia entries.

Our basic service:  
Certipedia Basic entry



Upgrade 1:  
Certipedia Plus entry



Upgrade 2:  
Certipedia Premium entry



\* Examples of product and system certifications

# TÜV Rheinland Certipedia. All services at a glance.

SERVICES / ADVANTAGES OF TESTS MARKS FOR PRODUCTS AND SYSTEMS	TYPE OF CERTIPEDIA ENTRY		
	Basic	Plus	Premium
<b>DISPLAY ON DESKTOP AND MOBILE DEVICES</b>			
Certificate information	✓	✓	✓
For TÜV Rheinland certificates with the right to use test marks: Right to use the TÜV Rheinland test mark	✓	✓	✓
TÜV Rheinland test mark with QR code in various file formats	✓	✓	✓
Unique ID number and own Certipedia web page	✓	✓	✓
Brief description of the test method/test specification	✓	✓	✓
Contact information of the certificate holder for interested parties		✓	✓
Link from Certipedia entry to the homepage of the certificate holder		✓	✓
Maximum number of company/product photos		1	4
Display of company logo		✓	✓
Overview of other certificates/qualifications		✓	✓
Personalized, user-friendly and comprehensive description of the certified service			✓
Information on other quality features tested by TÜV Rheinland (Validation Statements)			✓
Integration of customer feedback questions in the mobile version of Certipedia			✓
Information on other certified products/objects			✓
Product images on a mobile start screen			✓
Short portrait of your company			✓
Option to upload test videos			✓

SERVICES / ADVANTAGES OF TESTS MARKS FOR INDIVIDUALS	TYPE OF CERTIPEDIA ENTRY	
	Standard	Optional
Certified persons receive a proof of competence that is highly valued in business and administration. It bears the test mark and ID of the qualification and refers directly to details of the certification program.		
<b>On acquisition of the right to use the test mark:</b>		
Right to use the TÜV Rheinland test mark with QR code (limited period)	✓	
Personal ID number and own Certipedia page with the name of the graduate	✓	
Entry of the acquired qualification with link to further details	✓	
Listing as qualified person for the respective qualification (by country/postcode)	✓	
Link to a homepage of the graduate and provision of an e-mail address		✓
Entry of another TÜVR PersCert certification in English		✓
Test mark with QR code		✓

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

[www.tuv.com](http://www.tuv.com)

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