



One for all.

TÜV Rheinland's new test mark.

# We Answer Your Questions

... everything you want to know about TÜV Rheinland's new test mark.

In keeping with the motto "One for All" TÜV Rheinland's new test mark replaces all others – globally. Naturally this causes some questions which we answer in this FAQ. To keep things simple, we have split it into sections according to subject.

## The New Test Mark

### 1. Why is there a new test mark?

In brief: in order to standardize the awarding of test marks and to strengthen the TÜV Rheinland brand. In combination with the revised keywords, we make sure that our services communicate the same high value all over the world and that our customers as well as the end-users understand this also. We improve the recognition of our mark as well as its protection against counterfeiting.

### 2. When will the new test mark be used?

TÜV Rheinland will start awarding the new test mark from January 2013.

### 3. What will happen to contracts made before that date?

Customers with which we entered into a contract before January 2013 will be granted preservation of the status quo for using the test marks already awarded during the transition period. However, they may also use the new test mark. Reasons for this include the fact that the new test mark is identical and recognizable worldwide and that in future the old test marks will be no longer advertised.

### 4. How long does the transition period last?

Basically it lasts 1 year from January 2013. We recommend switching to the new mark as soon as possible. Where required we can make exceptions - please contact us.

### 5. Do we award only the new test mark or are there any exceptions?

All test marks that use the TÜV Rheinland logo (blue triangle) or show the TUVdotCOM sign respectively use TÜV Rheinland's name have to be replaced. The test marks of LGA and DIN CERTCO are not affected.

### 6. What does the new test mark look like?

The design has become unique and can only be associated with TÜV Rheinland. Each of the variants "TÜV Rheinland certified", "TÜV Rheinland inspected" and "TÜV Rheinland tested" is combined with clear keywords. The use of available space is optimized, thus improving legibility. The ID number points to relevant test information in our database. The newly introduced QR code also links to this information.

### 7. Why does the new test mark look exactly like this?

With the new test mark we make the visual leap into the 21st century, and from the analog to the digital age. It combines a modern, appealing design with a high functionality and can be excellently integrated both in the print sector and in digital media. It is the only square test mark in the market, thus contrasting with the competition and achieving high brand recognition. Furthermore, the square shape allows us to utilize the available space to a maximum. Besides, the similarity to the "app" shape was selected intentionally, because "apps" stand for a modern and user-friendly technology and are consistently perceived in a positive way.

# The New Test Mark

8. How can customers identify that the test mark is authentic and original?

They can look up the ID on the Internet. With the QR-Code, this becomes easily accessible.

9. How long will the new test mark be in use?

There is no time limit.

10. Why did TÜV Rheinland redesign its marks?

Our aim is to help our customers achieve success in the global marketplace. The mark adds value to the products and they can be marketed more effectively. The unified design improves the recognition value and even a lesser-known brand is boosted by our test mark.

11. What is the difference between the new and the old marks?

The primary difference is that we communicate the name "TÜV Rheinland" more clearly and that all our test marks have a unified design. Other than design, there is no difference in meaning between the new marks and the old marks.

12. Who is allowed to use the new marks?

All clients with valid TÜV Rheinland certificates are eligible to switch to the new mark. We will contact many customers directly about the switch. If you would like to switch immediately, please contact us.

13. Will existing marks still be valid?

Certificates will continue to be valid as printed on each certificate, including the test mark shown on each certificate. Technically they will be valid until the certificate expires. Still we recommend switching to the new mark as soon as possible since it is better known in the market and offers more transparency, safety and advertising value.

14. Does the mark have to be printed in original colors, or are other colors acceptable?

The test mark must be shown in original colors or in black/white.

15. Is there any difference between the usage of the original version of the marks and the black/white version?

No.

16. Can I change the marks?

TÜV Rheinland's test mark may not be altered. Please use the test mark as it was sent to you.

17. Once the new marks are in use, are the current certificates still valid? Do clients need to apply for new ones bearing the new mark?

The certificates are still valid and do not need to be replaced. From January 2013, only the new mark will be issued.

# The Keywords

## 1. How do we use the keywords?

The keywords are internationally identical, clearly defined and they inform the consumer about the type of test, inspection or certification TÜV Rheinland performed. Detailed information can be accessed using the QR code.

## 2. Can we use several keywords in one test mark? E.g. one certification mark for ISO 9001, ISO 14001, OHSAS and ISO 22000?

Yes, this is possible.

# The Design

## 1. Who is responsible for the design of the new test mark? Can we make any changes?

Only TÜV Rheinland may work on the design. Changes or additions are not permitted.

## 2. How is the new test mark different from other certifiers' marks?

The new test mark has a unique design. The USPs are clear: more safety, more transparency and more advertising value. For more information, please see our brochure.

# The QR code

## 1. What is the QR code for?

The QR code improves the protection against counterfeiting. If requested by the customer, a QR code can be allocated to each test mark. Information about the product, the manufacturer, as well as about the test mark and our services can be accessed using a smartphone. Videos and other user-friendly contents supplement the range.

## 2. Can clients use only the QR code?

No, this is not allowed. The QR code appears only in connection with the test mark.

## 3. Who generates the QR code?

It is supplied by TÜV Rheinland.

## 4. Is it possible to link the QR code to the client's website?

No, this is not allowed.

# Marketing

## 1. What marketing advantages and additional value do our clients get?

The new test mark gives them more safety, more transparency and more advertising value. For details, please see our brochure.

## 2. What activities are planned to enhance and promote recognition of the new test mark (globally, regionally, locally)?

In 2013, an international print and online campaign, promoting and highlighting the new test mark, will start.

## 3. Why should clients switch to the new test mark?

Customers use our test mark because of its brand value. The new test mark has a higher brand value and better features (QR code) than the old mark. If they want to participate in this higher value, they should switch.