

THE GREEN DOT

GUIDELINES FOR ON-PACK USAGE
OF THE TRADEMARK



Introduction

The Green Dot trademark is an internationally protected and well-known symbol. These guidelines are intended to help companies using The Green Dot on their packaging - based on a valid license agreement with an authorized national packaging recovery organization - to use the symbol in the correct manner.

Definition

Any reference to the “Green Dot” trademark on packaging must comply with the following definition, which follows from the trademark statute and is intended to prevent any incorrect representation of the trademark.

OFFICIAL DEFINITION:

“The mark “The Green Dot” on packaging means that, for such packaging, a financial contribution has been paid to a national packaging recovery company that has been set up in accordance with the principles defined in European Directive No. 94/62 and the corresponding national law.”

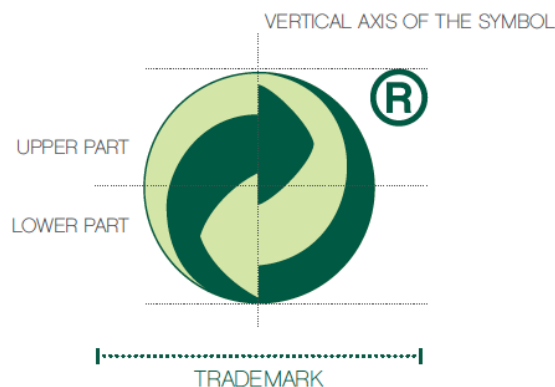
1. Basic principles of use on packaging

A) Legibility

The symbol should be immediately identifiable by the consumer - for this it must be clearly visible and easy to read.

B) Graphic appearance of the symbol

The Green Dot is a circle containing two intertwined arrows around a vertical axis. The central axis must be vertical in relation to the wording on the packaging. In its standard form, it also includes the symbol ®, which means that The Green Dot symbol is a registered trademark.

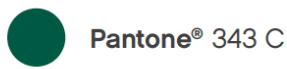


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C) Institutional colours

The arrow pointing left is light green – Pantone 366C.

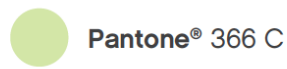
The arrow pointing right is dark green – Pantone 343C.



c: 100 m: 000 y: 069 k: 060

r: 000 g: 088 b: 061

RIGHT-pointing arrow
(dark colour compulsory)



c: 018 m: 000 y: 047 k: 000

r: 208 g: 228 b: 166

LEFT-pointing arrow
(light colour compulsory)

D) Use on coloured backgrounds

The use of Pantone 366c and 343c or equivalent four colours is not compulsory but is recommended if the label or packaging is printed in 4 colours. In other cases, the symbol may use another colour on a white or coloured background:



Black on white background.



Any colour on a white or transparent background.



Use of official colours on contrasting backgrounds.



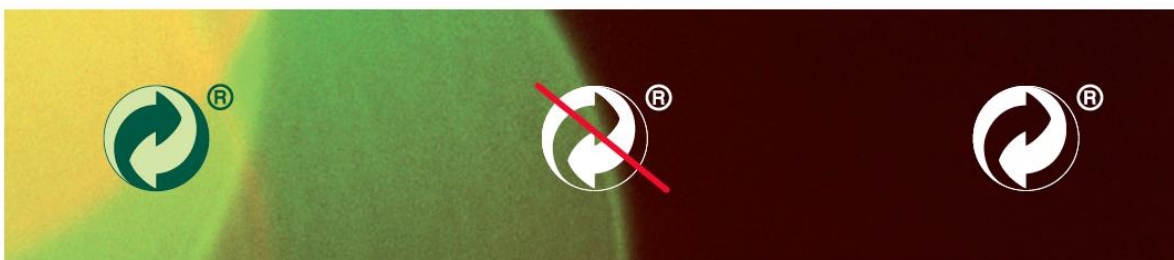
White on single colour background.

E) Use on photographic backgrounds

The Green Dot should contrast as much as possible with photographic backgrounds, which should preferably be medium to dark.

To ensure the symbol is legible, white can be used together with a uniform dark color background.

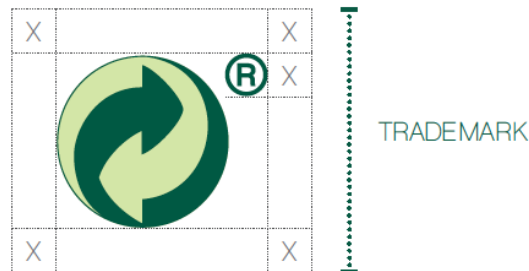
The symbol can be used as shown below.



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F) Surrounding margins

Minimum surrounding margins have been set in order to ensure The Green Dot symbol's legibility and integrity. Whenever possible these margins should be wider.



G) Restrictions

The Green Dot symbol cannot be altered. It must be used in full, in the right proportions and colours.

No other wording or graphics are permitted in connection with the symbol.

Any changes in these rules for technical or legal reasons must be included in a written agreement appended to the contract with a national Green Dot organization.

EXAMPLES OF INCORRECT USE OF THE GREEN DOT SYMBOL



Incorrect official colours



Reversed colours



Three different colours, where the symbol is not in the correct official colours



Use of shading and effects



Incorrect proportions between each element



Use of other wording or elements on the symbol



Incorrect surrounding margins

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H) Size

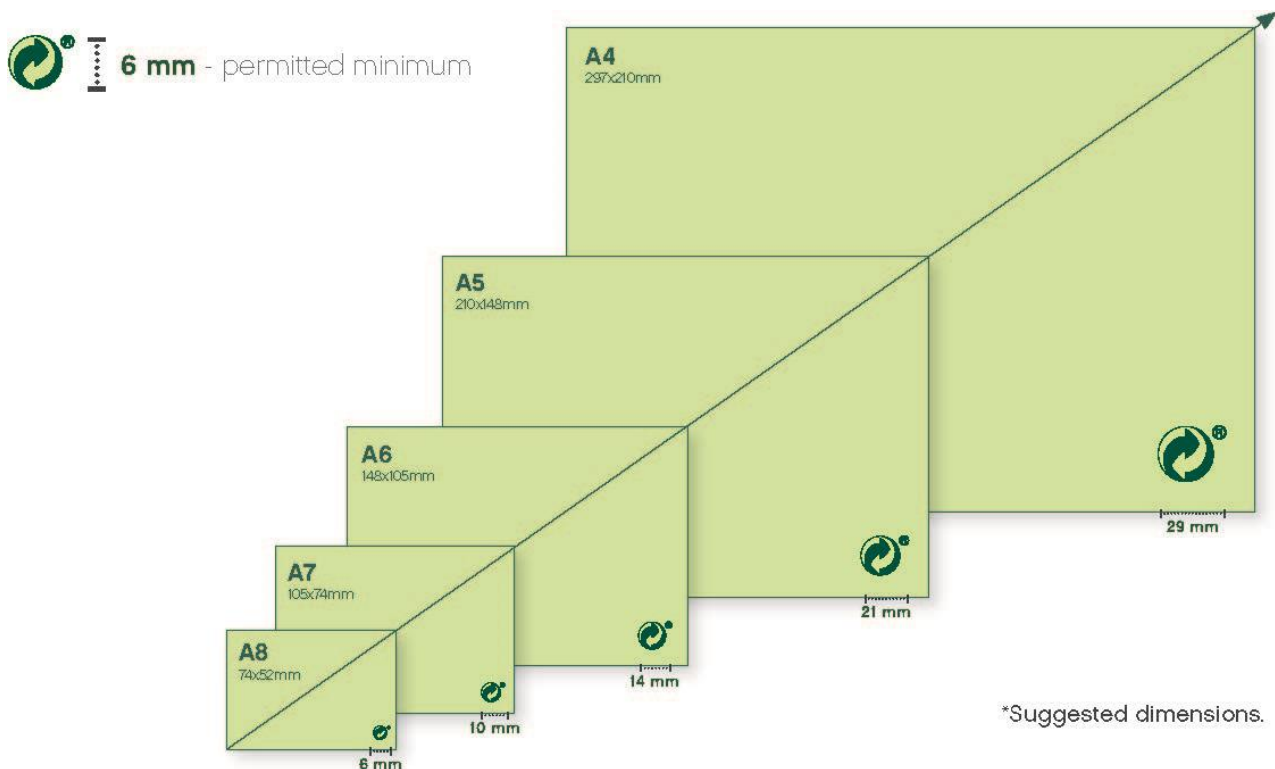
A standard height of 10 mm is recommended to ensure that the Green Dot symbol is identifiable and visible. The minimum height is 6 mm.

NB: Contact the national Green Dot organization if it is necessary for you to use a size smaller than the permitted minimum.



I) Dimensions and proportions

The Green Dot symbol must be instantly identifiable to consumers. Consequently, to ensure it can be easily seen and read, the following proportions should be adhered to.*



* Contact the national Green Dot organization if you need to use a size smaller than the permitted minimum.

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J) Marking obligation for household packaging

In some countries, marking of packaging registered with the national Green Dot organizations is obligatory by law/contract. As of 2014, these are:

Country	Green Dot Organization	Packaging to be marked
Cyprus	Green Dot Cyprus www.greendot.com.cy	Household packaging
France	Eco-Emballages s.a. www.ecoemballages.fr	Household packaging
Greece	HERRCO www.herrco.gr	Household packaging
Portugal	Sociedade Ponto Verde http://www.pontoverde.pt/en/simbolos_e_icones.php	Household packaging, commercial and transport packaging registered with the system*
Spain	Eco-Embalajes http://www.ecoembes.es/en/companies/member-companies/joining-the-sig/green-dot-symbol	Household packaging, commercial and transport packaging registered with the system*

*For transport and commercial packaging labeled for international use, please contact PRO Europe regarding potential exemptions from the marking obligation with the Green Dot.

The Green Dot symbol is generally used on packaging mainly used by private end consumers, so called “**household packaging**”. In some countries, the collection scope of the Green Dot packaging recovery scheme also includes commercial and transport packaging. In Spain (EcoEmbalajes) and Portugal (Sociedade Ponto Verde), the obligation to mark packaging also extends to transport and commercial packaging registered with the “Green Dot” system. In certain cases, e.g. when **packaging is designed for international use**, individual **exemptions** can be granted by the Green Dot system. Please contact the above mentioned organizations directly.

K) Use of the Green Dot on Packaging for Hazardous Materials

The Green Dot symbol serves as a financing symbol for packaging recovery in 28 European countries. However, due to different national packaging legislation, the scope of the Green Dot systems can differ (see above information). With regard to packaging containing **hazardous materials**, e.g. polyurethane foam, herbicides, chemicals etc., please contact the national Green Dot organizations for more detail on which packaging can participate in the Green Dot system. A **list of the national systems** can be found on the last page of this guidebook.

National Green Dot Licensing Organizations		
<u>Organization</u>	<u>Country</u>	<u>Website</u>
ARA Altstoff Recycling Austria AG	Austria	www.ara.at
asbl Fost Plus vzw	Belgium	www.fostplus.be
EKOPAK d.o.o.	Bosnia and Herzegovina	www.ekopak.ba
EcoPack Bulgaria Jsc	Bulgaria	www.ecopack.bg
Eko-Ozra d.o.o.	Croatia	www.eko-ozra.hr
GREEN DOT (CYPRUS) PUBLIC CO. LIMITED	Cyprus	www.greendot.com.cy
EKO-KOM, a.s.	Czech Republic	http://www.ekokom.cz
Estonian Recovery Organization (ERO)	Estonia	www.eto.ee
ECO EMBALLAGES	France	www.ecoemballages.fr
Der Grüne Punkt - Duales System Deutschland GmbH	Germany	www.gruener-punkt.de
HERRCO Hellenic Recovery & Recycling Corporation	Greece	www.herrco.gr
ÖKO-Pannon Nonprofit Kft.	Hungary	www.okopannon.hu
Repak Limited	Ireland	www.repak.ie
T.M.I.R – Manufacturers Recycling Corporation in Israel Ltd (CC).	Israel	www.pro-e.org/israel.htm
LATVIJAS ZALAIŠ PUNKTS, Joint-stock company	Latvia	www.zalais.lv
ŽALIASIS TAŠKAS, UAB	Lithuania	www.zaliasistaskas.lt
VALORLUX A.S.B.L.	Luxembourg	www.valorlux.lu
PAKOMAK	Macedonia	www.pakomak.com.mk
GreenPak Ltd	Malta	www.greenpak.com.mt
Grønt Punkt Norge AS	Norway	www.grontpunkt.no
Rekopol Organizacja Odzysku S.A.	Poland	www.rekopol.pl
Sociedade Ponto Verde, S. A.	Portugal	www.pontoverde.pt

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ECO-ROM Ambalaje SA	Romania	www.ecoromambalaje.ro
Sekopak d.o.o. Beograd – Organisation for Packaging Waste Management	Serbia	www.sekopak.com
ENVI-PAK, a.s.	Slovakia	www.envipak.sk/
SLOPAK d.o.o.	Slovenia	www.slopak.si
Ecoembalajes España, S.A.	Spain	www.ecoembes.com/
Förpacknings- och Tidningsinsamlingen (FTI)	Sweden	www.ftiab.se
ÇEVKO	Turkey	www.cevko.org.tr/
Valpak Limited	United Kingdom	www.valpak.co.uk
Green Dot North America	Canada, USA, Mexico	www.greendot.ca/