

Special regulations for the use of the EUCEB-Trademark on packaging films and for further use in printing

The value of a Trademark on the market depends largely on its recognition by third parties. This requires the utmost possible use of the Trademark in a uniform way. Therefore, in addition to the regulations set out in Exhibit 2 of the EUCEB-constitution, the Management Board has established the following regulations for a uniform use of the Trademark. The EUCEB Trademark may be printed on either packaging films or labels.

Any further use of the Trademark not mentioned hereunder is subject to request to and approval by the Management Board.

1) Use of the EUCEB-Trademark on packaging films

Packaging films with the Trademark printed on must meet the following requirements:

- The Trademark must be printed in a size from 2x2 cm to 25x25 cm, the Trademark must be free from distortion. The preferable minimum size is 5x5 cm.
- Exactly one Trademark in each rapport (repetitive printing format) may be placed.
- A reference pattern of packaging films and printing formats must be deposited at the EUCEB-secretariat.

2) Use of the EUCEB-Trademark on printing labels

Labels with the Trademark printed on must meet the following requirements:

- The Trademark must be printed in a minimum size of 2x2 cm, the Trademark must be free from distortion.

3) Trademark colour

- The Trademark must be printed uniform black with the following exception: Producers, which do not use black colour for any further information on the packaging films may as an alternative uniformly use upon request to and approval by the EUCEB Management Board for the Trademark the darkest colour, which is used for any further information. The request must be accompanied by an illustration of the printing format. Other colours than those in use on the packaging films except black must not be used for the Trademark.

4) Further use of the Trademark

In any other case of use in printing (e.g. use in brochures, pamphlets, leaflets, letters, etc.) the Trademark must be used exclusively in black.

The Management Board points the EUCEB-members to the provisions of the Legal Undertaking. Any non-obedience to the EUCEB-constitution and subordinate regulation or guidance without written approval by the Management Board may be considered as an infringement and dealt with accordingly.