



Quality Welsh Food Certification Ltd

Gorseland, North Road, Aberystwyth, Ceredigion SY23 2HE
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Conditions Governing the Use of Certification Marks

Introduction

The objective of QWFC Certification Schemes is to provide for food, drink, agricultural and fisheries products produced in Wales a means by which purchasers and through them consumers can have confidence in the products of producers with a valid Certificate or Letter of Approval issued by QWFC.

To denote their product is assured by a QWFC Certification Scheme the client is permitted to use the appropriate Scheme Mark and QWFC Logo on their product, literature, stationery, and advertising.

In addition, where the Scheme is part of QWFC 's accredited scope under ISO17065, the QWFC Logo may be accompanied by the UKAS Accreditation Mark following approval by QWFC on its proposed use.

The following is a guide to the application & use of Scheme Marks.

General

The Marks relative to Schemes under which QWFC provide certification and the QWFC Logo may only be used in approved form. A client may only use the Mark or Marks relative to the Scheme(s) & products for which they have a valid Certificate or Letter of Approval and which appear on that document or documents where more than one approval is held. Where the Certificate or Letter of Approval is reproduced it must be reproduced in its entirety.

Use on products

The Scheme Mark and / or QWFC logo may be applied to product packaging or labelling where the product has been produced wholly in accordance with the requirements of the relative Scheme Standard & is subject to approval by QWFC.

The client's own business name as shown on the Certificate or Letter of Approval must also be clearly identifiable on the same package or label. Alternatively, where a client has his own brand mark for the business this may be used to accompany the Scheme Mark.

Where the Scheme Mark and / or QWFC Logo is used in association with a purchaser's name or brand mark the name of the client must be easily identifiable from the product packaging and/or the purchase records.

Use on stationery, literature, and advertising including 'online' promotion

The client may use the Scheme Mark and / or QWFC Logo on stationery relative to the unit address shown on the Certificate or Letter of Approval. This stationery may include letterheads, invoices, despatch documents etc.

Use in literature and advertising materials or for 'online' promotion or sales is subject to approval by QWFC and must not be done in such a way as to imply approval of products or units of the business for which no valid Certificate or Letter of Approval is held.

QWFC and Accreditation Marks

The UKAS Accreditation Mark may only be used in conjunction with the QWFC Logo.

Where a client wishes to use the UKAS Accreditation Mark application must be made in writing to the QWFC Executive Director accompanied by a detailed proposal on their use. The proposal shall provide examples of the documents/ labels/ packages on which the marks would appear and their size and location on each.

Once approved QWFC will provide masters of the Marks. The client will be responsible for ensuring reproduction strictly in accordance with these masters and in single colour which should be the predominant ink colour of the document or, in the case of pre-printed letterhead paper, the predominant colour of the letterhead.

Control of Use

It is in the interest of consumers, purchasers, clients, and QWFC to ensure that the Certification Marks are used correctly and provide confidence in the integrity of the Schemes they represent. QWFC will therefore, as part of its continuing assessment process, audit regularly the use of Marks by approved producers.



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In the event of the improper use of the Mark or misleading references to certificates held, the Client will be required to undertake immediate corrective action; withdraw the offending material and, if required by QWFC, publish a correction. Where no such action is undertaken the QWFC Governing Board may initiate legal action.

If Certification is withdrawn from a client, that client shall immediately cease use and distribution of any packaging, labels, stationery, literature, and advertising including 'online' promotion bearing the Scheme or Accreditation Mark