



Quality Welsh Food Certification Ltd

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Conditions Governing the Use of Certification Marks

Introduction

The objective of a QWFC Certification Scheme 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 holding a valid Certificate or Letter of Approval issued by QWFC.

To denote their status as an Approved Producer under 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 of Scheme Accreditation Marks.

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 he holds a valid Certificate or Letter of Approval and which appear on that document or documents where more than one approval is held.

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.

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

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 on literature and advertising materials 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.

In the event of the improper use of the Mark or misleading references to certificates held, the approved producer will be required to 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.

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.

As for Scheme Marks incorrect or misleading use will require immediate correction and withdrawal of offending material. Where no such action is taken the QWFC Governing Board may initiate legal action.



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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.

In the event that Certification is withdrawn from a client, that client shall immediately cease use and distribution of any packaging, labels, stationery, literature, and advertising bearing the Scheme or Accreditation Mark

