



Use of TÜV Marks

Scope These guidelines apply to the use of TÜV SÜD Management Systems Certification Marks and any accreditation body marks such as those of the ANAB, SCC, etc. . Additionally, this document provides guidelines when making reference to certification status in such media as the internet, brochures, advertising, etc.

Use of Marks The table below provides guidance on the use of certification and accreditation body marks for indicating when a product has been made under a certified management system.

		On Product *1	On larger boxes, etc. used for product transport *2	On vehicles or permanent structures such as buildings for advertisement	In pamphlets, etc. for advertisement
Use of marks *3	Without a statement→	Not allowed	Not allowed	Not allowed	Allowed
	With a statement→ *4	Not allowed	Allowed	Allowed	Allowed

*1. This could be a tangible product itself or product in an individual package, container, etc. This would also apply to Laboratory Test/Analysis Reports, Certificates of Compliance and Calibration Reports.

*2. This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users.

*3. This applies to the TÜV mark and accreditation body marks. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead.

*4. This could be a clear statement that such as: “(This product) was manufactured in a plant whose quality management system is certified to ISO 9001”.

Users of the mark The only authorized users of the mark are organizations that have a valid TÜV management systems certificate. Other organizations cannot use the mark; including affiliates, parent companies, subsidiaries, third party organizations, etc.

Form The certificate holder can only use the mark in the form indicated unless otherwise authorized in writing. An organization may not place accreditation marks (i.e., ANAB, SCC, DAR) in isolation from the TÜV mark.

**Referencing
Certification
Status**

It is possible to make reference to your certified management system in a variety of media including the internet, brochures, advertising, etc., without using the marks referenced above. In such cases the references will:

- a. conform to all legal and contractual requirements set forth in the audit agreement and terms and conditions.
- b. Not mislead the reader in terms of the certification
- c. Not permit the use of the certificate or any part thereof in a misleading manner
- d. Will be discontinued in the event of suspension or withdrawal of the certificate
- e. Will be amended in the event that the scope of certification has been reduced
- f. Not imply that a product, service or process has been certified.
- g. Not imply that the certification applies to activities outside the scope of the certification.
- h. Not be used in such a way that would bring the certification body and/or certification system into disrepute and lose public trust.

**Misuse of
Marks or
making false
claims**

Making false claims regarding certification or misuse of the marks could result in requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.
