

bluesign® COMMUNICATION GUIDELINES



Content

1	General	3	3	Product communication for chemical suppliers	11
1.0	Scope of the communication guidelines	3	3.0	Principles — bluesign® APPROVED	11
1.1	The bluesign® SYSTEM — Managing inputs. Responsible actions.	4	3.1	Visual communication — bluesign® APPROVED	12
1.2	Labels overview	5	3.2	Written communication — bluesign® APPROVED	13
1.3	Wording and expressions	6	3.3	Usage and examples — bluesign® APPROVED	14
1.4	Conditions of use	7			
2	Company communication	7	4	Product communication for manufacturers	15
2.0	Principles — bluesign® SYSTEM PARTNER	7	4.0	Principles — bluesign® APPROVED	15
2.1	Visual communication — bluesign® SYSTEM PARTNER	8	4.1	Visual communication — bluesign® APPROVED	16
2.2	Written communication — bluesign® SYSTEM PARTNER	9	4.2	Written communication — bluesign® APPROVED	17
2.3	Usage and examples — bluesign® SYSTEM PARTNER	10	4.3	Ingredient branding	18
			4.4	Usage and examples — bluesign® APPROVED, bluesign® APPROVED FABRIC	19
			5	Product communication for brands	20
			5.0	Principles — bluesign® PRODUCT	20
			5.1	Visual communication — bluesign® PRODUCT	21
			5.2	Written communication — bluesign® PRODUCT	22
			5.3	Communication on the product — bluesign® PRODUCT	23
			5.4	Usage and examples — bluesign® PRODUCT	

1.0

General

Scope of the communication guidelines

The bluesign® SYSTEM unites the entire textile supply chain to jointly reduce its impact on people and the environment. With so many different stakeholders involved it is essential for all of us to work together and offer a united message.

These communication guidelines will help you to avoid misinterpretations, false applications, and improper use of logos, labels, and wording.

Use these communication guidelines as a basis for all communication materials. The rule is simple, as long as you use the visual and written communication tools provided below, you can publish and print your promotion materials directly.

The bluesign® COMMUNICATION GUIDELINES are divided into three different sections that represent the two possible levels of communication.

The first section is to give a **general** overview in the bluesign® SYSTEM, the labels and wording.

The second section is on **company communication** that focuses on the communication guidelines for companies who are committed to applying the bluesign® SYSTEM.

The third section **product communication** contains the communication guidelines for chemical suppliers, textile and accessories manufacturers, and the brands.



1.1

General

The bluesign® SYSTEM — Managing inputs. Responsible actions.

The **bluesign® SYSTEM** focuses on resources, people and the environment. With its holistic approach based on Input Stream Management, the bluesign® SYSTEM reduces the impact on people and on the environment, ensures responsible use of resources and guarantees the highest level of consumer safety.

The systemic **Input Stream Management** ensures that approved chemical products and raw materials are provided and used throughout the entire value chain. They comply with strict limits regarding their ecological and toxicological properties and risks. Consequently applied, this leads to the responsible use of resources and eliminates substances posing risks to people and the environment from the very beginning.

Although the bluesign® SYSTEM provides a broad range of criteria for production sites and companies in general: companies or production sites can not themselves be certified.

Certification is granted for chemical products, textiles, accessories and consumer products, if they meet the bluesign® CRITERIA.

The **bluesign® SYSTEM PARTNERS** are responsibly acting parties of the textile value chain. They range from chemical suppliers to manufacturers to brands and are committed to applying the bluesign® SYSTEM. As such, they are required to meet a high level of safety for both people and the environment, to use resources responsibly, and to continuously improve their environmental performance.

The bluesign® SYSTEM:

Managing inputs. Responsible actions.

- Responsible use of resources
- Safety for people and the environment
- Eliminating substances posing risks to people and the environment from the beginning

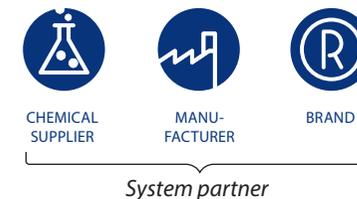
bluesign® SYSTEM



Input Stream Management



bluesign® SYSTEM PARTNERS



1.2

General Labels overview

Company communication

bluesign® SYSTEM PARTNERS



bluesign® SYSTEM PARTNERS are chemical suppliers, manufacturers, converters, and brands committed to applying the bluesign® SYSTEM.

Product communication

bluesign® APPROVED



For chemical suppliers and manufacturers / converter
bluesign® APPROVED identifies chemical products, textiles and accessories that meet the bluesign® CRITERIA.
Preferred: bluesign QR-Code from FINDER or GUIDE

bluesign® PRODUCT



For brands
bluesign® PRODUCT identifies consumer products that meet the bluesign® CRITERIA.
Preferred: bluesign QR-Code

Wording and expressions

Principles

- bluesign® is always used with the trademark symbol ®
- Only one exception: bluesign technologies (as company)
- Do not add quotation marks: “bluesign®”
- Do not use hyphens: bluesign®-SYSTEM
- Do not create new expressions eg. Blue Sign

Fixed Expressions

- Do not modify or translate the following expressions
- Always use the following expressions together with the bluesign® brand and the trademark symbol ® (exception: bluesign technologies)

bluesign technologies

bluesign® SYSTEM
 bluesign® SYSTEM PARTNER
 bluesign® CRITERIA
 bluesign® APPROVED
 bluesign® PRODUCT
 bluesign® TOOL
 bluesign® FINDER
 bluesign® XPERT
 bluesign® GUIDE
 bluesign® CHEMICAL ASSESSMENT
 bluesign® COMPANY ASSESSMENT

Modifiable expressions

- The following expressions can be modified and translated

bluesign® PRINCIPLES
 bluesign® APPROACH
 bluesign® TRADEMARK
 bluesign® CERTIFICATE
 bluesign® APPLICATIONS

Usage and examples

Company communication

Company applies the bluesign® SYSTEM
 Company joined the bluesign® SYSTEM
 Company is a bluesign® SYSTEM PARTNER



Do not write

Company follows the bluesign® SYSTEM
 Company complies with the bluesign® SYSTEM



Product communication

Dye meets the bluesign® CRITERIA
 Fabric is certified as bluesign® APPROVED
 Zipper is bluesign® APPROVED
 Jacket is labeled as bluesign® PRODUCT
 Jacket meets the bluesign® CRITERIA



Do not write

Jacket is bluesign® PRODUCT certified



1.4

General

Conditions of use

- Execution of the bluesign® SYSTEM PARTNER agreement, grants the bluesign® SYSTEM PARTNER a non-transferable and non-exclusive license to use bluesign® SYSTEM PARTNER trademark in strict accordance with these communication guidelines.
- Registration of consumer products in the bluesign® GUIDE grants the bluesign® SYSTEM PARTNER a non-transferable and non-exclusive license to use the bluesign® PRODUCT trademark in accordance with these communication guidelines.
- Registration of textiles and / or accessories in the bluesign® GUIDE grants the bluesign® SYSTEM PARTNER a non-transferable and non-exclusive license to use the bluesign® APPROVED trademark in accordance with this communication guidelines.
- Registration of chemical products in the bluesign® FINDER grants the bluesign® SYSTEM PARTNER a non-transferable and non-exclusive license to use the bluesign® APPROVED trademark in accordance with this communication guidelines.
- The conditions of use of the bluesign® trademark are defined in the bluesign® SYSTEM PARTNER agreement and in the case of bluesign SYSTEM PARTNER: BRANDS, the bluesign® trademark agreement.
- bluesign technologies ag reserves the right to amend, alter or update in any manner it so chooses, these guidelines.
- SYSTEM PARTNER is obligated to comply with amended guidelines and shall adapt all physical and digital uses of the bluesign trademark in media and communications materials (websites, product labelling, social media, stationery, print etc.) at its own expense within 3 months of receipt of written notice of the change.
- Deviation from the usage of the bluesign trademark described in this communication guideline requires explicit prior written consent from bluesign technologies ag (e-mail communication to be accepted as “written consent”).
- SYSTEM PARTNER shall inform bluesign immediately of changes that may affect the trademark use or the conformity with the bluesign® CRITERIA, such as;
 - Changes of the legal, commercial, organizational status or ownership
 - modifications to the product, production method, or production facilities.
- Non-compliance with the authorized usage of the certification mark is defined as a breach of contract and must be remedied by the user within 30 days of notification by bluesign technologies ag. Failure to rectify any non-compliance may be treated as a breach of contract resulting in termination and withdrawal of all approval and certification rights for the entirety of the users’ portfolio of products and services.

2.0

Company communication

Principles — bluesign® SYSTEM PARTNER

Once the bluesign® SYSTEM PARTNER agreement has been signed, you are considered a bluesign® SYSTEM PARTNER and allowed to promote this in compliance with the visual and written communication guidelines described in this section.

The label and texts are always used in reference to the company and must not be used in any form of product description.

For any communication concerning articles and products that meet the bluesign® criteria please refer to section 3.

The company communication can be used for press releases, newsletters, on your company website, for info mailings, brochures, flyers, catalogs, or other communication or marketing tools to outline your commitment to applying the bluesign® SYSTEM.

The label bluesign® SYSTEM PARTNER must not be used in product related communication applications such as on packaging or in product factsheets.

Although the bluesign® SYSTEM provides a broad range of criteria for production sites and companies in general: companies or production sites can not themselves be certified.



2.1

Company communication

Visual communication — bluesign® SYSTEM PARTNER



Color specifications

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U



Minimum size

10 mm | 0,4"

Ratio

1:2.065

General info

Download of logos in CUBE, under Labelling

General rules

The label must be used in the given color/design.

Contact marketing@bluesign.com for approval of any modification of the



✗ Do not turn



✗ Do not crop



✗ Do not change the color



✗ Do not tilt



✗ Do not overlay

2.2

Company communication

Written communication — bluesign® SYSTEM PARTNER

Headline **Committed to applying the bluesign® SYSTEM**

- Bullet points**
- Responsibly acting party of the textile supply chain
 - Continuously improving the environmental performance
 - Focused on a sustainable future

Text
124 Words
865 Characters

bluesign® SYSTEM PARTNERS are responsibly acting parties of the textile value chain committed to applying the bluesign® SYSTEM. They aim to continuously improve their environmental performance and are focused on a sustainable future.

bluesign® SYSTEM PARTNERS are committed to applying the bluesign® SYSTEM which unites the entire textile supply chain to jointly reduce its impact on people and the environment. The Input Stream Management ensures that bluesign® APPROVED chemical products and raw materials are used in all steps of the manufacturing process. Substances posing risks to people and the environment are hence eliminated from the very beginning. On-site inspections verify the proper application of such chemical products and raw materials in controlled processes and ensure the responsible use of resources.

For more information visit www.bluesign.com

2.2

Company communication

Written communication for bluesign customers

Headline **Committed to applying the bluesign® SYSTEM**

- Bullet points**
- Responsibly acting party of the textile supply chain
 - Continuously improving the environmental performance
 - Focused on a sustainable future

Text **How to communicate bluesign on your website**

124 Words

865 Characters

The bluesign® SYSTEM is the solution for sustainable textile production. It eliminates harmful substances right from the start of the manufacturing process, and it sets and controls standards for environmentally friendly and safe production. This not only ensures that the final textile product meets very stringent consumer safety requirements worldwide but also gives consumers confidence in purchasing less harmful products.

bluesign technologies ag was founded in 2000. Since then, the bluesign® SYSTEM has been adopted by worldwide leading textile and accessory manufacturers. Various significant key players in the chemical and machine industry rely on the bluesign® SYSTEM, and well-known brands in the outdoor, sportswear and fashion industry trust the extensive knowledge and services of Bluesign.

For more information visit www.bluesign.com

2.3

Company communication

Usage and examples — bluesign® SYSTEM PARTNER



3.0

Product communication for chemical suppliers

Principles — bluesign® APPROVED

Once your chemical products have successfully passed the chemical assessment procedure and are registered in the bluesign® FINDER, you are allowed to label and promote such products as bluesign® APPROVED in compliance with the visual and written communication guidelines described in this section.

bluesign® FINDER provides QR code for direct link to your products in the public FINDER. It is recommended to include this reference into your communication.

The label and texts are always used in reference to chemical products that meet the bluesign® CRITERIA and must not be used in any form of company description.

For any communication concerning your company and its commitment to applying the bluesign® SYSTEM please refer to section 2.

The visual and written communication can be used for press releases, newsletters, on your company website, for info mailings, product brochures, product flyers, catalogs, or other communication or marketing tools to promote chemical products that meet the bluesign® CRITERIA.

For chemical products the label *bluesign® APPROVED* is used.

Do not use the label *bluesign® PRODUCT* for chemical products.



3.1

Product communication for chemical suppliers

Visual communication — bluesign® APPROVED



Best practice:

Add QR code for linking with your entry in the public bluesign® FINDER



Color specifications for Logo

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U



✗ Do not crop



✗ Do not change the color



✗ Do not tilt



General use

Minimum size for Logo and QR code

10 mm | 0.4"

General info

Download of logos in CUBE

General rules

The label must be used in the given color/design.

Contact marketing@bluesign.com for approval of any modification of the given color/design.



✗ Do not overlay



✗ Do not turn

3.2

Product communication for chemical suppliers

Written communication — bluesign® APPROVED

Headline **Chemical product meets the bluesign® CRITERIA**

- Bullet points**
- Complies with the strict ecological and toxicological requirements of the bluesign® CRITERIA
 - Properly applied it allows a production with a minimum impact on people and the environment
 - Basis for bluesign® APPROVED textiles and accessories

Text

44 Words
327 Characters

Chemical products carrying the bluesign® APPROVED label meet the strict ecological and toxicological requirements of the bluesign® CRITERIA. Properly applied they allow the production of bluesign® APPROVED textiles and accessories with a minimum impact on people and the environment.

For more information visit www.bluesign.com

3.3

Product communication for chemical suppliers

Usage and examples — bluesign® APPROVED

repellent

Scotchgard™ protector

Consumers look for outerwear to be weather resistant and easy to care for. They want clothing that's comfortable and helps them stay dry. That's the promise of the Scotchgard™ Protector Repellent finish. It's a repellent technology specifically designed for outdoor fabrics. Through rain, sleet or snow, Scotchgard Protector Repellent finish helps fabrics stay dry without losing their natural feel or breathability. It's another reason why Scotchgard Protector is the #1 trusted brand of fabric protector. And now, as part of 3M's long-standing commitment to sustainability, it's bluesign® approved.



BEZAKTIV Dyes

BEZAKTIV S-LF Dyes are

■ **High Performance**
Range of top products and specialities with the latest technology to meet the highest demands.

BEZAKTIV S-MAX and S-MATRIX 150 Dyes are

■ **Advanced**
Improved and adapted ranges for versatile and economical use, which meet high requirements.

BEZAKTIV S Dyes are

■ **Basics**
Economical standard range, which meets normal requirements.



Solubility in g/l	Neutral		25 °C	
	Neutral	25 °C	Neutral	25 °C
Light		1/1		
		1/6		
		1/25		
Washing 60 °C		CC		
		CD		
		CV		
Water		CC		
		CD		
		PA		
Perspiration fastness	Acid	CC	5	5
		CD	4-5	5
		PA	5	5
	Alka-line	CC	5	5
		CD	4-5	5
		PA	5	5
Chlorine washing		CC	4	4-5
Chlorine bath water fastness 20 ppm		CC	4-5	4
Dischargeability		1/1	-	-
		1/25	+	+
Dyeing methods	Exhaust	50 °C	+	+
		60 °C	+	+
		80 °C	-	-
			+	+
			+	+
			+	+
			+	+
			+	+

	Yellow S-LF 0.25% - 3.9%	Orange S-LF 0.05% - 3.9%	Red S-LF 0.05% - 3.9%	Blue S-LF 0.05% - 3.9%	Grey S-LF 0.7% - 4.2%	Black S-LF 3.0% - 6.0%
100	100	100	100	100	100	100
5-6	6-7	5	5-6	6	5-6	6
5-6	6	5	5	5	5	5-6
5	4-5	4-5	5	4	4	4
4-5	4-5	5	4-5	4-5	4	4
4-5	4-5	4-5	4-5	4-5	4-5	4-5
5	4-5	5	5	5	5	4-5
5	4-5	5	5	4-5	5	5
5	5	5	5	5	5	5
5	4-5	5	5	5	5	4-5
5	4-5	4-5	5	5	5	5
5	5	5	5	5	5	5
5	4-5	4	5	5	4-5	4-5
5	4-5	4-5	4-5	5	5	5
5	5	5	5	5	5	5
4	4-5	4-5	4	1	2-3	2-3
4-5	4	4-5	4	2-3	4	4
-	-	-	-	-	-	-
+	+	+	+	+	+	+
+	+	+	+	+	+	+
-	-	-	-	-	-	-
+	+	+	+	+	+	+
+	+	+	+	+	+	+
+	+	+	+	+	+	+



4.0

Product communication for manufacturers

Principles — bluesign® APPROVED

Once your textiles and accessories have successfully passed the certification procedure and are registered in the bluesign®GUIDE, you are allowed to label and promote such products as bluesign® APPROVED in compliance with the visual and written communication guidelines described in this section.

bluesign® GUIDE provides QR code for direct link to your products in the public GUIDE It is recommended to include this reference into your communication.

The label and texts are always used in reference to articles that meet the bluesign® CRITERIA and must not be used in any form of company description.

For any communication concerning your company and its commitment to applying the bluesign® SYSTEM please refer to section 2.

The visual and written communication can be used for press releases, newsletters, on your company website, for info mailings, product brochures, product flyers, catalogs, or all other communication or marketing tools to promote articles that meet the bluesign® CRITERIA

Tools foreseen to use as ingredient branding on end consumer products the addresser as well as the link to the bluesign® APPROVED component must be given, all requirements on ingredient branding fulfilled and must be approved by bluesign technologies prior to creation.

For articles in the supply chain such as fibers, yarns, fabrics and accessories, the label *bluesign® APPROVED* is used.

Do not use *bluesign® PRODUCT*.

Should an article not meet the bluesign® CRITERIA, you must neither use any label or promotional material for the article referring to the bluesign® SYSTEM nor using the label *bluesign® APPROVED* for ingredient branding



4.1

Visual communication — bluesign® APPROVED



Best practice:

Add QR code for linking with your entry in the public bluesign® FINDER
Scan to see smart labeling guideline



Color specifications for Logo

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U

General use

Minimum size for Logo and QR code

10 mm | 0.4"

General info

Download of logos in CUBE

General rules

The label must be used in the given color/design.

Contact marketing@bluesign.com for approval of any modification of the given color/design.



✗ Do not crop



✗ Do not change the color



✗ Do not tilt



✗ Do not overlay



✗ Do not turn

4.2

Product communication for manufacturers

Written communication — bluesign® APPROVED

Headline

Article meets the bluesign® CRITERIA

Bullet points

- Highest level of consumer safety
- Produced with a minimum impact on people and the environment
- Made from approved chemical products and raw materials

Text

53 Words

369 Characters

Textiles and accessories carrying the bluesign® APPROVED label meet the strict safety and environmental requirements of the bluesign® CRITERIA. These articles are made from bluesign® APPROVED chemical products and raw materials and are produced in a resource conserving way with a minimum impact on people and the environment.

For more information visit www.bluesign.com

4.3

Product communication for manufacturers Ingredient branding

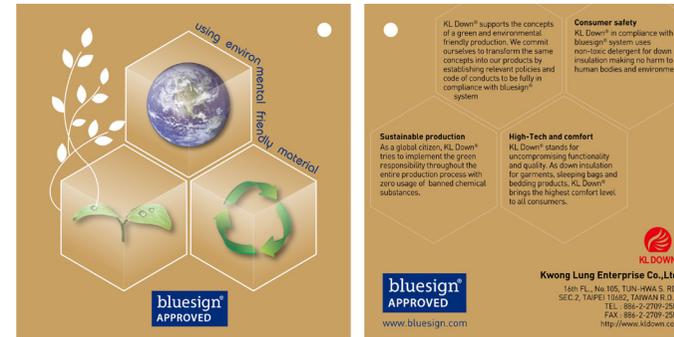
Use and responsibility

Manufacturers have the possibility to use the label *bluesign*® APPROVED for its ingredient branding tools. The ingredient branding tools can be provided and used for any consumer product by any brand, if the *bluesign*® APPROVED article is used (as certified, without further processing) for the related consumer product. Please note: not applicable for garments.

Rules

The following rules and requirements has to be fulfilled for ingredient branding and visible on the related tools:

- Company Logo
- Company name
- Address / email address
- Artwork according manufacturer, no blue hangtag which is too close on the official hangtag *bluesign*® PRODUCT for brands
- content from company on front and back side, at least company logo
- Certified component has to be stated clearly
- Use of the label *bluesign*® APPROVED according the communication guidelines
- Usage of such labels needs prior approval. Submission to be made to marketing@bluesign.com. No response within 5 days is regarded as a refuse.



Best practice:

Add QR code for linking with your entry in the public bluesign® GUIDE
Scan to see smart labeling guideline

4.4

Product communication for manufacturers

Usage and examples — bluesign® APPROVED

PRIMALOFT PERFORMANCE INSULATION
Insulation Technology

ONE Ultimate Performance, Warmth and Comfort
The highest performing insulation on the market for warmth, water resistance, softness and compressibility

SPORT High Performance, Loft and Comfort
Premium performance insulation engineered for superior warmth, water resistance, loft, softness and compressibility

SYNERGY Advanced Continuous Filament
Advanced multi-denier continuous filament insulation engineered for superior warmth, softness and loft

ECO Earth-Friendly Performance and Comfort
Earth-friendly insulation features post-consumer recycled material for 100% performance

INFINITY Continuous Filament Performance and Comfort
Fine denier, high-loft continuous filament insulation engineered for maximum warmth, compressibility and softness

ECO FOOTWEAR Earth-Friendly Performance and Comfort
Earth-friendly footwear insulation engineered for maximum warmth and comfort



EN

THIS GORE PRODUCT MEETS THE BLUESIGN® CRITERIA

- Highest level of consumer safety
- Produced with a minimum impact on people and the environment
- Made from approval chemical products and raw materials

Gore products carrying the bluesign® approved label meet the strict safety and environmental requirements of the bluesign® criteria. These articles are made from bluesign® approved chemical products and raw materials and are produced in a resource conserving way with a minimum impact on people and the environment.

GORE **bluesign APPROVED**

Manufactured by W. L. Gore & Associates
More information on bluesign.com

Engineered with the high-tech functionality of



GORE-TEX® Footwear

- Durably waterproof and breathable
- Keeps your feet dry and comfortable
- Guaranteed!

bluesign APPROVED This shoe uses GORE-TEX® laminate with bluesign® approved certification.



GORE-TEX® Footwear

bluesign APPROVED



5.0

Product communication for brands

Principles — bluesign® PRODUCT

Once the bluesign® trademark agreement has been signed and your consumer products are registered in the bluesign® GUIDE, you are allowed to label and promote such products as bluesign® PRODUCT in compliance with the visual and written communication guidelines described in this section.

The labels and texts are always used in reference to products that meet the bluesign® CRITERIA and must not be used in any form of company description.

For any communication concerning your company and its commitment to applying the bluesign® SYSTEM please refer to section 2.

The product communication can be used for press releases, newsletters, on your company website, for info mailings, product brochures, product flyers, catalogs, web shops, or other communication or marketing tools to promote products that meet the bluesign® CRITERIA.

Should a product not meet the respective bluesign® CRITERIA, you must not use any labels or promotional material for the product referring to the bluesign® SYSTEM even if it contains fabrics or accessories that are bluesign® APPROVED.

For more information on our smart labeling solution, see the document on Cube under Labelling or scan the QR-Code.



IMPORTANT:

Current bluesign® PRODUCT label will be replaced by the safe smart labeling solution.

bluesign will inform on details for the phase-out at a later time .

Until further notice both labeling versions are accepted.



scan to see demo version



5.1

Product communication for brands

Visual communication — bluesign® PRODUCT

General info

Download of logos & information on smart Labeling in CUBE

General rules

The label must be used in the given color/design. Contact marketing@bluesign.com for approval of any modification of the given color/design.



Best Practice

Smart Labeling option
scan to see demo version



Color specifications

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U



General use

Minimum size for Logo QR Code

10 mm | 0.4"



✗ Do not crop



✗ Do not change the color



✗ Do not tilt



✗ Do not overlay



✗ Do not turn

5.2

Product communication for brands

Written communication — bluesign® PRODUCT

Headline **Product meets the bluesign® criteria**

- Bullet points**
- Highest level of consumer safety
 - Produced with a minimum impact on people and the environment
 - Responsible use of resources

Text
50 Words
344 Characters

Consumer products carrying the bluesign® PRODUCT label meet the strict safety and environmental requirements of the bluesign® CRITERIA. These products are made of bluesign® AP-PROVED fabrics and accessories and are produced in a resource conserving way with a minimum impact on people and the environment.

For more information visit www.bluesign.com

5.3

Product communication for brands

Communication on the product — bluesign® PRODUCT

General info

The label bluesign® PRODUCT can be used to mark consumer products that meet the bluesign® CRITERIA for bluesign® PRODUCT in various forms.



Smart labelling

Smart hangtags are available from OpSec Security. For more information see smart labelling in CUBE, scan the QR Code here or contact marketing@bluesign.com

Standard bluesign® PRODUCT hangtag

The bluesign® SYSTEM partner is responsible for printing the standard hangtag according to the specifications below.



Size

42 × 90 mm | 1,64 × 3,54"

Customized bluesign® PRODUCT hangtag

bluesign® SYSTEM PARTNERS are allowed to integrate bluesign® PRODUCT smart QR code or logo and the message into their own hangtag.

Such customized hangtags must contain the following elements:

Customized hangtags must be **approved by marketing@bluesign.com** prior to printing.

bluesign® PRODUCT smart QR-Code label

minimum size 10 mm | 0.4"

URL www.bluesign.com

If Message required then

bluesign® PRODUCT identifies consumer products that meet the bluesign® CRITERIA.

- Highest level of consumer safety
- Produced with a minimum impact on people and the environment
- Responsible use of resources

Additional requirements

- Recycled or FSC certified paper preferred
- Unbleached or chlorine free paper
- No smell
- No PVC (particularly for loop & lock pins)



5.3

Product communication for brands

Communication on the product — bluesign® PRODUCT

Customized communication media

Furthermore possible are other communication media such as booklets, stickers or prints on packaging material. Prints on the product itself and woven labels showing the bluesign® PRODUCT smart QR code or logo can be used for consumer products that meet the bluesign® CRITERIA for bluesign® PRODUCT with special requirements.

Prints

Prints must meet the requirements for accessories as outlined in the bluesign® CRITERIA for bluesign® PRODUCT.

The prints must comply with the following requirements:



Color specifications

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U

Alternatively, prints are also allowed in black or white.

Minimum size

10 mm | 0.4"



Woven labels

Woven labels must meet the requirements for accessories as outlined in the bluesign® CRITERIA for bluesign® PRODUCT.

The woven labels must comply with the following requirements:



Color specifications

CMYK	100 82 0 30
RGB	0 51 116
Pantone Coated	PMS 2757 C
Pantone Uncoated	PMS 2757 U

Minimum size

10 mm | 0.4" visible part



5.4

Product communication for brands

Usage and examples — bluesign® PRODUCT

