

# Guide to Eco Mark Usage

April 1, 2019

Japan Environment Association

The design of the Eco Mark represents human hands shaped like an English alphabet "e" which is the first letter of "earth" and "environment." It expresses the attitudes of "protecting the earth and environment with our hands."

In principle, please indicate the Eco Mark on Eco Mark-certified products and their advertisement. Please also work to promote a better understanding of environmental protection among consumers by introducing the aim of the Eco Mark as much as possible when concerned products are being advertised.

## 1. Logo Mark

The Eco Mark utilization contractor (hereinafter referred to as the "Licensee") may indicate the Eco Mark logo (registered trade mark) on a body of Eco Mark certified products or any product package, publicity, advertisement and any similar materials thereto used at the time of purchase made by the consumers. The Eco Mark logo data can be downloaded from the Eco Mark Office website. Your user name and password that has been sent after the certification are required at the time of the download the Eco Mark logo data. Please indicate the Eco Mark logo correctly in accordance with this Guide.



Eco Mark Certification number  
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Eco Mark Product  
○○○○○○○○



Eco Mark Certified  
XXXX Inc.



#Eco Mark  
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www.ecomark.jp  
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Eco Mark Certificate  
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## **2. Information indicated with Eco Mark**

In indicating Eco Mark, follow (1) of this paragraph and indicate the Eco Mark certification number (hereinafter referred to as certification number) or the name of the licensee. In addition, the expression for products which are the Eco Mark certified products set forth in (2) of this paragraph (words including “Eco Mark”) can also be indicated.

### (1) How to indicate certification number and the name of licensee

- The certification number and the name of the licensee are not necessarily required to be indicated near the Eco Mark
- The certification number shall be appeared in 8 digit number (ex. 12345678)
- The name of the licensee does not have to be the official name entered in the Eco Mark utilization contract. It can be a name widely known or trade mark (such as logo) as long as the licensee can be identified at a glance
- There is a possibility that the consumers cannot refer to the information of the Eco Mark certified products if only your name as a business operator is indicated instead of the name of licensee (e.g. in case that the licensee is a manufacturer and only the name of its distributor is indicated), so please indicate both of the certification number and name of the Eco Mark licensee together at the time of such indication.

Nevertheless, the product for which the method of indication is provided in the individual certification criteria is subject to such provision.

### (2) Expression as Eco Mark Certified Products

If any expression as the Eco Mark certified products is indicated, please use the following expressions including “Eco Mark (English text may be used)” and the same applies to any advertisement of Eco Mark certified products. In addition, additional explanations such as “Certified by Eco Mark Office, Japan Environment Association”, “certified by Eco Mark Office”, etc. may also be added.

- "Eco Mark product"
- "Eco Mark certified product"
- "Eco Mark certified"
- "Eco Mark certificate"
- "Eco Mark"
- "#Eco Mark"
- "www.ecomark.jp"

## **3. Color and size of Eco Mark and characters**

- The standard color is specified as DIC 180 (C(Cyanogen) 100%, M(Magenta) 4%, Y(Yellow) 0%, B (Black) 0%). However, other color may be used depending on the ground color.
- It is allowed to reduce the size to an extent not to impair the visibility.

- Any color or font is not designated with respect to any letter indicated with the Eco Mark logo.

#### **4. Points of Attention on the indication of Eco Mark**

##### **(1) Indication of Eco Mark on publicity / advertisement material**

- The certification number and the name of licensee shall be indicated subject to paragraph 2. when the Eco Mark logo is indicated on any advertisement or publicity, including any brochure, flyer, mail-order catalog and website, etc. However, if the name of licensee is indicated on any advertisement or publicity, including brochures, those information is not required to be indicated beside each Eco Mark logo.
- If a product name together with the Eco Mark logo is indicated on any advertisement or publicity, please indicate the same by following the brand name specified in the Eco Mark Utilization Contract in order not to mislead the consumers. The indication of totally different brand name shall be construed as the inappropriate use of the Eco Mark logo because the Eco Mark Utilization Contract is executed for each product brand.

##### **(2) Use of the Eco Mark for Particular Products**

- When Eco Mark certified products are used as parts and components, the Eco Mark shall not be used for finished products comprised of such parts and components. Also, for intermediate products certified as Eco Mark product, which will be subjected to secondary processing / assembly after shipping, it is not allowed to indicate Eco Mark in a manner that may mislead consumers into believing that finished product after secondary processing / assembly is Eco Mark product (Eco Mark shall not be indicated on the intermediate product but may be placed on the package, etc. of the intermediate product).
- Notwithstanding the foregoing, the Eco Mark may be indicate on any container certified by the Eco Mark without specifying its contents (so called general purpose products) after filling the contents in case of the Product category No.114 "Paper Packaging Materials Version2", No.118 "Plastic Products Version2", No.124 "Glass Products Version2", and No.140 "Refill Containers and Resource Saving Containers Version1", provided, however, that you may do so in case that the product category for such filled contents is not specified. If the Eco Mark is indicate on a package of such container, please indicate with the words "it is certified by the Eco Mark as a container package" beside the Eco Mark to identify such container package as the Eco Mark certified product.
- The Eco Mark may be indicate on the package if you sell multiple products including the Eco Mark certified products as a package, provided, however, that the Eco Mark certified products shall specifically identified as such among the multiple products. (e.g. if you sell both of any pencil that is the Eco Mark certified products and any eraser that is not the Eco Mark certified products, you shall indicate "pencil" beside the Eco Mark indicated on such package).
- Even if a business operator other than Eco Mark licensees sells an Eco Mark product after changing its brand or model name of certified product (including OEM, PB, etc.), Eco Mark shall not be used for such product. The business operator shall separately apply for Eco Mark

certification for examination and approval and then conclude Eco Mark Utilization Contract. The Eco Mark shall not be used for selling the products whose specification or product number as the Eco Mark certified products has been changed. Please perform the procedures for application of alteration/addition of the Eco Mark products, take an examination and obtain the approval separately.

## 5. Environmental Claim and Others

- If the licensee makes an environmental claim of the Eco Mark certified products voluntarily associating with the Eco Mark logo, please endeavor to provide a comprehensible appropriate environmental labeling for the consumers in accordance with the “Environmental Labeling Guidelines” of the Ministry of the Environment of Japan ( <https://www.env.go.jp/policy/hozen/green/ecolabel/guideline/> )
- Please endeavor to convey which product or service is certified as the Eco Mark products to the consumers correctly in the course of using the Eco Mark.

(Supplementary Provisions)

March 1, 2011: Established and enforced (“Guide to Eco Mark Usage” and “Indication below Eco Mark (Indication of benefits of environmental protection) were combined.)

April 1, 2013: Amended and enforced (association changed to public incorporated association)

April 1, 2017: Amended and enforced (Type C logo and User logo were established)

April 1, 2019: Amended and enforced (entire revision on indication of Eco Mark)

This guide shall be revised as needed.

The licensees having the Eco Mark certified products may use any existing indication and certified number even if this guide is revised.