

VERITEX®

CERTIFICATION SYSTEM

MARK RULES

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Issued by: SMC Slovensko a.s.s - VERITEX® Scheme Owner

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1. Purpose and Scope

1.1 Purpose

This document establishes the rules governing the use of the VERITEX® certification marks, logos, wordmarks and associated claims by certified organizations, licensees, Certification Bodies and any other party referencing VERITEX® certification status.

1.2 Scope

This document applies to any use, in any medium, of the VERITEX®, VERITEX SOCIAL®, VERITEX ECOFLOW®, VERITEX PURE® and VERITEX ELITE® marks, whether on products, packaging, promotional material, digital media, tenders, corporate communications or correspondence.

1.3 Relationship to Other Documents

This document is issued under, and shall be read together with, the VERITEX® General Regulation. In particular, Section 2.14 (Scheme Integrity Management), Section 3.10 (Fraud Prevention Programme), Section 3.22 (Market Integrity Monitoring) and Section 4.16 (Reduction, Suspension and Withdrawal of Certification) of the General Regulation apply directly to the use of the marks and shall prevail in the event of any conflict of interpretation. Conditions specific to the certificate itself are set out in the VERITEX® Certificate and Trademark Licence document.

2. Ownership and Intellectual Property

2.1 Ownership of the Marks

The VERITEX® word mark, the VERITEX SOCIAL®, VERITEX ECOFLOW®, VERITEX PURE® and VERITEX ELITE® scheme marks, and all associated logos, are the exclusive property of the VERITEX® Scheme Owner, registered or pending registration in the jurisdictions in which the scheme operates. No provision of this document, and no certification granted under the VERITEX® Certification System, transfers ownership of the marks to any certified organization, Certification Body or third party.

2.2 Licence Grant

Subject to compliance with this document and with the terms of the VERITEX® Certificate and Trademark Licence, the Scheme Owner grants each certified organization a non-exclusive, non-transferable, revocable licence to use the applicable mark(s), strictly within the certified scope and for the period of validity of the corresponding certificate.

2.3 No Sub-Licensing

The certified organization shall not sub-license, assign, transfer or otherwise make the marks available to any third party, including subsidiaries, affiliates, agents, distributors or supply chain partners that are not themselves covered by the certificate.

3. Conditions for Use of the Marks

3.1 General Conditions

- The marks may only be used by an organization holding a valid, non-suspended VERITEX® certificate.
- Use shall be limited to the certification scheme(s), scope, sites and products identified on the certificate.
- Use shall not continue beyond the expiry, suspension or withdrawal date of the certificate.
- The marks shall always be reproduced using the official artwork files provided by the Scheme Owner.

3.2 Approved Mark Formats

The marks shall be reproduced without distortion of proportions, colour or content. A minimum clear space (exclusion zone) equal to the height of the VERITEX® wordmark shall be maintained around the mark. A minimum reproduction width of 20 mm (or the digital equivalent) applies to ensure legibility. Full-colour, single-colour and reversed (white-on-dark) versions of the mark are provided by the Scheme Owner; no other variant may be created without written approval.

3.3 Permitted Uses

- Corporate communications, business cards and letterhead of the certified organization.
- Marketing and promotional material referring to the certified scope.
- Product packaging and labelling, where the certification scope explicitly covers the products concerned.
- Tenders, catalogues and websites, provided the certified scope and certificate number are clearly identified or readily available.

3.4 Prohibited Uses

- Use on products, sites, activities or business units not covered by the certified scope.
- Use that suggests or implies certification of activities, sites or products that are not certified.
- Use alongside claims, statements or imagery not supported by the certification scope.
- Alteration, distortion, recolouring or partial reproduction of the mark.

- Combination with other marks, certifications or logos in a manner that implies a false association or endorsement.
- Use by an organization whose certificate has been suspended, withdrawn, expired or voluntarily surrendered.

4. Claims and Communication

4.1 Permitted Claims

Certified organizations may state, for example: “Certified under the VERITEX SOCIAL® scheme for [certified scope], Certificate No. [XXXXX]”. Claims shall always identify the specific scheme(s) held and shall not imply certification under a scheme not currently held (e.g. referring generically to “VERITEX® certified” when only VERITEX PURE® has been obtained).

4.2 Prohibited Claims

- Claims extending certification to the whole organization when only part of it (e.g. a single site) is certified.
- Claims made after suspension, withdrawal, expiry or voluntary surrender of the certificate.
- Comparative or superiority claims not supported by the certification scope or audit findings.
- Claims implying endorsement of specific products, services or business partners beyond the certified scope.

4.3 Marketing and Advertising Review

The Certification Body and/or the Scheme Owner may request, at any time, samples of marketing, advertising or packaging material making reference to the marks, in order to verify compliance with this document. The certified organization shall provide such samples within fifteen (15) working days of the request.

5. Use of the Marks on Products

5.1 Product-Level Use

The marks may be affixed directly to a product only where the certification scope explicitly covers that product category and where the corresponding certificate remains valid.

5.2 Traceability Requirement

Any product bearing a VERITEX® mark shall be traceable to the certified organization and production batch through the traceability systems required under Section 5.9 of the General

Regulation. The Certification Body may request evidence of this traceability at any time, including through the Traceability Challenge Test described in Section 5.18 of the General Regulation.

6. Use by Certification Bodies and Third Parties

6.1 Use by Certification Bodies

Approved Certification Bodies may reference their VERITEX® approval status in their own corporate communications, strictly in relation to the schemes for which approval has been granted and remains current.

6.2 Use by Media, Researchers and Other Third Parties

Factual reference to a certified organization's VERITEX® status by media, researchers, non-governmental organizations or other third parties is permitted, provided it is accurate, current and does not imply an endorsement or partnership that does not exist.

7. Monitoring, Verification and Enforcement

7.1 Market Surveillance

The Scheme Owner may conduct market surveillance activities, including review of websites, packaging, advertising and tender documentation, consistent with Section 3.22 of the General Regulation, to verify correct use of the marks.

7.2 Verification of Licensee Status

Any party may verify the current certification status of an organization through the public register maintained by the relevant Certification Body under Section 4.11 of the General Regulation.

7.3 Reporting Misuse

Suspected misuse of the marks may be reported to the Certification Body or directly to the Scheme Owner and shall be handled through the complaints and integrity investigation procedures set out in Sections 4.17 and 3.13 of the General Regulation.

8. Consequences of Suspension or Withdrawal

8.1 During Suspension

Upon suspension of a certificate, the certified organization shall immediately cease all new use of the marks. Existing labelled or packaged stock produced prior to suspension may

continue to be sold through only where explicitly authorized in writing by the Certification Body.

8.2 Upon Withdrawal

Upon withdrawal of a certificate, the organization shall, within thirty (30) calendar days: cease all use of the marks in any medium; remove the marks from websites, packaging artwork and marketing materials; and either return or destroy, and confirm destruction of, any remaining materials, signage or stock bearing the marks. No further sell-through of previously produced stock bearing the marks is permitted following withdrawal.

8.3 Unauthorized Use and Counterfeit Certification

Use of the marks by an organization that has never held a valid VERITEX® certificate, or continued use following expiry, suspension or withdrawal, shall be treated as a Critical Integrity Breach under Section 3.14 of the General Regulation and may be referred to legal authorities where appropriate.

9. Sanctions for Misuse of the Marks

Misuse of the marks shall be classified and sanctioned in a manner consistent with the integrity violation classification defined in Section 3.14 of the General Regulation:

Type of Misuse	Classification	Typical Consequence
Incorrect artwork, size or colour reproduction	Minor Integrity Breach	Formal notice; correction required within 30 days
Use beyond certified scope or expired scope references	Major Integrity Breach	Suspension of licence to use the mark; corrective action plan
Continued use after suspension or withdrawal	Critical Integrity Breach	Certification withdrawal (if not already withdrawn); legal action
Counterfeit certificates or fabricated certification claims	Critical Integrity Breach	Immediate referral to legal authorities; public notice where warranted

10. Review and Revision

This document shall be reviewed and revised by the Scheme Owner in accordance with the revision control process defined in Section 1.10 of the General Regulation. Approved mark artwork files and colour references are maintained separately by the Scheme Owner and issued to Certification Bodies and certified organizations upon certification.

Annex – Approved Mark Variants

Scheme	Wordmark	Reference Colour	Minimum Reproduction Width
VERITEX SOCIAL®	VERITEX SOCIAL® (with people icon)	Scheme Owner reference palette – Social (blue)	20 mm / 80 px
VERITEX ECOFLOW®	VERITEX ECOFLOW® (with leaf/water icon)	Scheme Owner reference palette – Ecoflow (green)	20 mm / 80 px
VERITEX PURE®	VERITEX PURE® (with droplet icon)	Scheme Owner reference palette – Pure (teal)	20 mm / 80 px
VERITEX ELITE®	VERITEX ELITE® (combined icon)	Scheme Owner reference palette – Elite (gold/black)	25 mm / 100 px

Exact artwork files, Pantone/CMYK/RGB values and digital assets are provided directly by the Scheme Owner upon certification and are not reproduced in this document.