Global Recycled Standard
Logo Use and Labeling Guide
2014

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Introduction

The GRS Logo Use and Labeling Guide details how Global Recycled Standard (GRS) certified organizations can market GRS certified products. It also sets the requirements for the use of the GRS logo. It is a binding document for all participants in the GRS scheme. The goal of this document is to ensure consistent, accurate representation in the marketplace for all certified products that collectively represent the GRS system. Only products with at least 50% recycled content may reference the GRS or use the GRS logo.

Questions and approval of labeling and logo use should be directed to the responsible Certification Bodies.

Section A - Logo Use

A1 - Use of GRS Logos

A1.1 Certification Bodies

A1.1a Certification Bodies may obtain the GRS logo for their use directly from Textile Exchange.

A1.1b Certification Bodies are responsible for issuing GRS logos for use on products that have been certified up to the point where the logos are applied.

A1.1c Certification Bodies may use the GRS logos to unambiguously indicate that they are authorized to certify products to GRS standards in their marketing and public relations materials, or to indicate their involvement in the GRS IWG.

A1.1d Certification Bodies are required to use the GRS logo on all Scope Certificates and Transaction Certificates, as indicated in the corresponding templates and policies. All use of the logo must meet the design specifications in (Section A3).

A1.2 Certified Organizations

A1.2a Certified Organizations may obtain GRS logos from the Certification Body that has certified the products.

A1.2b Certified Organizations may apply GRS logos only on products certified to the GRS. Non-GRS Certified Organizations receiving GRS Certified products from Certified Organizations may not apply the GRS logos directly to products.

A1.2c Certified Organizations with current certification to the GRS may use the logos to indicate they are ‘Certified to produce products to the Global Recycled Standard’ in off-product materials.

A1.2d When the GRS logo is used near product information, it must be clear that not all products are GRS certified, unless it is the case that 100% of production is certified.

A1.3 Non-Certified Organizations

A1.3a Brands and retailers may only have logos applied to products that have been certified to the end of the supply chain (i.e.: the seller in the last B2B transaction of the product). If a brand or retailer is receiving products and then selling them on to other retailers, then the original brand/retailer must be certified if the products are labeled with the GRS logo. For example, brand A
sells to retailer B, brand A must be certified.

A1.3b Only Certified Organizations may apply the logos to final products: if a brand or retailer is not certified to the GRS, then they may request to their supplier that the logo is applied to their products. If brands or retailers are (re)packaging or (re)labeling products, they must be certified. All logo use on products must meet the requirements of Section A3 and Section B.

A1.3c The GRS logo may also be used in off-product communication (web, print, signage, etc.), as long as all of the guidelines in Section A3 are followed. When the GRS logo is used near product information, it must be clear that not all products are GRS certified, unless it is the case that 100% of production is certified.

A1.3d When the GRS logo is used in reference to specific products, the requirements in Sections A3 and Section B must be followed.

e.g.: Product descriptions online or in a printed catalogue.

A2 - Misuse of GRS Logos

A2.1 Anything that does not follow the requirements of the labeling guide is considered misuse, and may result in withdrawal of the GRS Scope Certificate.

A2.2 Certification Bodies are required to check for proper use of the GRS logos on products during the certification process. CBs are not responsible for checking logos in the marketplace.

A2.3 Certified Organizations may submit labeling for approval to the relevant Certification Body.

A2.4 When a Certified Organization suspects that an input that they have purchased or a product that has been manufactured is not in compliance with this Standard, they shall withdraw references to the GRS Material content of the related product until they can confirm the valid certification of the product, and shall inform the certification body immediately.

A2.5 Textile Exchange will pursue all legal means to stop and remedy any unauthorized or misleading use of the GRS logo. Textile Exchange will also make public any misuse of the GRS logo in order to maintain trust in the Global Recycled Standard.

A3 - GRS Logo Design Specifications

A3.1 Logo

In all cases, the logos must appear as follows, using design files provided directly from Textile Exchange or through the relevant Certification Body:

A3.2 Color

Unless otherwise noted, the logo can appear in gray scale or Pantone 321 and Pantone 630.

Dark backgrounds may cause the words of the logo to be illegible. In this case, the logo must appear with
a white background, provided by the relevant Certification Body.

A3.3 Size

The logo and wording must be of a size large enough to be clear and legible: the minimum size is 10 mm.

**A4 Obtaining a logo**

A4.1 Certification Bodies

Certification Bodies that are authorized by Textile Exchange to certify to the GRS may request the logos by contacting Textile Exchange.

A4.2 Certified Organizations

Certified Organizations may request logos from the Certification Body responsible for certification of their products.
Section B - Labeling GRS Products

B1 Labeling Products as GRS Certified

B1.1 Products qualified for GRS labeling

B1.1a In order for a product to be sold with any reference to the standard, a Transaction Certificate must have been issued for that specific product in the last B2B transaction.

B1.1b The product must contain at least 50% recycled content.

B1.1c Only Certified Organizations may label products with reference to the GRS.

B1.1d If products are being identified as certified to the GRS, then the logo must be used, following the design specifications of Section A3.

Use of the GRS logo is not mandatory, unless the GRS is mentioned on the product.

B1.2 Requirements for all GRS Labeled Products

B1.2a The labeling must include the GRS logo, the phrase: “made with (or contains) X% Recycled Material”.

X% shall represent the final percentage of Recycled Material by appropriate unit of measure in the finished product.

Material refers to the raw material created as the output of the recycling process. In the case of products with multiple Recycled Material types, each material must be separately listed with each percentage:

- e.g.: “Made with/Contains 60% Recycled Wool, 40% Recycled Polyester”

B1.2b The labeling must reference the Certification Body (e.g.: Certification Body’s name and/or logo) and a reference to the Certified Organization (e.g.: Certified Organization’s name and/or license number).

The wording (B1.2a and B1.2b) can be translated into the local language of the country of sale, as long as the meaning does not change. In all cases, the wording (B1.2a and B1.2b) must appear below or beside the logo.

Made with/Contains x% Recycled Material
Certified by Certification Body Name
Certified Organization Name or License #
B1.2c The GRS logo must not be permanently printed on or affixed to any reusable packaging.

B1.3 Optional Additional Language for GRS Labeled Products

B1.3a “Pre-consumer” or “post-industrial” (PIR) and “post-consumer” (PCR) may also be used to describe the recycled material; any percentage amounts must be accurate. Separate materials must be identified with accurate percentages.

Examples:

- “contains 80% recycled polyester”
- “contains 80% post-consumer recycled polyester”
- “contains 80% post-consumer and pre-consumer recycled polyester”
- “contains 40% post-consumer and 40% pre-consumer recycled polyester”
- “contains 60% recycled polyester and 20% recycled nylon”

B1.3b Companies may use the language below for on- or off-product communication, at the discretion of the brand.

“Factories involved in the production of GRS certified products meet the fair labor and environmental impact requirements of the GRS.”

or

“Virtually all products impact the environment. For details on the issues covered by the GRS, go to http://globalrecycled.org.”

B1.3c Logos may also be accompanied by text saying ‘Certified to GRS.’