



REMADE IN ITALY® TECHNICAL REGULATIONS

---

# **REGULATIONS FOR THE USE OF REMADE IN ITALY® LOGOS AND TRADEMARKS**

PRODUCT CERTIFICATION SCHEME UNDER ACCREDITATION

<b>Document title</b>	<b>Regulations for the use of ReMade in Italy® logos and trademarks TR RMI Trademarks</b>
<b>Issue</b>	ReMade in Italy® Technical Secretariat
<b>Check</b>	Technical Scientific Committee Chairman
<b>Approval</b>	ReMade in Italy Association Assembly
<b>Contact details</b>	Associazione ReMade in Italy Via Timavo 34, 20124 Milan info@remadeinitaly.it www.remadeinitaly.it
<b>Edition</b>	Ver. 01 of 30 November 2012 Ver. 02 of 30 September 2013 Ver. 03 of 7 May 2020

#### **Prohibition of reproduction**

No part of this document protected by copyright may be reproduced or copied in any form (graphic, electronic or mechanical, including photocopying, recording) without the permission of the ReMade in Italy Association.

These Technical Regulations are the property of ReMade in Italy® Association, a legally recognised non-profit association founded in 2009 by CONAI (Italian Packaging Consortium), the Lombardy Region, the Chamber of Commerce of Milan, MonzaBrianza and Lodi, AMSA Spa which gathers Associations and Companies that make products using recovered materials participate. The Regulations have been drawn up as part of an open process shared between Companies belonging to the sector, Institutions and key stakeholders. The certification is independent and open to any interested Company that meets the requirements. The certification scheme is recognised by ACCREDIA; it complies with EU regulations on “Circular Economy” and the Italian regulations in force on Green Public Procurement (GPP). The Regulations are reviewed at least once a year in order to adapt them to the market requirements and rules. Any qualified and interested party may participate in the review process.  
www.remadeinitaly.it

#### **Associazione ReMade in Italy**

via Timavo, 34 - 20124 Milano (MI) | [info@remadeinitaly.it](mailto:info@remadeinitaly.it)

© Copyright 2020 - Remade in Italy® a registered trademark – All rights reserved

1 . AIMS AND PURPOSES .....	3
2 . OWNERSHIP, NAME, LOGO .....	3
3 . REMADE IN ITALY LABEL .....	4
4 . ELEMENTS REQUIRED IN THE REMADE IN ITALY® LABEL .....	5
4.1 PERCENTAGE OF RECYCLED MATERIAL .....	6
4.2 CLASS ASSIGNMENT .....	6
4.3 TYPES OF RECYCLED MATERIALS THAT MAKE UP THE PRODUCT .....	6
5. APPLICANTS .....	7
6. PROCEDURE FOR THE ISSUE OF THE TRADEMARK .....	7
6.1 APPLICATION .....	7
6.2 PRELIMINARY INVESTIGATION AND APPRAISALS .....	7
6.3 ISSUE .....	7
6.4 VALIDITY .....	7
7. GRAPHIC RULES .....	8
7.1 COLOURS AND FONTS .....	8
7.2 LOGO SIZE .....	8
7.3 LABEL SIZE .....	9
8. USE OF THE REMADE IN ITALY TRADEMARK .....	10
9. PROMOTIONAL STATEMENTS .....	11
10. AUDITS, SUSPENSION AND REVOCATION .....	11
11. UNAUTHORISED USE OF THE TRADEMARK .....	11



## 1. AIMS AND PURPOSES

These Technical Regulations (TR RMI Trademarks) are mandatory for all ReMade in Italy certified Organisations and, more generally, for all organisations authorised to use the ReMade in Italy Trademark (hereinafter referred to as “Trademark”) and define how to use it correctly.

These Regulations also concern the use of the ReMade in Italy label on certified products and the Trademark for the promotion of: ReMade in Italy certified products, ReMade in Italy certified Organisation status, which may only take place in association with the products under certification, and events assessed in line with the aims of the ReMade in Italy Association.

ReMade in Italy certified products are “made in Italy” products, manufactured with the use of recycled materials and/or by-products (hereafter referred to as “recycled materials”) according to the criteria established by the Technical Regulations TR RMI Producers “Requirements for ReMade in Italy certification”.

The Trademark highlights the use of recycled material in products.

## 2 . OWNERSHIP, NAME, LOGO

The ReMade in Italy Association (hereinafter referred to as “Association”) is the owner of the name ReMade in Italy, the graphic sign of the Trademark and the associated label, as described in these Regulations.

The Trademark consists of the writing ReMade in Italy in which the letters “made in Italy” are in grey colour and the letters “re” are white characters inscribed in a green circle under which 5 other grey circles of decreasing dimensions appear spiralling to the left.

If the name ReMade in Italy is used, it must be accompanied by the registered trademark symbol “®”. ReMade in Italy is a registered trademark and, in order to use it, the Organisation must have activated the authorisation procedure for the use of the Trademark or be in possession of a valid ReMade in Italy certificate.



### 3 . REMADE IN ITALY LABEL

The ReMade in Italy label is composed of two separate and distinct parts that identify:

- information subject to the certification on the content of recycled material in the products;
- data not subject to certification by ReMade in Italy (Annex 1).




The ReMade in Italy label, on which the trademark must always be present, indicates the use of recycled material in products and is characterised by the assignment of a class, based on the percentage of recycled material present.

Content of the label:

- commercial name of the product (unique identification appearing on the certificate)
- logo of the Conformity Assessment Body (in compliance with the relevant rules of use)
- logo of the accreditation body (in compliance with the relevant rules of use)
- company name
- ReMade in Italy certification code of the product
- percentage of recycled material present
- class to which the product belongs (A+, A, B or C according to the percentage contained)
- types of recycled material present
- ReMade in Italy logo

## 4 . ELEMENTS REQUIRED IN THE REMADE IN ITALY® LABEL

Information subject to product certification in Information not subject to recycled material certification

<b>PRODUCT NAME</b> Certification on recycled material and/or by-products content  	
<b>COMPANY NAME</b> RII-MA0005-20	
≥ 90% ≥ 60% - 90% ≥ 30% - 60% < 30%	A+ A B C
Type of recycled material and/or by-products	Material 1 --,-% Material 2 --,-% Material 3 --,-%
	

Information not subject to certification by ReMade in Italy  
(Annex 1)

Data processed by ReMade in Italy®. [data not subject to certification]	
Reduction of energy consumption due to recycling (kwh/kg)	--   --
Reduction of greenhouse gas emissions due to recycling (gr co2 eq/kg)	--   --
other environmental certifications	
<a href="http://www.remadeinitaly.it">www.remadeinitaly.it</a>	

## 4.1 PERCENTAGE OF RECYCLED MATERIAL

The percentage of recycled material contained in the product is indicated here.

For products subject to continuous processing, the declared percentages may be indicated as six-month averages.

## 4.2 CLASS ASSIGNMENT

The assignment of the class to which a product belongs is made by the Conformity Assessment Body on the basis of the composition of the product declared by the company and verified by the Body itself. There are 4 different classes to which a product can belong:

**Class A +:** for products made with a percentage of recycled material(s) greater than 90% compared to the total weight of the product.

**Class A:** for products made with a percentage of recycled material(s) greater than 60% and up to 90% compared to the total weight of the product.

**Class B:** for products made with a percentage of recycled material(s) greater than 30% and up to 60% compared to the total weight of the product.

**Class C:** for products made with a percentage of recycled material(s) greater than 0% and up to 30% compared to the total weight of the product.

## 4.3 TYPES OF RECYCLED MATERIALS THAT MAKE UP THE PRODUCT

The categories of recycled materials that make up the product is composed must be reported. Virgin materials or other materials whose composition does not contribute to the definition of the class to which the product belongs must not be reported.

## 5 . APPLICANTS

The Trademark may be issued by ReMade in Italy to all subjects (Private or Public) who carry out an activity consistent with that of the Association and/or an activity linked to the production of products obtained from recycling activities. In particular, the Trademark may be issued to subjects who hold a valid ReMade in Italy certificate, issued by an accredited Conformity Assessment Body or a body which is in the process of being accredited.

## 6 . PROCEDURE FOR THE ISSUE OF THE TRADEMARK

### 6.1 APPLICATION

The applicant shall submit an application to the Secretariat of ReMade in Italy Association by e-mail, or by filling in the application form on the website [www.remadeinitaly.it](http://www.remadeinitaly.it), indicating the Conformity Assessment Body that carried out the certification and attaching a copy of the certificate issued.

When submitting the application, the applicants must accept the conditions set out in these Regulations and consent to the collection of data by the Association for activities aimed at monitoring the effectiveness of the use of the Trademark.

### 6.2 PRELIMINARY INVESTIGATION AND APPRAISALS

The preliminary investigation for the issue of the Trademark provides for the assessment of compliance with the requirements set out in these Regulations. Upon receipt of the application for the issue of the Trademark, the applicant shall receive a notice from the Association, containing information about the start of the preliminary investigation procedure. The preliminary investigation shall be concluded within 30 days.

During the preliminary investigation, the person in charge may request to submit additional documentation and carry out appraisals; in such cases, the procedure is suspended for the time necessary, respectively: from the request for additional documentation, until their transmission; from the date of the request for the appraisal, until its conclusion.

### 6.3 ISSUE

The issue of the Trademark is communicated to the interested party, together with a brief report of the results of the preliminary investigation, containing the indications on how to use the Trademark by the applicant.

The issue of the Trademark and the use of the label are subordinate to:

- the payment of the registration fees;
- the compliance with the provisions of these Regulations.

### 6.4 VALIDITY

The use of the trademark is limited to the period of validity of the ReMade in Italy certificate issued.

In all the other cases, the possibility of using the trademark is time-bound to what is set out in the report indicated above.

## 7 . GRAPHIC RULES

### 7.1 COLOURS AND FONTS

The colours used for the ReMade in Italy label and logo are:



**ACID GREEN**

CMYK: 50 0 100 0



**GREY**

CMYK: 0 0 0 60

**The fonts used for the ReMade in Italy logo are:**

- Reflex Bold
- Reflex Regular

**The fonts used for the label are:**

- Reflex Regular
- Reflex Bold
- Geogrotesque Regular
- Geogrotesque SemiBold
- Helvetica Regular
- Helvetica Bold

### 7.2 LOGO SIZE

Logo width 5.5 cm

Logo height 2.5 cm






The above dimensions refer to the logo inside the label, without considering the white borders.

The dimensions of the logo may vary according to the needs of the company, provided that the proportion between height and width is maintained and the writing REMADE IN ITALY is legible.

## 7.3 LABEL SIZE

Logo width 9 cm  
Logo height 19 cm

19 cm

<b>PRODUCT NAME</b> Certification on recycled material and/or by-products content  	
<b>COMPANY NAME</b> RII-MA0005-20	
$\geq 90\%$ $\geq 60\% - 90\%$ $\geq 30\% - 60\%$ $< 30\%$	<b>A<sup>+</sup></b> <b>A</b> <b>B</b> <b>C</b>
<div style="text-align: right; font-size: 2em; font-weight: bold;">A<sup>+</sup></div>	
Type of recycled material and/or by-products	Material 1 --,--% Material 2 --,--% Material 3 --,--%
	
Data processed by ReMade in Italy®. [data not subject to certification]	
Reduction of energy consumption due to recycling (kWh/kg)	--,--%
Reduction of greenhouse gas emissions due to recycling (gr CO <sub>2</sub> eq/kg)	--,--%
other environmental certifications	
<a href="http://www.remadeinitaly.it">www.remadeinitaly.it</a>	

9 cm

The dimensions of the label may vary according to the needs of the company, provided that:

- the proportion between height and width is maintained;
- the writing, data and logos present are legible;
- the position and proportion of the elements present (writing, class, ReMade in Italy logo) are not altered.

## 8 . USE OF THE REMADE IN ITALY TRADEMARK

The Trademark must be used in a clear and unambiguous way and only for the subject of the certification and the activities for which it has been issued.

The Trademark may also be used and affixed in conjunction with other registered names as long as these are clearly referable to the activities and/or products for which the Trademark has been granted.

In any case, the Trademark must be affixed in such a way that it is clearly visible and cannot:

- a) be confused with additional graphic elements, underlining, ornaments or text additions that make it difficult to read;
- b) be affixed in such a way that it may distort the original characteristics or its meaning or in such a way as to create confusion, misinterpretation or loss of credibility for the ReMade in Italy certification scheme, or in such a way as to suggest that ReMade in Italy recognises, participates in or is responsible for the activities carried out by the organisation outside the scope of certification;
- c) be affixed in such a way that it is confused or associated with other writing or registered names of other trademarks or logos;
- d) be used in promotional initiatives undertaken by the subject, unless in compliance with the provisions of these Regulations;
- e) be used for activities contrary to the aims of the Association;
- f) be used as the commercial name of the product.

Furthermore, it is not permitted to:

- g) modify the proportions of the Trademark and label without ReMade in Italy's authorisation;
- h) make the Trademark or label appear to be an integral part of other information such as environmental statements not relevant for certification purposes;
- i) use colours other than those provided for in these Technical Regulations;
- j) change the shape of the border or the background;
- k) rotate the Trademark;
- l) violate the free space around the Trademark (measured by the height of the letters of the name ReMade in Italy which is an integral part of the Trademark);
- m) combine the Trademark with the Trademark of its user in such a way as to suggest association or overlap with the ReMade in Italy Trademark;
- n) reduce the size of the diameter of the circumference enclosing the letters "Re" of the ReMade in Italy Trademark below 7 mm.

The Trademark must always be present on the label.

It is absolutely forbidden to use the label without the Trademark.

## 9. PROMOTIONAL STATEMENTS

Certified organisations wishing to promote their status as a ReMade in Italy certified organisation, with the related products subject to certification, may also do so through additional declarations provided they are related to the content of recycled material and subject to authorisation by ReMade in Italy.

## 10. AUDITS, SUSPENSION AND REVOCATION

In addition to the inspections carried out at the issue of the Trademark, the Association reserves the right, subject to prior notice, to carry out any further checks and controls after the issue, in order to ensure compliance with the current Regulations.

In case of non-compliance with these Regulations by the subject to whom the Trademark has been issued, the Association may revoke or suspend the use of the Trademark until the subject restores the conditions of compliance with these Regulations.

Non-compliance with rules, laws or other regulations on the subject and offences or infringements as regards hygiene, public health and environmental protection also constitute grounds for immediate revocation.

In the event of unauthorised use of the Trademark, following the entry into force of these Regulations, the legal representative of the Association shall order the immediate cessation of the use and the withdrawal and elimination of the Trademark from any relevant material and, if necessary, the destruction of the relevant material.

## 11. UNAUTHORISED USE OF THE TRADEMARK

The use of the Trademark by any unauthorised subject shall be prosecuted by the Association in accordance with national and international regulations for the protection of intellectual property and Trademarks.

## ANNEX 1: QUANTIFICATION OF POSITIVE ENVIRONMENTAL IMPACTS, BY REMADE IN ITALY

This information is provided by ReMade in Italy® and is not part of the activity under accreditation.

The quantification process described below concerns aspects that are not subject to certification or accreditation in accordance with the Technical Regulations TR RMI Producers “Requirements for ReMade in Italy certification”.

The information contained in the part underneath the ReMade in Italy label that does not fall under the activity subject to accreditation by the Accreditation Body, concerns:

- reduction of energy consumption due to recycling expressed in kWh/kg of material
- reduction of greenhouse gas emissions due to recycling expressed in gr CO2 eq/kg of material
- any additional information regarding performance characteristics or other specific information by ReMade in Italy.

The values concerning the reduction of energy consumption and elimination of CO2 emissions refer only and exclusively to the components of the product made from recycled material and refer only to the material with the exclusion of the production and transport process.

The values of these environmental impacts are for information purposes only and are calculated according to the procedure set out in points A2 and A3.

In order to obtain reliable values, suitable coefficients are identified for each individual material, which refer to internationally distributed databases, relevant scientific publications and other sources considered scientifically valid by ReMade in Italy, and are updated annually.

The calculation methodology and the origin of the data, necessary to quantify the positive environmental impacts described above, as expressed in points A2 and A3 of these Regulations, are subject to validation by a third party body.

### A.1 INDIRECT DATA

Indirect data must be the result of an arithmetic mean of at least 2 values obtained from recognised sources, whether they databases, relevant LCA studies, scientific publications or other qualified sources. Where only one source is available, evidence must be provided to justify this.

### A.2 CALCULATION OF CO2 EMISSION REDUCTION

The reduction of greenhouse gas emissions is measured as the difference between the CO2eq emissions due to production using only virgin raw materials as input and production using the percentage of secondary raw material. The calculation refers to 1000 g of material.

The calculation of emissions will be carried out according to the general equation described below:

$$Em = \sum_j Emj$$

Em = total CO2eq emissions

j = material that makes up the product subject to certification

Emj = CO2eq emissions of the individual material

The individual inputs in terms of emissions are calculated as:

$$Emj = Cemj \cdot Pj$$

$Emj$  = CO<sub>2</sub>eq emissions of the individual material

$j$  = material that makes up the product subject to certification

$Cemj$  = CO<sub>2</sub> emission reduction coefficient per kg of material

$Pj$  = percentage of  $j$  component within the final product

### A.3 CALCULATION OF ENERGY CONSUMPTION REDUCTION

The reduction in energy consumption is measured as the difference between energy consumption due to production using only virgin raw materials as input and production using the percentage of secondary raw material. The calculation refers to 1000 g of material.

The calculation of energy consumption will be carried out according to the general equation described below:

$$En = \sum_j Enj$$

$En$  = total energy consumption

$j$  = material that makes up the product subject to certification

$Enj$  = energy consumption of the individual material

The individual inputs in terms of energy consumption are calculated as:

$$Enj = Cenj \cdot Pj$$

$Enj$  = energy consumption of the individual material

$j$  = material that makes up the product subject to certification

$Cenj$  = energy consumption reduction coefficient per kg of material

$Pj$  = percentage of  $j$  component within the final product