



REMADE IN ITALY® TECHNICAL REGULATIONS

# Regulations for the granting and use of ReMade in Italy® logos and trademarks

CERTIFICATION SCHEME OF A PRODUCT UNDER ACCREDITATION

<b>Document title</b>	Regulations for the granting and use of REMADE IN ITALY® logos and trademarks (REMADE IN ITALY TR TRADEMARKS)
<b>Issue</b>	REMADE® Management
<b>Check</b>	REMADE® Technical Scientific Committee Chairmanship
<b>Approval</b>	REMADE® Board of Directors
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REMADE® is a certification scheme recognised by ACCREDIA (Italian Accreditation Body), developed in an open and widely participatory process of the Companies belonging to the sector, within the owner association of the same name, founded by Institutions and Subjects competent in the field of recycling and Circular Economy, among which CONAI (Italian Packaging Consortium). The certification allows a company to communicate environmental information on the recycled content of its product and is compliant with regulations on Green Public Procurement and on tax incentives (e.g., plastic tax) aimed at products obtained from recycling. The certification allows consumers to obtain reliable information on the origin and type of material obtained from recycling. REMADE® is a certification, it is independent and open to any interested Company that meets the requirements. The Regulations are subject to periodic review, in order to adapt them to legislation and market requirement. Any qualified and interested party may participate in the review process.

[www.remade.it](http://www.remade.it)

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## 1. AIMS AND PURPOSE

These Technical Regulations (REMADE IN ITALY® TR\_TradeMarks) are mandatory for all REMADE certified Organisations, that intend to use the REMADE IN ITALY® trademark in order to enhance the production in Italy and meeting the requirements (see following paragraph 5) 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 Technical Regulations also concern the use of the REMADE IN ITALY® label on certified products and the Trademark for the promotion of: REMADE certified products, REMADE certified Organisation status and events assessed in line with the aims of the REMADE organisation.

REMADE certified products are manufactured with the use of recycled and recovered materials and by-products (hereafter referred to as “recycled materials”) according to the criteria set out the Technical Regulations REMADE TR\_Producers “Requirements for REMADE certification”.

The Trademark highlights the use of recycled material in products.

For **terms, abbreviations, definitions** and the **regulatory framework** of reference, please refer to Chapters 2 and 3 of the **REMADE TR- Producers** (REMADE® Technical Regulations) Requirements for REMADE® certification, latest updated version, as published on [www.remade.it](http://www.remade.it).

## 2. OWNERSHIP, NAME, LOGO

The REMADE Organisation 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® certificate.



### 3. REMADE 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 Organisation (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 certification code of the product
- total percentage of recycled, recovered material and by-products
- class to which the product belongs (A+, A, B or C according to the percentage contained)
- types of recycled, recovered materials and by-products present
- percentage of recycled, recovered material and by-products in each type (in case of multi-material products)
- REMADE IN ITALY logo
- other data not subject to certification by REMADE organisation (see Annex 1)

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

Information subject to the certification	<b>PRODUCT NAME</b>										
	Certification on recycled material and/or by-products content										
	 										
	<b>COMPANY NAME</b> R11-MA0005-24										
Information not subject to certification by REMADE® (Annex 1)	<table border="1"> <tr> <td>≥ 90%</td> <td>A+ ---,-%</td> <td rowspan="4" style="font-size: 48px; text-align: center; vertical-align: middle;">A+</td> </tr> <tr> <td>≥ 60% - 90%</td> <td>A</td> </tr> <tr> <td>≥ 30% - 60%</td> <td>B</td> </tr> <tr> <td>&lt; 30%</td> <td>C</td> </tr> </table>	≥ 90%	A+ ---,-%	A+	≥ 60% - 90%	A	≥ 30% - 60%	B	< 30%	C	
	≥ 90%	A+ ---,-%	A+								
	≥ 60% - 90%	A									
	≥ 30% - 60%	B									
< 30%	C										
<table border="1"> <tr> <td>type of recycled material and/or by-products</td> <td>Material 1 --,-% Material 2 --,-% Material 3 --,-%</td> </tr> </table>	type of recycled material and/or by-products	Material 1 --,-% Material 2 --,-% Material 3 --,-%									
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 co2 eq/kg)		--   --									
other environmental certifications											
<a href="http://www.remade.it">www.remade.it</a>											

#### 4.1 PERCENTAGE OF RECYCLED, RECOVERED MATERIAL AND BY-PRODUCT

The percentage of recycled, recovered material and by-products 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) equal to or greater than 90% compared to the total weight of the product.

**Class A:** for products made with a percentage of recycled material(s) equal to or 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) equal to or 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, recovered materials and by-products that make up the product must be reported, with the relevant percentage of material within each.

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® organisation to all subjects (private or public) who carry out an activity consistent with that of the organisation and/or an activity related to the production of products obtained from recycling activities.

In particular, the Trademark may be issued to subjects who hold a valid REMADE® certificate, issued by an accredited Conformity Assessment Body or a body which is in the process of being accredited.

The REMADE IN ITALY® trademark may be granted to REMADE® certified products having the following characteristics:

- a) the wording “Made in Italy” is indelibly and immovably affixed to the product and/or its primary packaging;
- b) the main production process or at least the last stage of processing that modified the physical, dimensional, performance or content characteristics took place in Italy. This category does not include those products packed in Italy or filled in Italy, in which the last significant stage of processing took place abroad.



## 6. PROCEDURE FOR THE ISSUE OF THE TRADEMARK

### 6.1 APPLICATION

The applicant shall submit an application to the Secretariat of REMADE® organisation by e-mail, or by filling in the application form on the website [www.remadeitaly.it](http://www.remadeitaly.it), indicating, if applicable, 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 Technical Regulations and consent to the collection of data by the REMADE 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 Technical Regulations. Upon receipt of the application for the issue of the Trademark, the applicant shall receive a notice from the organisation, 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 documentary evidence (product descriptions, images, etc.) 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 communication 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 (if applicable);
- the compliance with the provisions of these Technical Regulations.

### 6.4 VALIDITY

The use of the trademark is limited to the period of validity of the REMADE® certificate issued.

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

## 7. GRAPHIC RULES

### 7.1 COLOURS AND FONTS

The colours used for the REMADE label and logo are:



**ACID GREEN**  
CMYK: 50 0 100 0



**GREY**  
CMYK: 0 0 0 60

**The fonts used for the REMADE logo are:**

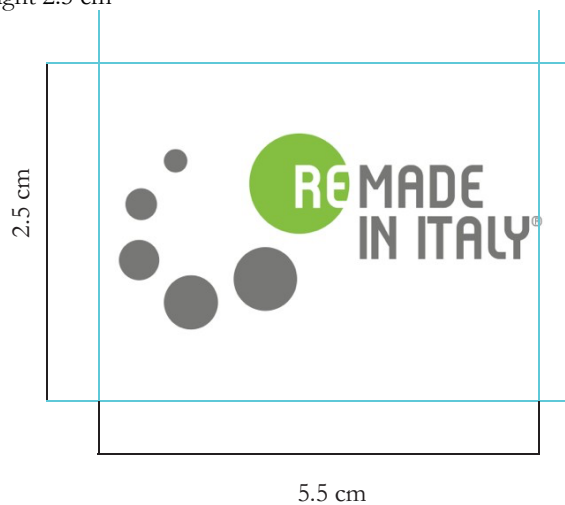
Reflex Bold  
Reflex Regular

**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 REMADE IN ITALY writing is legible.

### 7.3 LABEL SIZE

Logo width 9 cm Logo height 19 cm

**PRODUCT NAME**  
Certification on recycled material and/or by-products content

ACCREDITED CONFORMITY ASSESSMENT BODY LOGO

**COMPANY NAME**  
R11-MA0005-24

≥ 90%	A <sup>+</sup>	-- --%	<b>A<sup>+</sup></b>
≥ 60% - 90%	A		
≥ 30% - 60%	B		
< 30%	C		

Type of recycled material and/or by-products

Material 1 --,-%  
Material 2 --,-%  
Material 3 --,-%

**REMADE IN ITALY**

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

www.remade.it

19 cm

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 certification scheme, or in such a way as to suggest that REMADE 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 Technical Regulations;
- e) be used for activities contrary to the aims of the organisation;
- f) be used as the commercial name of the product. Furthermore, it is not permitted to:
  - a) modify the proportions of the Trademark and label without REMADE Organisation's authorisation;
  - b) make the Trademark or label appear to be an integral part of other information such as environmental statements not relevant for certification purposes;
  - c) use colours other than those provided for in these Technical Regulations;
  - d) change the shape of the border or the background;
  - e) rotate the Trademark;
  - f) 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);
  - g) 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;
  - h) 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 CLAIMS

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

## 10. INSPECTIONS, SUSPENSION AND REVOCATION

In addition to the inspections carried out at the issue of the Trademark, the REMADE organisation 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 Technical 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 Technical Regulations.

Non-compliance with standards, 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 Technical Regulations, the legal representative of REMADE 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 REMADE organisation in accordance with national and international regulations for the protection of intellectual property and Trademarks.

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

This information is provided by REMADE 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 REMADE TR Producers “Requirements for REMADE 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 CO<sub>2</sub> eq/kg of material

any additional information regarding performance characteristics or other specific information by REMADE.

The values concerning the reduction of energy consumption and elimination of CO<sub>2</sub> 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, 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.

### 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.

### 2. CALCULATION OF CO<sub>2</sub> EMISSION REDUCTION

The reduction of greenhouse gas emissions is measured as the difference between the CO<sub>2</sub>eq emissions due to production using only virgin raw materials as input and the 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:

$$E_m = \sum_j E_{mj}$$

$E_m$  = total CO<sub>2</sub>eq emissions

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

$E_{mj}$  = CO<sub>2</sub>eq emissions of the single material

The individual inputs in terms of emissions are calculated as:

$$E_{mj} = C_{mj} \cdot P_j$$

$E_{mj}$  = CO<sub>2</sub>eq emissions of the single material\1

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

$C_{mj}$  = CO<sub>2</sub> emission reduction coefficient per kg of material

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

### 3. CALCULATION OF ENERGY CONSUMPTION REDUCTION

The reduction of 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:

$$E_n = \sum_j E_{nj}$$

$E_n$  = total energy consumption

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

$E_{nj}$  = energy consumption of the single material

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

$$E_{nj} = C_{enj} \cdot P_j$$

$E_{nj}$  = energy consumption of the single material

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

$C_{enj}$  = energy consumption reduction coefficient per kg of material

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

