

## VerenA Trademark Usage and Labelling Guidelines

Correct marking/labelling of the packaging materials creates important preconditions for a smooth recovery, sorting and environmentally friendly recycling. The marking/labelling should be clear and well recognizable for the final consumer. The colour of the trademark should be clearly distinguishable from that of the packaging material, the VerenA trademark can be applied directly on the packaging material or in case of Big Bags to a sewn-on label.

### 1. VerenA trademark



### 2. Labelling guidelines

The dimensions of the VerenA trademark depend on the size of the respective packaging.

Volume	Minimum size (W x H)
up to 5 kg	20 mm x 10 mm
5 kg to 30 kg	35 mm x 18 mm
30 kg to 200 kg	50 mm x 25 mm
more than 200 kg	100 mm x 50 mm

When applying the VerenA trademark both on the packaging and on the label, it must be ensured that the label is easily legible and is applied permanently. The size of the VerenA trademark can be changed upon agreement and while retaining the proportions.

### 3. Example of the trademark application onto the sewn-on label:



Beispiel:

