

EPCglobal Brand Policy

EPCglobal brands are an important communication tool for the EPCglobal community to stay aligned with standards and to address consumer needs. Use of the EPCglobal brands will be strictly controlled in accordance with the following policy.

EPCglobal US Logo Use



The EPCglobal US logo is available for limited use by Subscribers to promote their status as an EPCglobal US Subscriber, in compliance with the EPCglobal Brand and Usage Guidelines, which are made available upon request using the *EPCglobal US Logo Request Form* located on the following pages.

EPCglobal Seal Use



The use of the EPCglobal seal is restricted to EPCglobal End-User Subscribers. The appearance of the EPCglobal Seal is intended to inform individuals that an EPC tag is present on or within the packaging of the object(s). EPCglobal promotes responsible use of EPC and RFID technologies by working with Subscriber companies, such as the retailer outlet/store that is selling the product and the manufacturer that made the product.

USE ON TAGGED OBJECTS: The EPCglobal Seal may be used commercially when its use complies with ALL of the following conditions:

- a. The applicator is an EPCglobal Subscriber
- b. The Seal is affixed to a logistics unit containing (or possibly containing) EPC / RFID tags.
- c. The EPC / RFID tag contains a valid EPC Manager Number.
- d. The valid EPC Manager Number belongs to an active Subscriber to any global EPCglobal Member Organization.
- e. The tag encoding is based on the published *EPCglobal Tag Data Standard*.

Also, if the Seal is used with a supply chain supported by the GS1 Global Standards Management Process (GSMP) standards, the placement of the Seal on the logistics unit must comply with the *General GS1 Specification* published standard.

The ***EPCglobal Tag Notification Brand Guidelines*** are available upon request to Subscribers using the *EPCglobal Seal Request Form* located on the following pages.

EPCglobal Hardware Certification Mark Use



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Products that have been certified by EPCglobal will bear the EPCglobal Hardware Certification Mark. Each EPCglobal Hardware Certification Mark is assigned to a specific hardware product and includes a Global Service Relation Number (GSRN) that is unique to that product and the exact test that it successfully completed. The assignment of a GSRN is proof that a hardware product has been certified by EPCglobal and is compliant with EPCglobal Standards.

For more details regarding EPCglobal Hardware Certification Program, send an email to Certification@EPCglobalUS.org

EPCglobal Performance Test Center Accreditation Mark Use



Each performance test center that has been accredited by EPCglobal will receive an EPCglobal Performance Test Center Accreditation Mark that is unique to their location and to the set of test profiles that they have been accredited to perform. Each Accreditation Mark is unique and carries an 18-digit Global Service Relation Number (GSRN) that is matched to that test center and the audit process for which they have met the specified criteria. The Performance Test Center Accreditation Mark is awarded to a company for each site that successfully completes scope testing.

For more details regarding EPCglobal Performance Test Center Accreditation Program, send an email to Certification@EPCglobalUS.org