



ReMade Technical Standards

Regulation for the granting and use of ReMade trademarks

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ReMade® is a certification scheme under accreditation, developed through an open and collaborative process involving various stakeholders, including Conformity Assessment Bodies, the Accreditation body, Research institutions, Experts and Companies in the sector, all within the framework of the ReMade Foundation, which owns the scheme and is managed by CONAI (the Italian Packaging Consortium).

This certification allows a company to communicate environmental information related to the recycled content of its product. It serves as independent proof, accepted in public tenders. The certification also provides end consumers with reliable information on the origin and type of recycled material.

ReMade is an independent certification, open to any interested Company that meets the requirements.

The Standards are subject to periodic review to ensure they remain compliant with regulations and market needs. Any qualified and interested party can participate in this review process.

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1_Aims and objectives

These Technical Standards (ReMade Trademarks TS), including any new versions progressively adopted by the Foundation, is binding without the need for express acceptance, simply through communication of the circumstance, for all Organizations holding ReMade certification and, more generally, for all Organizations authorized to use the ReMade Trademark under a specific and separate contract. It defines how to properly use the Trademark.

These Technical Standards also concern the use of the ReMade label on certified products and the Trademark for the promotion of: ReMade certified products, the qualification as a ReMade certified Organization, and events deemed in line with the objectives of the ReMade Foundation.

ReMade certified products are products made using recycled, recovered, and byproduct materials according to the criteria established by the ReMade Producers Technical Standards 'Requirements for ReMade Certification'.

The Trademark highlights the use of recycled, recovered, and byproduct materials within products.

For terms, abbreviations, definitions and the regulatory framework of reference, please refer to Chapters 2 and 3 of the ReMade Producers TS (ReMade Technical Standards 'Requirements for ReMade Certification', latest updated version, as published on www.remade.it). This document is also immediately binding in its new versions as they are progressively developed, under the same terms as the present Standards.

2_Ownership and denomination

The ReMade Foundation is the owner of the ReMade denomination, the graphic mark of the Trademark, and the associated labels, as described in this Regulation.

If the ReMade® denomination is used, it must be written with the letters "R" and "M" capitalized and "e" and "ade" in lowercase, and accompanied by the registered trademark symbol "®" in superscript.

ReMade is a registered trademark, and for its use, the Organization must have completed the trademark use authorization procedure or possess a valid ReMade certificate that, based on the relevant contract, authorizes it to use the Trademark.

3_ReMade logo

The Trademark consists of a pictogram of the lowercase letters "re" outlined in primary blue, with an inscribed line in primary green. It also includes a wordmark where "remade" is written in lowercase, featuring the letters "re" in green and "made" in blue, and accompanied by the registered trademark symbol "®".

The Trademark is also available in monochrome (grayscale) and negative versions.



3.1_COLOURS

The colours used for the ReMade trademark:



SEA GREEN

R=1 G=142 B=66
C=85 M=16 Y=94 K=3
Pantone 354 U



COLD VIOLET

R=48 G=26 B=74
C=93 M=100 Y=34 K=38
Pantone 281 U

3.2_FONTS

The fonts used for the ReMade trademark are:

Arboria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.3 _USE OF THE TRADEMARK

The Trademark must be used clearly and unequivocally, and solely for the object of the certification and the activities for which it was issued.

The Trademark may also be used and affixed in combination with other denominations, provided these are clearly attributable to the activities and/or products for which the Trademark was granted.

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

1. be confused with additional graphic elements, underlines, ornaments, or text additions that make it difficult to read;
2. be affixed in a way that could distort its original characteristics or 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 recognizes, participates in, or is responsible for activities carried out by the organization outside the scope of certification;
3. be affixed in such a way that it is confused with or associated with other writings or denominations of other marks or logos;
4. be used in promotional initiatives undertaken by the entity, except in compliance with the provisions of this Regulation;
5. be used for activities that are even indirectly contrary to the purposes of ReMade;
6. be used as the commercial name of the product.

Furthermore, by way of example, it is not permitted to:

- modify the proportions of the Trademark or use it in an unreadable manner;
- make the Trademark appear to be an integral part of other information, such as environmental declarations not relevant for certification purposes;
- combine the Trademark with the user's own Trademark in such a way as to suggest association or to overlap with the ReMade Trademark;
- use colours other than those specified in this Technical Standards;
- modify the shape or arrangement of its internal elements;
- rotate the Trademark;
- violate the clear space around the Trademark (measured as shown in Fig. 1).



Fig. 1

4_ReMade label system

The ReMade label communicates the use of recycled, recovered and byproduct materials within uniquely identified products. It is characterized by the assignment of a class based on the percentage of recycled, recovered, and byproduct material content.

4.1_COLOURS AND FONTS

These are the colours used in the ReMade label system:



SEA GREEN

R=1 G=142 B=66
C=85 M=16 Y=94 K=3
Pantone 354 U



LIGHT GREEN

R=101 G=245 B=130
C=38 M=0 Y=65 K=0
Pantone 365 U



COLD VIOLET

R=48 G=26 B=74
C=93 M=100 Y=34 K=38
Pantone 281 U

Arboria Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghilmnopqrstuvz 1234567890

Arboria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghilmnopqrstuvz 1234567890

Arboria Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghilmnopqrstuvz 1234567890

4.2 EXTENDED LABEL

The ReMade label consists of two separate and distinct parts that identify:

- information subject to certification regarding the content of recycled material, recovered material, and byproducts in products;
- data not subject to certification by the ReMade Foundation (Annex 1).

The extended label contains:

- ReMade logo
- commercial product name (unique identification appearing on the certificate)
- company name
- ReMade product certification code
- class (A+, A, B, or C based on the verified percentage)
- total percentage of recycled, recovered, and byproduct materials
- types of recycled, recovered, and byproduct materials present and their respective percentages of each type
- other data not subject to certification by the ReMade Foundation (see Annex 1)
- Conformity Assessment Body logo (in compliance with its usage rules)
- Accreditation Body logo (in compliance with its usage rules)

The following is not permitted, by way of example:

- modifying the proportions of the label without ReMade authorization;
- making the label appear to be an integral part of other information, such as environmental declarations not relevant for certification purposes;
- using colours other than those specified in these technical standards;
- modifying the shape or arrangement of the elements within it;

The Trademark must always be present on the label.

The use of the label without the Trademark is strictly prohibited.

The optimal printing dimensions are 90x190mm (3.54 x 7.48 inches), but it's possible to print down to a minimum width of 60mm (2.36 inches) (in this case, legibility of the Conformity Assessment Body's logo cannot be guaranteed).

Optimal printing dimensions:
90x190 mm (3.54 x 7.48 inches)



Recycled, recovered
or by-product
content certification

PRODUCT NAME

**LOREM IPSUM
DOLOR SIT
AMET ADIPISCI
NUMQUAM**

COMPANY NAME

Lorem ipsum dolor
sit amet adipisci

XX - XXXXXXXX - XX

A⁺

**XX, X%
RECYCLED**

Type of recycled, recovered or by-product materials	
Material 1	00,00%
Material 2	00,00%
Material 3	00,00%
Material 4	00,00%

Elaborations by the ReMade® Foundation
NOT SUBJECT TO CERTIFICATION

Reduction of energy consumption resulting from recycling	00,00 kmh/kg
Reduction of climate-altering emissions resulting from recycling	00,00 kg CO ₂ eq/kg



CONFORMITY
ASSESSMENT BODY

www.remade.it

Information subject
to certification

Information not subject to
certification by the
ReMade Foundation

(annex 1)

4.2.1 — Percentage of recycled, recovered, and byproduct materials

This section specifies the percentage of recycled, recovered, and byproduct materials contained within the material, semi-finished product, or finished product. For products undergoing continuous processing, the declared percentages may be indicated as semi-annual averages.

4.2.2 — Class assignment

The assignment of a product's class is carried out by the Conformity Assessment Body based on the product composition declared by the company and verified by the Body itself. There are four different classes:

Classe A +: _____ for products made with a percentage equal to or greater than 90% of recycled, recovered, and byproduct material(s) relative to the product's total weight.

Classe A: _____ for products made with a percentage equal to or greater than 60% and up to 89.9% of recycled, recovered, and byproduct material(s) relative to the product's total weight.

Classe B: _____ for products made with a percentage equal to or greater than 30% and up to 59.9% of recycled, recovered, and byproduct material(s) relative to the product's total weight.

Classe C: _____ for products made with a percentage greater than 0% and up to 29.9% of recycled, recovered, and byproduct material(s) relative to the product's total weight.

4.2.3 — Types of recycled, recovered, and byproduct materials composing the product

The types of recycled, recovered and byproduct materials contained in the product must be reported, with the relevant percentages calculated on the total weight of the product. Virgin materials or other materials whose composition does not contribute to the definition of the class must not be reported.

4.3 — COMPACT LABEL

ReMade provides a compact version of the label for certified products with reduced dimensions or for digital commercial uses.

The compact label can be applied as a sticker on the packaging or directly on the certified product (Fig. 2), or it can be incorporated as a graphic element into the layout and printed directly on the product packaging itself, in its outlined version (Fig. 3).

The compact label contains:

- ReMade logo
- commercial product name (unique identification appearing on the certificate)
- company name
- ReMade product certification code
- class (A+, A, B, or C based on the verified percentage)
- total percentage of recycled, recovered, and byproduct materials

The following is not permitted, by way of example:

- modifying the proportions of the label without ReMade authorization.
- making the label appear to be an integral part of other information, such as environmental declarations not relevant for certification purposes.
- using colours other than those specified in this Technical Standards.
- modifying the shape or arrangement of the elements within it.

The Trademark must always be present on the label.

The use of the label without the Trademark is strictly prohibited.

The minimum printing size that guarantees legibility is 35mm in width.



Fig. 2

35mm (1.38in)
minimum size



Fig. 3

35mm (1.38in)
minimum size

4.4 — ESSENTIAL LABEL

ReMade provides an essential version of the label.

The essential label can be integrated as a graphic element into the host layout and printed directly on packaging, labels, or products

The essential label contains:

- ReMade logo
- class (A+, A, B, or C based on the verified percentage)
- total percentage of recycled, recovered, and byproduct material

The following is not permitted by way of example:

- modifying the proportions of the label without ReMade authorization;
- making the label appear to be an integral part of other information, such as environmental declarations not relevant for certification purposes;
- using colours other than those specified in this Technical Standards;
- modifying the shape or arrangement of the elements within it.

The Trademark must always be present on the label.

The use of the label without the Trademark is strictly prohibited.

For the vertical extension variant, the minimum print size that guarantees legibility is 12mm in width (0.47in) (Fig. 4).

For the horizontal extension variant, the minimum print size that guarantees legibility is 18mm in width (0.71in) (Fig. 5).



Fig. 4

12mm (0.47in)
minimum size



Fig. 5

18mm (0.71in)
minimum size

5 Applying entities

The Trademark can be issued by the ReMade Foundation to all entities (private or public) that carry out activities consistent with those of ReMade and/or activities related to the production of products derived from recycling. Furthermore, the Trademark can be issued to entities that hold a valid ReMade certificate, issued by an accredited or accrediting Conformity Assessment Body.

6 Procedure for Trademark issuance

6.1 APPLICATION

The applying entity submits an application to the ReMade Foundation secretariat via email, or by filling out the request form available on the website www.remade.it, optionally indicating the Conformity Assessment Body that carried out the certification and attaching a copy of the issued certificate.

Applications must be accompanied by the acceptance of the conditions stated in these Technical Standards and the admission of data availability for collection by ReMade for activities monitoring the effectiveness of the Trademark's use.

6.2 REVIEW AND EXPERT APPRAISALS

The review process for issuing the Trademark involves evaluating compliance with the requirements set forth in these Technical Standards. Upon receipt of the Trademark issuance application, the applying entity receives notice from the ReMade Foundation, containing information about the initiation of the review procedure. The review concludes within 30 days. During the review, the appointed officer may request documentary evidence (product descriptions, images, etc.) and conduct expert appraisals; in such cases, the procedure is suspended for the necessary time, respectively: from the request for additional information until its submission; from the date of the appraisal request until its conclusion.

6.3 ISSUANCE

The issuance of the Trademark is communicated to the interested party, along with a communication containing instructions on how the applying entity should use the Trademark. Authorization to use the Trademark and the use of the label are subject to:

- the payment of the required fees;
- compliance with the provisions of these Technical Standards.

6.4 — DURATION

The use of the Trademark is limited to the validity period of the issued ReMade certificate. In other cases, the possibility of using the Trademark is time-bound by what is stated in the previously indicated communication (point 6.3), as well as in the applicable Standards and the contracts governing its use.

7 — Promotional statements

Certified organizations intending to promote their status as a ReMade certified organization in association with certified products may do so through additional statements, provided they are linked to the content of recycled, recovered, and byproduct materials, subject to prior authorization from the ReMade Foundation.

8 — Verifications, suspension, and revocation

The ReMade Foundation, in addition to the inspection checks carried out during the authorization for the use of the Trademark, reserves the right, with prior notice, to conduct any further checks and controls after issuance, in order to ensure compliance with the current Technical Standards.

In case of non-compliance with these Technical Standards by the entity to whom the Trademark was issued, ReMade may proceed with the revocation or suspension of its use until the entity restores the conditions of compliance with these Technical Standards.

Failure to observe relevant rules, laws, or other regulations, and in cases of crimes or infractions committed in the field of environmental protection, public health, and crimes against public administration, also constitute grounds for immediate revocation.

In the event of unauthorized use of the Trademark, subsequent to the entry into force of these Technical Standards, the ReMade Foundation shall demand the immediate cessation of its use, as well as the withdrawal and elimination of the Trademark from all related materials and, if necessary, the destruction of the relevant material. These notices shall be complied with immediately.

These provisions remain valid and effective regardless of any further provisions in the contracts governing the use of the Trademark.

9_ Unauthorized use of the Trademark

The use of the Trademark by any unauthorized entity will be prosecuted by the ReMade Foundation in accordance with national and international norms for the protection of intellectual property and Trademarks.

ANNEX 1

Quantification of positive environmental impacts, by ReMade Foundation

This information is provided by the ReMade Foundation and is not part of the accredited activity.

The quantification process described below concerns aspects not subject to certification or accreditation, against the Technical Standards ReMade Producers TS "Requirements for ReMade certification".

The information contained below the ReMade label and not included in the activity under accreditation by the Accreditation Body, concerns:

- reduction of energy-related climate-altering emissions linked to recycling activity, expressed in gr CO₂eq/kg
- reduction of energy consumption linked to recycling activity, expressed in kWh/kg of material
- any additional information regarding performance characteristics or other specific information provided by the ReMade Foundation.

The values relating to avoided CO₂ emissions and the reduction of energy consumption refer solely and exclusively to the components of the product made from recycled, recovered, and byproduct material, and pertain only to the material, excluding the production and transport process. The values of these environmental impacts are for informational purposes only and are calculated based on the procedure in points A2 and A3.

In order to obtain reliable values, appropriate coefficients are identified for each individual material, referring to internationally recognized databases, relevant scientific publications, and other sources deemed scientifically valid by the ReMade Foundation, and are periodically updated.

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 this regulation, 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 derived from recognized sources, be they databases, relevant LCA studies, scientific publications, or other qualified sources. If only one source is available, evidence must be provided to justify it.

2. CALCULATION OF ENERGY CONSUMPTION REDUCTION

The reduction in energy consumption is measured as the difference between the energy consumption resulting from production using only virgin raw materials as input and production carried out with a percentage of secondary raw material. The calculation refers to 1000 gr of material.

The energy consumption calculation will be performed according to the general equation described below:

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

E_n = total energy consumption

j = component material of the product subject to certification

E_{nj} = energy consumption of the individual material

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

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

E_{nj} = energy consumption of the individual material

j = component material of the product subject to certification

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

P_j = percentage of component j within the finished product

3. CALCULATION OF CO₂ EMISSIONS REDUCTION

The reduction in greenhouse gas emissions is measured as the difference between CO₂eq emissions resulting from production using only virgin raw materials as input and production carried out with a percentage of secondary raw material. The calculation refers to 1000 gr of material. The emissions calculation will be performed according to the general equation described below:

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

E_m = total CO₂eq emissions

j = component material of the product subject to certification

E_{mj} = CO₂eq emissions of the individual material

The individual inputs in terms of emissions are in turn calculated as:

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

E_{mj} = CO₂eq demissions of the individual material\1

j = component material of the product subject to certification

C_{emj} = CO₂ emission reduction coefficient per kg of material

P_j = percentage of component j within the finished product