

FAQs about the introduction of the new logo



When is it permitted to use the new logo?

The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the German Environment Agency (UBA), RAL gGmbH (RAL) and the Environmental Label Jury will use the new BLUE ANGEL logo for external communication from the **01/01/2018**.

Companies with certified products can already contact RAL gGmbH to request the new logo before this specified date to fit in with their production planning. This will enable companies to flexibly adapt the changeover to the new logo to their processes. The new logo should be visible in the retail trade where possible from the 01/01/2018.

How long is it still permitted to use the old logo?

If the changeover to the new logo is not possible by 01/01/2018, the use of the old logo is still permitted until the end of the term of use defined in the respective contract on the use of the environmental label. Refer to the Basic Award Criteria for the current term of use.

In the case of contracts on the use of the environmental label concluded after 01/01/2018, it is only permitted to use the new logo.

What needs to be taken into account when using the new BLUE ANGEL logo?

All questions about the use of the new logo are clarified in the BLUE ANGEL Logo Guidelines. You can find these guidelines in the product information section and on the BLUE ANGEL website at: <https://www.blauer-engel.de/en/companies/how-do-you-use-blue-angel/use-logo>

How does a company with an existing contract on the use of the environmental label receive the new BLUE ANGEL logo?

You can informally apply to receive the new logo from RAL gGmbH by email to umweltzeichen@ral.de as follows: "We hereby apply for the new Blue Angel logo for our product(s) certified according to DE-UZ XY and confirm that we will only use the new logo in future with immediate effect."

How will the relaunch of the logo be implemented?

The BMU, UBA, RAL and the Environmental Label Jury will announce the launch of the new label and provide accompanying information in a press release issued on the BLUE ANGEL website. The changeover to the new logo on the website www.blauer-engel.de/en and on BLUE ANGEL information material will take place on 01/01/2018. All public relations measures and campaigns for the BLUE ANGEL will use the new logo from 2018 onwards.

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What other possibilities are there for communicating certified products?

Utilise the opportunity as a company to present your products with an image and text on the BLUE ANGEL website. The website is the first point of call for interested consumers searching for BLUE ANGEL products (approx. 30,000 visitors per month). You can easily and conveniently maintain the data about your products and upload images to the revised product information section <https://produktinfo.blauer-engel.de> (in German only). You can increase the visibility and findability of your BLUE ANGEL products in the online shop by adding the EAN number for each product.

In order to mark the occasion of the BLUE ANGEL PROMOTIONAL DAY on 25th October, a comprehensive range of materials for your communication and public relations work will be made available at <https://www.blauer-engel.de/de/aktionstag/aktionsmaterialien> (in German only).

Incidentally:

The BLUE ANGEL will be celebrating its 40th anniversary next year on the BLUE ANGEL PROMOTIONAL DAY (<https://www.blauer-engel.de/aktionstag>) (in German only). Take advantage of the media attention focussed on the world's oldest environmental label in the period around 25th October 2018 and present your environmentally friendly products and the commitment of your company.

You can receive the BLUE ANGEL logo, the short link and the explanatory box from:

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