



**BIODEGRADABLE
PRODUCTS
INSTITUTE**

CERTIFICATION LOGO & MESSAGING GUIDE

OVERVIEW

The purpose of this guide is to help BPI members and their partners use the BPI logo correctly, and to generate accurate and compliant messaging about compostability for use across the marketing mix. Compostability is widely and correctly viewed by consumers as an environmental benefit. As a result, manufacturers across a range of industries have been producing compostable versions of their products for many years. This has led to a high volume of compostable claims in the marketplace, not all of which are verified and legitimate. BPI was founded in 1999 to bring some order to the world of compostable products, to help composters determine what products they should allow into their compost facilities, and to help end users and others determine whether or not a given product or piece of packaging is compostable.

THE BPI CERTIFICATION LOGO : PRIMARY

The certification logo versions below include text required to meet the guidelines set forth by the Federal Trade Commission in the USA, and the Competition Bureau in Canada. Members should use these versions wherever space and aesthetics permit.

PRIMARY - US LOGO	PRIMARY - CANADA LOGO	PRIMARY - SPANISH LOGO
 <p>COMMERCIALLY COMPOSTABLE ONLY. FACILITIES MAY NOT EXIST IN YOUR AREA. CERT #0000000</p> <p>ONE COLOR</p>	 <p>FOR COLLECTION IN MUNICIPAL PROGRAMS, WHERE APPROVED. POUR LA COLLECTE DANS LES PROGRAMMES MUNICIPAUX, OÙ APPROUVÉS. CERT #0000000</p> <p>ONE COLOR</p>	 <p>COMPOSTABLE SOLO IN FABRICAS INDUSTRIALES. VERIFIQUE EN SU COMUNIDAD SI HAY FABRICAS INDUSTRIALES QUE PROCESAN PRODUCTOS COMPOSTABLES. EN ALGUNAS COMUNIDADES NO EXISTEN. CERT #0000000</p> <p>ONE COLOR</p>
 <p>COMMERCIALLY COMPOSTABLE ONLY. FACILITIES MAY NOT EXIST IN YOUR AREA. CERT #0000000</p> <p>TWO COLOR</p>	 <p>FOR COLLECTION IN MUNICIPAL PROGRAMS, WHERE APPROVED. POUR LA COLLECTE DANS LES PROGRAMMES MUNICIPAUX, OÙ APPROUVÉS. CERT #0000000</p> <p>TWO COLOR</p>	 <p>COMPOSTABLE SOLO IN FABRICAS INDUSTRIALES. VERIFIQUE EN SU COMUNIDAD SI HAY FABRICAS INDUSTRIALES QUE PROCESAN PRODUCTOS COMPOSTABLES. EN ALGUNAS COMUNIDADES NO EXISTEN. CERT #0000000</p> <p>TWO COLOR</p>

THE BPI CERTIFICATION LOGO : SECONDARY

The certification logo versions below do not include disclaimer text, and should only be used where space is limited. Members are encouraged to do whatever is possible to qualify the claim of compostability made in the artwork.

SECONDARY - LOGO



TWO COLOR

SECONDARY - INVERTED LOGO



ONE COLOR

THE BPI CERTIFICATION LOGO : CUTLERY LOGO

The certification logo versions below do not include disclaimer text, and should only be used where space is limited and an embossing is necessary. Members are encouraged to do whatever is possible to qualify the claim of compostability made in the artwork.

CUTLERY LOGO



THE FTC (USA) AND COMPETITION BUREAU (CANADA)

The Federal Trade Commission (FTC) in the United States and the Competition Bureau provide guidance to companies making environmental marketing claims about their products. Both groups exist to protect consumers from being misled, and that is where their focus is – on the consumer and not on the manufacturer.

The FTC and the Competition Bureau provide some fairly clear guidelines as it relates to what you can and can't say as it relates to claims about compostability. What they don't do is recognize that the typical marketing mix for most companies producing compostable products is far from uniform, beginning with the products themselves and extending out through packaging.

Generally speaking, both groups believe that if consumers see a claim of "Compostable", they will interpret that claim to mean "home compostable" or "backyard compostable". They also believe that consumers have the right to know that many communities do not have access to commercial compost facilities.

The guidance on how to properly message claims of compostability in both the United States and Canada can be distilled into **THREE MAIN POINTS:**

1

There needs to be "competent and reliable scientific evidence" that the product is compostable. BPI Certification satisfies this requirement.

2

If a product is not compostable in a "home compost pile or device", consumers need to be made aware in the messaging.

3

Compostability messaging should reflect the fact that many communities do not have access to compost facilities.

EXAMPLES OF USE



BPI **COMPOSTABLE**[®]

COMMERCIALLY COMPOSTABLE ONLY. FACILITIES MAY NOT EXIST IN YOUR AREA. CERT #000000



EXAMPLES OF USE



COMPOSTABLE

**COMMERCIALY
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CERT #0000000**



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HOME COMPOSTABILITY MESSAGING

BPI does not certify products for home compostability, but some of our members have an additional certification from another entity for home compostability. When multiple certifications are present, it is important to make clear that the BPI certification only applies to commercial compostability, and that BPI cannot verify claims from other entities.



EXAMPLE OF USE



EXAMPLE OF USE

APPENDIX

COLOR

The overall goal is for the Primary or Secondary BPI Certification logo to make it onto as many products, pieces of packaging, and marketing materials as possible, while remaining true to BPI's brand where and when it makes sense. On a product or piece of packaging where limited colors are in use, it may not be possible to use one of the logos BPI has provided. In those instances, BPI's request is for members to use their judgement and submit that artwork to BPI for review.

PROXIMITY AND FONT SIZE OF QUALIFYING LANGUAGE

The intent of the regulatory guidance on messaging in both the USA and Canada is to protect the rights of consumers by making sure they are informed. As such, BPI recommends that when the secondary logo is used (without built in qualifying language) that some type of qualifying language is still used in close proximity to the Certification Logo and any other claims of compostability. BPI also recommends that the font size for the qualifying language be legible and no smaller than roughly half the size of the compostability claim itself.

CERTIFICATION NUMBER

The primary versions of the BPI Certification Logo still include a certification number, however the secondary logo does not, to enable it to fit on smaller products and packaging. The primary reason for BPI's inclusion of certification numbers is to prevent fraudulent logo usage, and make it easier for the public to search for individual product certifications in BPI's database, but our new database is keyword searchable. The number will remain on certificates themselves, and be active in the database, and is encouraged whenever space permits.



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