

## **BPI On-Product Certification Mark Use Guidelines**

As outlined in the License Agreements for BPI certified products:

“Subject to the terms and conditions of the Certification Program, **the Certified Product shall similarly include the Certification Mark.** When space constraints or other factors do not permit the use of the Certification Mark as required herein, the parties shall agree in writing to the manner of use of the Certification Mark on the Certified Product.”

This requirement is in place to help facilitate the identification of certified compostable products, specifically for composters and end-users. Composters continually cite contamination as a primary hurdle to the acceptance of compostable products and packaging, and need a reliable way to distinguish between what is compostable and what is not. End-users are often making quick decisions at the point of disposal without prior education, and need consistent on-product guidance on what should and should not go into organics bins. Consistent labeling by manufacturers and their downstream partners can help mitigate identification challenges, and will likely result in more compostable products and packaging being accepted at compost facilities.

**Printing, embossing, etching or otherwise representing the BPI Certification Mark on as many products and pieces of packaging as possible is the foundation for a consistent message of compostability that is easy for composters, end-users, and others to understand.**

Despite the importance of this requirement, BPI recognizes that not every product or package is the same, and that certain situations may call for exemptions from this requirement to be granted. All exemptions require written authorization from BPI.

### **Certification Mark Use Considerations**

1) **Space** - Based on an evaluation of similar products and other available criteria, BPI will make determinations of whether or not an item has a valid claim for an exemption based on spatial constraints. BPI has an approved version of the Certification Mark designed specifically for use on products with limited space like cutlery and small containers. In situations where even that version of the Certification Mark is deemed too large, BPI will likely ask that a textual reference to “BPI Certified Compostable” is made.

2) **Contamination Potential** - The likelihood that a given product or package will become a contaminant in a compost operation is a factor when considering exemption requests. The more likely a product is to be a contaminant, the less likely BPI is to grant the exemption.

3) **Existing Equipment** - For products and packages with existing tooling, molds, print plates, etc, BPI may grant temporary exemptions if timelines are provided for the updating of equipment. New certifications are not eligible for temporary exemptions related to existing equipment.