



The Kitemark

The British Standards Institute (BSI) Kitemark assures consumers that a product is:

- Safe;
- Reliable; and
- Conforms to relevant safety standards.

The Symbol shows that the BSI has independently tested the product and given the manufacturer permission to use the mark.

Where it appears

- IT equipment
- Gas hob
- Car windscreens



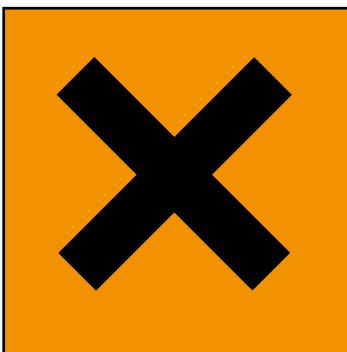
The CE Mark

The CE mark shows that the product meets European safety/ environmental standards.

It allows manufacturers to sell their products within Europe.

Where it appears

- Toys
- Telephones
- Light bulbs



Harmful or Irritant

This label tells consumers that a product may be harmful if inhaled or swallowed.

The impact on health could include skin or breathing problems.

Where it appears

- Bleach
- Cleaning products
- Dishwasher powder



Toxic

This label tells consumers a product contains ingredients which would be extremely dangerous if inhaled, swallowed or in contact with skin.

If misused, products with this label could cause serious harm or death.

Where it appears

Bleach

Weedkiller

Paint stripper



Highly Flammable

This label tells consumers that the product or its fumes will catch fire easily if it is near heat, flames or sparks.

Where it appears

Fireworks

Aerosol cleaning products

Nail polish remover



The British Electrotechnical Approvals Board (BEAB) trademark

The BEAB Approved trademark is an electrical safety mark.

It tells consumers that the product has been tested and evaluated against European and international safety standards.

Where it appears

Toaster

Microwave

DVD player



The Fairtrade Mark

The Fairtrade mark is a registered certification label for products sourced from producers in developing countries.

It informs consumers that Fairtrade standards have been met with regard to:
 Fair prices paid to producers;
 Community investment;
 Safe and healthy working conditions; and
 Environmental protection.

Where it appears

Chocolate

Bananas

Cotton T-shirt



The Soil Association

The Soil Association sets standards for organic production, which promote biodiversity, recycling and reduction of waste.

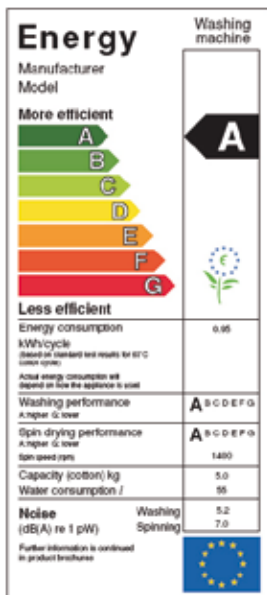
Manufacturers and retailers who meet these standards can use the symbol. In the case of food products, the symbol means that they have been grown without the use of pesticides and artificial fertilisers.

Where it appears

Organic potatoes

Organic chicken fillets

Organic tomatoes



Energy Labels

Energy labels on white goods such as washing machines show how energy-efficient they are.

A represents the most efficient with G representing the least efficient.

Where it appears

Washing machines

Fridges

Freezers



The Recycling Symbol

This internationally recognised symbol, known as the Mobius Loop, has three chasing arrows which each represent an aspect of a successful recycling programme: collection, manufacturing/ reprocessing into a new product and finally purchase by the consumer. The symbol is only supposed to be used on goods that are capable of being recycled or include recycled content.

Where it appears

Aluminium can

Cereal box

Plastic drinks bottle



The European Ecolabel

This label signals that the item meets 'rigorous environmental and quality criteria based on the entire life cycle of the product.

The number of products and services awarded the EU Ecolabel is increasing year after year.

Where it appears

Indoor paints and varnishes

Dishwashing detergents

Tissue products



The Green Dot

This symbol does NOT necessarily mean that the packaging can be recycled.

It can appear in other colours and is used on packaging in many European countries. It signifies that the producer has made a contribution towards the recycling of packaging or paid for its retrieval.

Where it appears

Plastic drink bottles

Tin cans

Box of chocolates