



# **BRAND / MARKETING GUIDELINES – MANUFACTURERS**

Building Sustainable IT value for your customers

**Tco** DEVELOPMENT

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# Welcome!

Welcome to TCO Development and TCO Certified, the international sustainability certification for IT products. For over 20 years, TCO Development has advanced Sustainable IT, helping organizations around the world pursue and achieve a more environmentally, socially and economically responsible use of information technology.

TCO Certified continues to offer buyers around the world an easier way to identify those products that help meet their sustainable IT needs.

As a brand or manufacturer, we encourage you to use the tools and resources in this Marketing Toolkit to communicate the benefits of your TCO Certified products to your partners and customers.

Together, we can make a difference,

Sören Enholm  
CEO, TCO Development





# **ABOUT TCO DEVELOPMENT AND TCO CERTIFIED**

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# About TCO Development

- Advancing Sustainable IT internationally for over 20 years.
- TCO Development is the organization behind the TCO Certified sustainability certification for IT products.
- TCO Development is owned by TCO, a non-profit organization



# About TCO Certified

- TCO Certified advocates that environmental, social and economic considerations are included in the manufacture, use and recycling of IT products.
- TCO Certified makes sustainable IT purchasing easier and provides the reassurance of third party verification of all certified product models.
- TCO Certified is intended to meet today's sustainability demands, while continually working towards solving tomorrow's challenges.



# TCO Certified criteria – summary

**Product models achieving TCO Certified meet criteria in these areas:**

- Social responsibility in manufacturing
- Environmental management system - EMAS, ISO 14001
- Hazardous substances in products and packaging
- Climate, energy efficiency
- Ergonomics, work environment
- Health, safety
- Design for recycling (product, packaging)
- Product Lifetime, Take Back
- Third party testing



# TCO Certified and TCO Certified Edge



- Meets all TCO Certified Criteria



- Add-on certification for leading edge products
- Meets TCO Certified PLUS at least one additional leading edge sustainability criterion





# USING THE TCO CERTIFIED BRAND

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# Using the TCO Certified Brand

As a manufacturer of TCO Certified products, we encourage you to make use of the TCO Certified logo and messaging to promote the benefits of your certified products.

Use of the TCO Certified logo and messaging is governed by Appendix 2 of your brand's agreement with TCO Development. (View appendix – pp23-26 of this toolkit)



# Promoting your TCO Certified Products

There are several ways you can promote your TCO Certified products:

- Provide a link to your brand's TCO Certified products in TCO Development's [online product database](#)
- Ensure that product promotions and datasheets include the logo and benefits of TCO Certified
- Show the TCO Certified logo on product, packaging, manual, product homepage and other materials intended for the end user.
- Include benefits of TCO Certified in sales training / product announcements.
- **For support, contact [clare.hobby@tcodevelopment.com](mailto:clare.hobby@tcodevelopment.com)**



## Correct usage of TCO Certified – (1)

- TCO Certified is a product certification and may not be used to imply certification of the manufacturer or brand
- Any use of the TCO Certified brand must be related directly and exclusively to the certified product model(s)
- TCO Certified is not an award. Communications may not include language implying an award has been presented to the manufacturer or brand.
- Communications may not imply that TCO Development has evaluated, praised, favored or selected the specific product among other competing products to be certified.
- All TCO Certified product models are third party verified against a set of established criteria.



## Correct usage of TCO Certified – (2)

For complete provisions on the use of the TCO Certified brand and logo, see the Appendix on slides 23-26



# Nomenclature (1)

The TCO Certified brand can be named in 2 ways:

- **TCO Certified** or **TCO Certified Edge**

OR

- TCO Certified + product category, eg **TCO Certified Notebooks**
- TCO Certified Edge + product category. eg **TCO Certified Edge Notebooks**

The certification name must be used in its entirety.



## Nomenclature (2) – how to cite TCO Certified

YES	NO
TCO Certified TCO Certified Edge	TCO, TCO Award, TCO Rated, TCO labeled, TCO (optional), TCO Registered, TCO Compliant, TCO certification
TCO Certified Notebooks, Displays, Tablets, Smartphones, All-in-One PCs, Desktops, Headsets, Projectors	TCO Notebooks (... displays etc), TCO rated notebooks, TCO labeled notebooks etc
TCO Certified Notebooks 4	TCO Notebooks 4
TCO Certified Displays 6	TCO Displays 6
TCO Certified Edge Displays, (...Notebooks etc)	TCO Edge labeled, TCO Edge Displays,





# **SALES MESSAGES / BENEFITS**

Communicating the value of TCO Certified

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# Benefits/ messages for end users



- TCO Certified makes sustainable IT purchasing easier
- TCO Certified helps your organization meet sustainability goals
  - Social – socially responsible manufacturing, health & safety
  - Environmental – low hazardous content, save energy, longer product life
  - Economic –designed for recycling
- A single certification to meet multiple goals
- All product models tested and verified by an accredited third party – the program to trust.
- TCO Development carries out regular after market quality control and spot checks of products and manufacturing facilities



## End-user messages (cont'd)

- “This product carries the latest version of TCO Certified – the international sustainability certification”
- “This product is TCO Certified, meaning it has been third party tested and verified to meet leading criteria in the following areas:
  - Environment
  - Social responsibility
  - Health & Safety”





# LOGOS

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# Logos for use on product, packaging and promotions

TCO Certified



TCO Certified Edge



# Logo usage

- All logos are available in our [press room](http://www.tcodevelopment.com) at [www.tcodevelopment.com](http://www.tcodevelopment.com)
- TCO Certified logo must be used in it's original format, color and orientation (see appendix, pp21-24 for specifications)
- TCO Certified logo may be displayed on:
  - Product marking plates
  - Product surfaces (eg display or notebook housing, bezel)
  - Marketing materials
  - Data sheets
  - Presentations and other promotional channels



## Contacts, resources

- [www.tcodevelopment.com](http://www.tcodevelopment.com)
- Visit press room for logos and images
- For support, contact:
  - Marketing - Clare Hobby – [clare.hobby@tcodevelopment.com](mailto:clare.hobby@tcodevelopment.com)
  - Media - Anna Pramborg – [anna.pramborg@tcodevelopment.com](mailto:anna.pramborg@tcodevelopment.com)
  - Technical – Niclas Rydell – [niclas.rydell@tcodevelopment.com](mailto:niclas.rydell@tcodevelopment.com)





# APPENDIX

Use of the TCO Certified Logo –  
from TCO Development agreement

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# Appendix – Use of the TCO Certified logo (1)

- USE OF THE TCO Certified Logo
- **1. General provisions**
- 1.1 The Company, and as the case may be, the Brand Owner, shall abide by the following provisions in all reproduction of the TCO Labels and in all labelling and marketing when using the TCO Labels.
- Expressions defined in the General Terms or in any Appendices shall apply to this Appendix 2.
- The Company is not authorised, when marketing or selling a Certified Product, to use any other TCO Label than the TCO Label for the Certified Product, as indicated in the relevant Certificate.
- 1.2 The Company:
  - a) shall reproduce the TCO Label in accordance with the provisions set forth in clause 2 below, and may not change, distort or include the same in any other trademark or in any other way alter the TCO Label, e.g. the terms “Optional”, “Opt.” or likewise may not be affixed in connection with the TCO Label,
  - b) may only use the TCO Label (1) when labelling the Certified Product in question or (2) for the direct purpose of marketing or selling said Certified Product,
  - c) may not use the TCO Label or refer to TCO Development, TCO, a License or a Certificate in such a way that it is likely to give the impression that any other Product than a Certified Product was granted a Certificate from TCO Development or was otherwise approved by TCO Development,
  - d) may not use the TCO Label or refer to TCO Development, TCO, a License or a Certificate in such a way that it is likely to give the impression that the Company's business as such has been certified by TCO Development, and
  - e) may not use the TCO Label or refer to TCO Development, TCO, a License or to a Certificate in the marketing or sales of a Certified Product if said Certified Product is not marketed and sold under the exact Brand Name, Type/Model Name and Sales Name(s) as stated in the Certified Product's Certificate





# Use of the TCO Certified logo (2)

- **2.        Reproduction and Labelling**
- 2.1        The Company may only reproduce the TCO Label with designs, colours and resolutions as shown by the originals published and available for down-load on a web site administered by TCO Development valid at the time of the reproduction.
- 2.2        Each Certified Product shall be marked with the TCO Label on the Certified Product's marking plate unless agreed otherwise in writing.
- 2.3        The Company may also use the TCO Label (1) on a Certified Product, (2) on a Certified Product's packing and (3) in any advertisement directly indicating that a Certified Product has received a Certificate.
- 2.4        If, and only if, the use of colours referred to in clause 2.1 above on the Certified Product's packing would entail unreasonable costs for the Company, the Company may on such packing reproduce the TCO label in one (1) colour together with a transparent text.
- 2.5        The TCO Label must at all time be reproduced in a quality that allows the text of the TCO Label to be read under normal circumstances. Recommended minimum size for the trademarks TCO'03 and TCO'06 are 12,4 mm x 15 mm, and for the trademarks TCO'95 and TCO'99 10 mm x 12 mm and for TCO CERTIFIED 7.5 mm x 12 mm.



# Use of the TCO Certified logo (3)

- **3. Marketing**
- 3.1 The Company shall ensure that all use of the TCO Label
  - a) complies with the applicable laws in the country where a Certified Product is marketed, and
  - b) is relevant to the purpose of the Certificate.
- 3.2 The Company shall ensure that the marketing of a Certified Product does not give the impression that TCO Development:
  - a) is the manufacturer, importer or distributor of said Certified Product,
  - b) in any way is responsible for said Certified Product or takes on any product liability for said Certified Product, or
  - c) warrants that said Certified Product is harmless for people or the environment.

