

Using the BISSC Certification & Third-Party Verified Symbols



Guidelines for Marketing, Advertising and Promotional Literature

General Statements:

Claims of BISSC Certification may only be made by companies on record with the BISSC Office of Certification as having registered for the calendar year in which any promotional statements are made.

The BISSC Certified and the BISSC Third Party Verified symbols may be used on letterhead, business cards, placards, brochures, media advertisements and other marketing materials.

When reproduced for marketing, advertising and promotional literature, etc., the BISSC Certified and the BISSC Third Party Verified symbols may not be altered except by size.

When BISSC certification and/or BISSC Third Party Verified symbols are used to advertise specific manufacturing or packaging equipment, the advertisement must clearly state what equipment is certified or third party verified.

Statements of advertisement or promotion may not claim the company's equipment is approved by BISSC. A company registered with BISSC and holding specific equipment certification may only state certification has been achieved in accordance with the BISSC certification process. A claim that BISSC approves equipment misleads the reader to believe BISSC endorses the equipment and gives preference over other manufacturers. Endorsement is not the function of BISSC.

Literature, advertisements and promotional materials must be designed, stated and portrayed in a manner as to not lead persons to believe that systems, processes, food products, components, devices or equipment, etc. not specifically included in the BISSC certification/verification are included in the certification/verification statement.

Literature, advertisements and promotional materials that include statements of BISSC Certification and/or BISSC Third Party Verified must include clear and specific language that identifies the certified/verified equipment in the advertisement or promotion.

BISSC Certification and BISSC Third Party Verified symbols may only be applied to the specific equipment that has achieved certification or third party verification. The BISSC Certification and BISSC Third Party Verified symbols may not be applied in a position or manner that will lead persons to believe that systems, processes, food products, components, devices or equipment, etc. not specifically included in the BISSC certification/verification are included in the certification/verification statement.

When applied to certified or third party verified equipment, the BISSC Certified and the BISSC Third Party Verified symbols may not be altered. Only symbols purchased from the BISSC Office of Certification may be applied to certified or third party verified equipment. Alternatively, the BISSC Symbol may be included on the nameplate of the certified equipment. Any modifications to the symbol used must be approved by the Office and the BISSC board of directors.