



Green Label Plus™
Indoor Air Quality Testing Program
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Green Label Plus™ Logo/Label (Service Mark) Usage Guidelines

A participant, whose product(s) meets the criteria for certification in the GLP program, shall be entitled to use of the Service Mark in the manner outlined below. The participant shall be responsible for maintaining compliance of certified products between tests. The use of the terms “Logo” and “Label” are interchangeable with “Service Mark” for the purpose of this document unless otherwise specified.

1. **Specifications** – CRI shall have the sole right to determine or approve the Service Mark design, its mode of intended application, or to permit the manufacture or affixation of the Label at any participant’s request. The CRI GLP Brand Standards and Standards Guides specify the approved forms of use.
2. **Presentation** – The participant shall use the Service Mark (with the assigned GLP number) or logo only as authorized by the GLP program and more specifically defined in the Brand Standards and Standards Guides.
3. **Quality Assurance** – Upon request, the participant shall make available all records regarding application of the Service Mark, use of the Service Mark, and samples of the product/packaging on which the Service Mark is used. The CRI reserves the right to conduct unannounced inspections of the Service Mark as used on products for purposes of ensuring the correct presentation and use on certified products only.
4. **Non-transferability** – The Service Mark shall not be transferred to any other entity, product type, or product style other than those registered with CRI.
5. **Usage** – Once approved for use, the participant may use the Service Mark for the specific product certified as long as product remains certified and the participant remains in good standing. Private Label usage is available upon authorization by the parent product participant and subsequent registration and verification by CRI.
6. **Print and Other Media** – The Service Mark may be used or referenced in the participant’s advertising and marketing materials for the specific certified product. This shall include, but is not limited to, printed materials, shipping cartons, brochures, newspapers, magazines, television, the Internet, displays, billboards, and non-visual advertising such as radio. Additional uses may be authorized through written permission by CRI.
7. **Reference to Certified Products Only** – The Service Mark may only be used to identify certified products and may not be used in such a manner as to infer or claim certification on products that are not certified. General claims of GLP program compliance or use of the Service Mark to infer GLP program compliance across any portion of a participant’s product lineup may not be made directly or by appearance. The participant shall have sole responsibility, and shall take all steps necessary, to ensure that only the certified products are marked or identified with the Service Mark.

8. **Regulatory Requirements** – All advertising and/or displays which utilize or make reference to the Service Mark shall be presented in a manner that complies with all federal, state, and local laws and regulations.
9. **Deceptive or Misleading Use** – The participant is responsible for ensuring that the presentation, content, and context of the displayed Service Mark is not deceptive or misleading in any manner. CRI will send an “Unauthorized Usage of Service Mark Notice” to the offender describing the improper use and its location. Deceptive or misleading usage of the Service Mark must be corrected immediately. Incorrect, misleading, or improper uses of the Service Mark or references to the certification may be dealt with at the discretion of the CRI up to and including decertification or other legal remedies.
10. **Surveillance of the Service Mark** – CRI shall periodically review marked products to ensure the correct use of the Service Mark. The GLP Program Manager will conduct reviews of the participants’ website and make random site visits.