

VLOG Guideline Seal Usage "Ohne GenTechnik"

Use of the seal on products

- Before products are labelled with the "Ohne GenTechnik" seal, an [application for seal usage](#) must be submitted and a Licence Agreement concluded with VLOG. The products to be licensed must be registered with VLOG via the list of products to be labelled and licence fees must be paid in accordance with the [Licence fee schedule](#). Further rights and obligations result from the Licence Agreement.
- The trademark is exhausted as soon as a Licence Agreement has been concluded for a product and it is traded without any further processing or packaging step (e.g. if a product already licensed by the manufacturer is shown in the leaflet by the food retailer). In this case, no further application for seal usage needs to be made and no Licence Agreement needs to be concluded with VLOG.
- The prerequisite for applying for a licence is compliance with the criteria of the EC Genetic Engineering Implementation Act ([EGGenTDurchfG](#)), the specifications in the [Regulations Governing Use of the EU Certification Mark](#)/ in the [VLOG Standard](#) and the existence of a valid certification according to the VLOG Standard or a [standard recognised as equivalent](#) by VLOG.
- Labelling of products is considered to be:
 1. Labelling of product packaging
 2. Labelling of secondary packaging (e.g. trays)
 3. Labelling of bulk goods or delivery of pre-sealed labels for bulk goods (e.g. cheese wheels)
 4. Labelling of products on websites and in other promotional materials (e.g. product data sheets, leaflets, catalogues, transport vehicles, etc.)
 5. Product-specific labelling on other documents (bills of lading, invoices, etc.)
 6. Indirect labelling of products through promotional materials at the point of sale (e.g. displays, stand-up displays, shelf disruptors, etc.)
- It does not matter whether products are labelled specifically, i.e. with clear reference to a single product (e.g. Milbona long-life milk) or non-specifically with reference to product groups (e.g. boiled sausage assortment) or brand names (e.g. tegut... Landprimus).

- The impression must not be created that the seal refers to non-licensed products. In case of doubt, an asterisk with a corresponding reference should be attached to the seal (e.g. company produces milk and meat, "Ohne GenTechnik" seal only refers to milk).
- A partial claim, i.e. the use of the "Ohne GenTechnik" seal on products with non-certified components, is not possible (example: claiming GMO-free milk in a cocoa drink).

Use of the seal in connection with certification

- If a company wishes to advertise its certification according to the [VLOG Standard](#) (e.g. on letterhead, in the sustainability report, for the presentation of quality standards on the website, on transport vehicles, etc.), the seal may be used after concluding a Licence Agreement. Only the minimum licence fee according to [Licence fee schedule](#) is to be paid.
- The difference to product labelling is that the seal is not used in connection with the company's products, but with the company name.

Use of the seal for editorial, non-promotional purposes

- When using the seal for editorial, non-promotional purposes, no Licence Agreement is required.
- When using the seal in teaching materials, approval of the layout by the VLOG office via layout@ohnegentechnik.org is required.