

Show Your Strengths with the GC-Mark® Label

Congratulations! During the recent audit, the DQS auditors have verified your compliance with international standards – an achievement to be proud of! In order to help you highlight this success and make it public, DQS has developed the GC-Mark® labeling program.

Based on the assessment we conducted, your organization hereby receives the enclosed **GC-Mark® Label and Certificate**, as an addition to the regular DQS certificate.

What is the benefit of GC-Mark? It enables you to integrate ISO certification into your **communication and branding strategy**. In contrast to ISO certification, which many consumers and other stakeholders find difficult to interpret, the GC-Mark has been designed specifically for marketing purposes. It thus translates ISO certification into a **visually attractive and easily understandable message**.



The GC-Mark® can easily be integrated into corporate websites, brochures and packaging materials.

GC-Mark® is...

- A marketing tool to highlight your compliance with international standards
- An exclusive service for DQS clients
- A way to create trust in your organization, products and services

How you can use GC-Mark®:

Certified organizations may use the GC-Mark® label and certificate for communication and marketing purposes, e.g. on websites, letterheads, in brochures, on products and packaging, etc.

The following **conditions of use** apply:

- **Validity:** The period of validity is indicated on the GC-Mark® certificate. During this period, and during this period only, the use of GC-Mark for promotional purposes is permitted. After the GC-Mark® expires, the GC-Mark® label may no longer be distributed, multiplied or represented.
- The GC-Mark® may only be used in relation to the organization, service or product that falls within the scope of the audit. Product-related GC-Marks may only be used in connection with the products or product groups that have been inspected/analyzed/approved by DQS.
- It is expressly forbidden to alter the design or content of the GC-Mark®.
- **Withdrawal:** As the GC-Mark® is based on compliance with international standards, the validity of the GC-Mark® is contingent upon the validity of the relevant ISO-, DIN- or EN-Certificate, issued by DQS. If the ISO-, DIN-, or EN-certificate is withdrawn, the GC-Mark® will lose its validity and may no longer be used.
- The general terms and conditions of DQS CFS GmbH apply.