EQUALITAS

A RECOGNITION THAT GOES BEYOND THE EUROPEAN UNION AND AFFECTS 12 NON-EU MARKETS INCLUDING THE US AND THE UK

THE EQUALITAS LOGO BECOMES EUROPEAN CERTIFICATION TRADEMARK

An important step forward for companies adhering to the SOPD Equalitas Standard. The logo's layout has been renewed for an increasing distinctiveness that will allow consumers immediate recognition.

The Equalitas logo increases its distinctiveness and importance, reaching the rank of European Certification Trademark. Among the first bodies to transpose the new regulation, Equalitas concludes a year-long process that has kept developers and lawyers engaged with the goal, achieved in these days, to see their logos recognized, in fact, as European Certification Trademarks.

This is an important step not only for European nations but also for 12 countries outside Europe, including key markets such as the United States and the United Kingdom.

The guarantee or certification trademarks represent a new step in the control because they are specifically created to certify certain characteristics of the product compared to a usage regulation (in the specific case of Equalitas adherence to the requirements of the SOPD Equalitas Standard).

This is a very important result - emphasizes Riccardo Ricci Curbastro, President of Equalitas - that provides concrete benefits to companies certified according to the SOPD Equalitas Standard. Companies will benefit from an even more performing means able to produce results outside Europe.
Without forgetting the importance that all this entails in relations with consumers, which can count on increasingly clear means for the identification of products that meet certain characteristics of certified adherence to the Equalitas Sustainability Standard.

To ensure the immediate recognition and distinctiveness of the trademark, at the same time as the conclusion of the registration process, Equalitas has decided to renew the layout of its logos which will be made available to companies in a very short time.

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3E
EQUALITAS