



Fact Sheet from REPA

THE GREEN DOT TRADEMARK IN SWEDEN



REPA's customers can use Green Dot trademark

The Swedish rights to the use of the Green Dot trademark are held by REPA. The Green Dot is a trademark that shows that a packaging fee has been paid in the country where the packaging is sold.

The right to use the trademark in Sweden is restricted to companies affiliated with REPA. The rules for use of the trademark can be ordered from REPA, or you can download them from REPA's website www.repa.se.

Background

The Green Dot came into being in Germany in the early 1990s, where it has become the trademark displayed on packaging to verify that a packaging fee has been paid for the packaging in Germany. It thus simultaneously became a symbol for the German solution for the collection and recycling of packaging.

Subsequently, the trademark began to be used in other countries as proof that packaging fees had been paid, although major differences still remain regarding how the system is applied in different countries.

The trademark is currently in use in 13 European countries, and several countries in other parts of the world have expressed interest in using it. As a result, the Green Dot has become one of the most widely used trademarks in the world.

Importers must become affiliates

Any Swedish company that is not an affiliate of REPA and which imports packaged goods bearing the Green Dot label, must become an affiliate of REPA.

Right to use of the label applies only in Sweden

Membership in REPA only provides the right to use the Green Dot symbol in Sweden. To be permitted to use the Green Dot symbol on exported products, a fee must be paid in accordance with the rules applying in the importing country (see PRO Europe's website - www.pro-e.org - for further information). Several alternatives for exporters are presented on PRO Europe's website. Sometimes the Green Dot may be used, in certain cases other symbols are to be used and occasionally no mark may be used. In Germany, for example, packaging fees must be paid regardless of the type of symbol carried, occasionally also by companies based outside the country.

It is not unusual that large non-domestic companies (such as department stores or supermarket chains) require that their suppliers register with the national recycling systems in the countries concerned and pay packaging fees for exports to these companies. Accordingly, we recommend that you carefully determine together with your customer who is to apply for the right to use a particular logotype and who is to pay the packaging fees that may apply.

It should also be noted that in several countries the Green Dot is only used for consumer packaging and not for transport packaging, for example. Incorrect marking could cause problems and, in the worst-case scenario, this could result in fees being paid unnecessarily.

In Sweden, the REPA system definitely permits the marking of all packaging for which a fee has been paid. With respect to exports, however, it is advisable to refrain from marking items other than consumer packaging. (In some cases, it may not be completely clear whether a product is ultimately intended for sale to a consumer or a professional user. In such cases, the Green Dot may only be used if the main market may be assumed to comprise consumers.)

Rules and instructions

Use of the Green Dot label is free of charge for REPA's customers.

August 2006

The rules for use of the Green Dot label are posted on REPA's website - or can of course be ordered from REPA. Anyone who wishes to use the Green Dot label must adhere to certain graphical guidelines, which are provided as an appendix to the rules. REPA supplies printable files, free of charge, that can be downloaded from a special web address, which interested REPA customers can obtain by contacting REPA's customer service department, tel. +46 200-88 03 10. Persons who require the materials in another format can obtain them from REPA at cost price.

Glass packaging and returnable packaging with a deposit

REPA licenses out the Green Dot exclusively for packaging that is included in the REPA system. The systems for returning glass packaging and returnable packaging with a deposit, are administered by Svensk GlasÅtervinning and Returpack respectively. These companies do not at present license out the Green Dot.