

# INTERTEK HIGH-PERFORMANCE MARK VERIFICATION SCHEME USAGE GUIDE

How to correctly use and showcase your approved verification Marks

**Intertek High-Performance Mark is an instantly recognizable Mark of Quality, Safety and High-Performance to offer peace of mind to end-consumers in their purchase of high-performance products and provides added-value for validating the high-performance features of your products.**

Intertek High-Performance verification program has an approved Mark associated. After your company has met or exceeded the test criteria, you will be provided with Mark and descriptor(s) to be used in accordance with the details stated in this document.



## Why Use Our Verification Mark?

The Intertek High-Performance Mark Scheme adds value to brands and manufacturers by differentiating their quality products. Manufacturers can better present the high-performance properties of their products, validated by leading quality assurance provider Intertek, to buyers in B2B sourcing. Moreover, brands/ retailers can also make use of the Mark to communicate with end consumers the high-performance features of products with an easily recognizable and trusted Mark for their total peace of mind. The Mark is strong evidence that you have met the criteria and we also deliver up to 14 different types of product descriptors.

## General Guidelines to Mark Usage

Once Mark with descriptor(s) has been approved by Intertek, it is the responsibility of the program applicant to ensure proper and approved use of the High-Performance Mark. Intertek will conduct regular oversight of the

marketplace to ensure integrity of branded assets is maintained.

Every High-Performance Mark is unique to the program to which it pertains. The Mark is intended to be used as provided and should not be distorted, re-created, or edited in any form. Any changes to a Mark will be dictated specifically by Intertek and a new Mark will be provided for use. The Mark is only valid for the product or fabric cited within your verification report.

Each descriptor represents a specific performance level above the pre-defined high-performance standards. The program focuses on popular high-performance tests for general activewear/ athleisure wear including but not limited to anti-bacterial, anti-down leakage, breathable, handfeel, moisture management, odor-repellent, quick-dry, stain release, stretchable, UV protection, water-repellent, water-resistant, waterproof and wrinkle-free.

**Note: The terms and conditions of your verification contract take precedence over guidelines set within this document.**

## Use of a High-Performance Mark on Products

A High-Performance Mark on your product acts as a validation-evidence to your customers of the quality of your products. The Mark with descriptor(s) on products must adhere to the following:

- Must be used as trade dressing in its entirety, including verification Mark, descriptor(s), report number, and the specific QR code.
- The QR code should be scannable and the trade dressing if resized, maintain its proportions.
- The artwork can be used in the following forms, including but not limited to a sticker, metal nameplate, laser etch, hangtag, or stamp.
- Applicant should only use the unique Mark for the products concerned and one assumes all risk and costs associated with printing prior to final certificate is issued.
- Trade dressing colors must match Intertek brand standards. Any proprietary color options or designs require approval from Intertek.

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## Trade Dressing Use for Marketing Purpose

Your trade dressing may be incorporated into a variety of marketing materials, from product banners and catalogues to sales literature and websites. When you use the trade dressing in marketing assets, please adhere to the following:

- Trade dressing placement must be clearly representative of only the products or fabric in which the Mark applies
- If you wish to include text that refers to the Mark or makes reference to Intertek, you must submit it to Intertek for approval. Our marketing team is happy to review any labels, proofs, or press material prior to your publishing. Please provide draft samples of usage to Intertek Marketing at [hkmarketing@intertek.com](mailto:hkmarketing@intertek.com).

## Mark and Trade Dressing

The descriptors used in these examples are for visual purposes only and can be interchanged with the descriptors required for the product. Please provide draft design or samples to Intertek Marketing at [hkmarketing@intertek.com](mailto:hkmarketing@intertek.com) should you have any enquiries on design and application of the Mark and descriptor(s).



ONE DESCRIPTOR



TWO DESCRIPTORS



THREE DESCRIPTORS



FOUR DESCRIPTORS



FIVE DESCRIPTORS



SIX DESCRIPTORS



ONE DESCRIPTOR



TWO DESCRIPTORS



THREE DESCRIPTORS



FOUR DESCRIPTORS



FIVE DESCRIPTORS



SIX DESCRIPTORS



## FOR MORE INFORMATION

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