

# TCO Certified

Brand Toolkit

Resources for brands promoting TCO Certified products



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# TCO Certified – For sustainable IT

Welcome to TCO Certified, the international sustainability certification for IT products. For over 20 years, TCO Development helped organizations around the world achieve a more environmentally, socially and economically responsible use of technology.

TCO Certified continues to offer industry and buyers around the world a common platform for developing and using technologies in a way that also reduces their environmental and social risks throughout the product life cycle.

We encourage you to use the tools and resources in this Toolkit to communicate the benefits of your TCO Certified products to your partners and customers.

Together, we can make a difference,

Sören Enholm, CEO, TCO Development



# About TCO Development and TCO Certified



# About TCO Development

Since 1992, providing organizations around the world with solutions for more sustainable electronics

The organization behind the TCO Certified sustainability certification for IT products.

Owned by TCO, a non-profit organization

Working together with industry, buyers, NGOs, experts and other stakeholders to drive sustainable development of IT.



# About TCO Certified



International, third party verified sustainability certification for IT products, since 1992.

Most comprehensive criteria set, including life cycle criteria for environment, health / safety, ergonomics and socially responsible manufacturing

Choosing TCO Certified products makes it easier for organizations to help meet sustainability goals.

Product compliance tested and verified by independent, accredited third parties.

Life cycle criteria cover social and environmental responsibility through manufacturing, use and end of life phases.



# Life cycle sustainability criteria

- manufacturing, use and end of life



## **Manufacturing phase**

Socially responsible manufacturing, environmental management system.



## **Use phase**

Climate, ergonomics, emissions, health and safety, extended product life



## **End of life phase**

Reduction of hazardous content and chemicals, design for recycling

# TCO Certified and TCO Certified Edge



Meets all TCO Certified Criteria



- Add-on certification for best in class products in a specific attribute
- Meets TCO Certified *plus* at least one additional leading edge sustainability criterion





# Sales messages / benefits

Communicating the value of TCO Certified



# Benefits for your brand

Offering TCO Certified products shows buyers that:

- The products you certify meet tough environmental criteria throughout the life cycle of the product, including manufacturing, use and end of life.
- The products you certify meet criteria for ergonomic design, usability and health / safety
- Your brand makes sure that these products are manufactured in facilities committed to socially responsible manufacturing
- You are a sustainability leader



# Benefits/ messages for end users



- TCO Certified – a sustainable product choice
- TCO Certified products meet life cycle sustainability criteria in the manufacturing, use and end of life phases.
- Broad scope helps meet sustainability goals – environment, social responsibility, ergonomics, health and safety.
- The program to trust - all product models tested and verified by independent, accredited third parties to meet all criteria.
- Makes it easier to select products at lowest total life cycle cost
- Peace of mind - TCO Development carries out follow up verification.



# Using the TCO Certified brand

Resources for;

Sales

Marketing

Product promotions



# Using the TCO Certified Brand



As a manufacturer of TCO Certified products, we encourage you to make use of the TCO Certified logo and messaging to promote the benefits of your certified products.

Use of the TCO Certified logo and messaging is governed by Appendix 2 of your brand's agreement with TCO Development.  
(View appendix – pp22-25 of this Toolkit)



# Promoting your Products as TCO Certified

Link to your brand's TCO Certified products in our [online product registry](#)

Include the logo and benefits of TCO Certified in product promotions, sales training

Show TCO Certified logo on product, packaging, homepage

**For support, contact [marketing@tcodevelopment.com](mailto:marketing@tcodevelopment.com)**



# Referencing TCO Certified

TCO Certified is a product certification and may not be used to imply certification of the manufacturer or brand as a whole

Any use of the TCO Certified brand must be related directly and exclusively to the certified product model(s)

TCO Certified is not an award. Communications may not include language implying that an award has been presented to the manufacturer or brand.

Communications may not imply that TCO Development has evaluated, praised, favored or selected a specific product for certification compared to other products



# Nomenclature (1)

TCO Certified can be cited in 2 ways:

**TCO Certified** or **TCO Certified Edge**

OR

TCO Certified + product category, eg **TCO Certified Notebooks**

TCO Certified Edge + product category. eg **TCO Certified Edge Notebooks**

The certification name must be used in its entirety.





# Nomenclature (2) – citing TCO Certified

YES	NO
TCO Certified TCO Certified Edge	TCO, TCO Award, TCO Rated, TCO labeled, TCO (optional), TCO Registered, TCO Compliant, TCO certification
TCO Certified Notebooks, Displays, Tablets, Smartphones, All-in-One PCs, Desktops, Headsets, Projectors	TCO Notebooks (... displays etc.), TCO rated notebooks, TCO labeled notebooks etc.
TCO Certified Notebooks 4	TCO Notebooks 4
TCO Certified Displays 6	TCO Displays 6
TCO Certified Edge Displays, (...Notebooks etc.)	TCO Edge labeled, TCO Edge Displays,



# Logos



# Logos – use on product, packaging, promotions

TCO Certified



TCO Certified Edge



All logos are available in our [press room](http://www.tcodevelopment.com) at [www.tcodevelopment.com](http://www.tcodevelopment.com)



# Logo usage

- All logos are available in our [press room](http://www.tcodevelopment.com) at [www.tcodevelopment.com](http://www.tcodevelopment.com)
- TCO Certified logo must be used in the original format, color and orientation (see appendix, pp22-25 for specifications)
- TCO Certified logo may be displayed on:
  - Product marking plates
  - Product surfaces (eg housing, bezel)
  - Marketing materials, sales and promotional channels
  - Packaging



# Contacts, resources



# Contacts, resources

- [www.tcodevelopment.com](http://www.tcodevelopment.com)
- Visit press room for logos and images
- For support, contact:  
[marketing@tcodevelopment.com](mailto:marketing@tcodevelopment.com)



# Appendix

Guidance on use of the TCO Certified logo  
(excerpt from TCO Development agreement)



# Appendix –Use of the TCO Certified logo (1)

- USE OF THE TCO Certified Logo
- **1. General provisions**
- 1.1 The Company, and as the case may be, the Brand Owner, shall abide by the following provisions in all reproduction of the TCO Labels and in all labelling and marketing when using the TCO Labels.
- Expressions defined in the General Terms or in any Appendices shall apply to this Appendix 2.
- The Company is not authorised, when marketing or selling a Certified Product, to use any other TCO Label than the TCO Label for the Certified Product, as indicated in the relevant Certificate.
- 1.2 The Company:
  - a) shall reproduce the TCO Label in accordance with the provisions set forth in clause 2 below, and may not change, distort or include the same in any other trademark or in any other way alter the TCO Label, e.g. the terms “Optional”, “Opt.” or likewise may not be affixed in connection with the TCO Label,
  - b) may only use the TCO Label (1) when labelling the Certified Product in question or (2) for the direct purpose of marketing or selling said Certified Product,
  - c) may not use the TCO Label or refer to TCO Development, TCO, a License or a Certificate in such a way that it is likely to give the impression that any other Product than a Certified Product was granted a Certificate from TCO Development or was otherwise approved by TCO Development,
  - d) may not use the TCO Label or refer to TCO Development, TCO, a License or a Certificate in such a way that it is likely to give the impression that the Company’s business as such has been certified by TCO Development, and
  - e) may not use the TCO Label or refer to TCO Development, TCO, a License or to a Certificate in the marketing or sales of a Certified Product if said Certified Product is not marketed and sold under the exact Brand Name, Type/Model Name and Sales Name(s) as stated in the Certified Product’s Certificate





# Use of the TCO Certified logo (2)

- **2. Reproduction and Labelling**
- 2.1 The Company may only reproduce the TCO Label with designs, colours and resolutions as shown by the originals published and available for down-load on a web site administered by TCO Development valid at the time of the reproduction.
- 2.2 Each Certified Product shall be marked with the TCO Label on the Certified Product's marking plate unless agreed otherwise in writing.
- 2.3 The Company may also use the TCO Label (1) on a Certified Product, (2) on a Certified Product's packing and (3) in any advertisement directly indicating that a Certified Product has received a Certificate.
- 2.4 If, and only if, the use of colours referred to in clause 2.1 above on the Certified Product's packing would entail unreasonable costs for the Company, the Company may on such packing reproduce the TCO label in one (1) colour together with a transparent text.
- 2.5 The TCO Label must at all time be reproduced in a quality that allows the text of the TCO Label to be read under normal circumstances. Recommended minimum size for the trademarks TCO'03 and TCO'06 are 12,4 mm x 15 mm, and for the trademarks TCO'95 and TCO'99 10 mm x 12 mm and for TCO CERTIFIED 7.5 mm x 12 mm.



# Use of the TCO Certified logo (3)

- 3. Marketing
- 3.1 The Company shall ensure that all use of the TCO Label
  - a) complies with the applicable laws in the country where a Certified Product is marketed, and
  - b) is relevant to the purpose of the Certificate.
- 3.2 The Company shall ensure that the marketing of a Certified Product does not give the impression that TCO Development:
  - a) is the manufacturer, importer or distributor of said Certified Product,
  - b) in any way is responsible for said Certified Product or takes on any product liability for said Certified Product, or
  - c) warrants that said Certified Product is harmless for people or the environment.

