

[www.made-in.eu](http://www.made-in.eu)

# TOGETHER FOR EUROPE



## INITIATIVE MADE IN EU

Increasing value added within the EU area in a sustainable way with a licensed quality seal of origin.

For customers, producers and service providers alike.



**CHOOSE  
PRODUCTS  
FROM THE EU**

# THINKING AND ACTING IN UNISON

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Ongoing environmental impacts arising from huge transport volumes | Exploitation of weaker industrialised nations owing to low labour costs | Loss of jobs due to production sites relocating | Migration of strategically important production | Loss of value added within our environment and massive dependency on “goodwill” for deliveries of essential goods in times of crisis. All of these points were reasoning for starting Initiative MADE IN EU.

Strong together - We need to strengthen the EU area and its economic power by **thinking and acting in unison.**

# THE EU-WIDE UMBRELLA BRAND

A number of different quality seals are used within Europe. However, most of these seals are national designations and there is no specific EU-wide umbrella brand with high recognition value. The Initiative has

come up with this umbrella brand in the form of the registered “MADE IN EU” quality seal of origin. This will enable the transnational labelling of products from the EU area.



®Quality seal of origin with Europe-wide registration at the EUIPO in Alicante.

## THE QUALITY SEAL OF ORIGIN INFORMS ABOUT:

- the category and subcategory of products
- the producing country
- the continuous number identifies the company at the database on [www.made-in.eu](http://www.made-in.eu) (tracking and searching)





## **LICENSED PRODUCTS FOR MORE TRANSPARENCY AND CONFIDENCE**

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The quality seal of origin stands for a sustainable production with an added value of at least 80% in the EU countries. Standardised and independent controlling systems on behalf of the initiative are offering confidence.

# ADVANTAGES AND BENEFITS FOR COMPANIES

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The quality seal of origin of Initiative MADE IN EU aims to bring about the standardised and transparent labelling of your products, as well as on packaging, in catalogues, sales prospectuses, manuals, etc. It can also be used on websites, in e-commerce or other digital media. This in turn provides you with the key advantage of being able to distinguish yourselves from your competitors at the point of sale.

Raising awareness and encouraging solidarity over local products are processes that have been noted for some time now. With this quality seal of origin, companies now have the opportunity to position themselves to that effect. By linking this with consistent communication to external parties, you will benefit from greater customer identification with your company and the ability to appeal to new customers in a targeted way.

In addition to inspection and licensing duties, Initiative MADE IN EU is also responsible for promoting the quality seal of origin, both to companies as well as to stakeholders and, above all, to end customers. This enhances the awareness level and image value of the brand, which in turn is beneficial to all licensing partners.



**BE DIFFERENT—  
BE PART OF IT.**



## **INITIATIVE MADE IN EU**

for a uniform and standardised product labelling  
for a targeted addressing of sustainable oriented customers  
for an increase in value added within the EU area  
for shorter transport routes  
for maintaining jobs  
for product safety and confidence  
for prosperity in our society

[www.made-in.eu](http://www.made-in.eu)



# FOR THE FUTURE OF COMING GENERATIONS

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