

# PRESS RELEASE

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## **INITIATIVE MADE IN EU:**

### **New quality seal of origin to strengthen production sites within the EU**

If the founders' idea comes to fruition, there will soon be a quality seal of origin used throughout Europe adorning goods made in the EU. The abbreviation "I-MIE" (INITIATIVE MADE IN EU) refers to this inspiring project by Austrian entrepreneurs, which aims to increase value added across the continent in the long term by using this special label. "There needs to be a new form of solidarity for products made in the EU, from the perspective of producers as well as customers. The experiences we have gained in recent years along with the impact of the pandemic have demonstrated how important it is to make products where there is greater independence and local content, as well as reduced risk related to the movement of goods", explained the ambitious entrepreneurs.

#### **Increasing the profile of the world's largest economic area: the EU Single Market**

The uniform "MADE IN EU" label will see a wide range of positive effects emerging. It will put the EU as a location into the minds of consumers, raising awareness of the local economy too. The quality seal of origin also conveys a message of high quality combined with sustainability and the desire to put European products in a clear position. "If consumers develop a passion for goods from the EU Single Market, this will finally give the world's largest common economic area the important status it deserves", explained the founders of I-MIE.

#### **Strengthening the EU's production sites with more local content**

The EU market already features a number of product labels that refer to the regional origin of foodstuffs, for example. But there is no single umbrella brand. The certified "MADE IN EU" labelling will signify that a manufacturer is complying with the various European standards and regulations enabling sustainable production. The Initiative will issue licences to those companies for this purpose.

This has clear advantages for the user. Customers see the goods featuring the certificate at the point of sale and can then make a conscious decision to purchase “MADE IN EU” goods. This superordinate trade mark establishes trust and provides evidence of the required level of transparency in the manufacturing process. The focus here is on the aspect of “local content”. The online database allows you to find all those companies who have clearly positioned themselves in line with the “MADE IN EU” concept, whilst also meeting the high ethical standards in terms of quality and sustainable development.

The creators of the Initiative are certain it will create more European jobs in the medium term, enable long-term partnerships and also have a positive impact on current environmental criteria.

### **What’s behind all of this? The challenge!**

The “MADE IN EU” trade mark is the brainchild of I-MIE GMBH, a company established by three Austrian entrepreneurs in 2020. Its model is shaped by the changes we are currently seeing in the global economy, such as the experiences gained from the COVID-19 pandemic, the shift in market conditions between China and the USA, the UK’s departure from the EU family, the dependency on production sites, environmental topics and the changes in consumer behaviour.

In addition, the founders consider it a challenge to bring about consumer change towards greater product identification within the EU thanks to the symbolism of the MADE IN EU label, which is of course registered with the EUIPO in Alicante.

With support from many sponsors and personalities from the world of business and politics, there is a real motivation to implement this underlying concept that had already been envisaged by the European Commission many years ago.

### **The quality seal of origin – The trade mark**

Once the product examination has been passed, licensing partners will then be added to the database by I-MIE GMBH. These details will in future be publicly visible on the [www.made-in.eu](http://www.made-in.eu) website, providing all of the basic details about the producers in question. A licence fee based on the number of employees will be charged for the seal of origin. The licence logo will be valid for use for a period of twelve months, after which it will need to be applied for and evaluated once again. In addition to the company self-declaration, an audit will also be performed by I-MIE and its auditors. The licence number assigned to the company in question includes the commodity group, country code and sequential ID number.

### **Invitation to companies**

A lot has been said, now it is time for action! After lots of preliminary work and discussions, INITIATIVE MADE IN EU is now ready to invite companies to take part in order to open the door to new prospects and establish a new sense of unity in terms of consumer behaviour within the EU.

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

Photos: iStock

**Product design:** Made in EU – the quality seal of origin ensuring greater transparency in sustainability and local content in production.

**Label design:** Product label with clearly defined seal of origin for production sites within the EU.

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