



## Update from ISCC Working Group “Claims, Logos and ISCC Brand Recognition”

# Why do we need a new on-product logo?

## Current on-product logos



- **Not specific** enough, without additional information
- No clear **reference to certification**
- Feedback from brand owners: **visually not appealing**
- Feedback from packaging designers: format **not "design-friendly"** (round logo preferred)

→ **Goal:** Attractive and transparent but "consumer-friendly" logo and complementing claims

# Development process of new ISCC on-product logo and claims





One "logo type" for each raw material category that ISCC certifies\*

Circular



Bio circular



Bio



\*plus additional category of „renewables“

We also offer one logo that combines circular and bio materials



# Different options for the various set-ups and products

## Text module 1:

### Examples



Recycled and non-recycled plastic is mixed in an ISCC certified mass balance process. This product is made with 30% recycled plastic, which is allocated based on the amount of ISCC-certified material used in its production.



# Different options for the various set-ups and products

## Text module 2:

### Examples



\*75% recycled and non-recycled plastic are mixed in an ISCC certified mass balance process.



# Different options for the various set-ups and products

Examples

## Text module 3:

We support new recycling technologies that transform hard-to-recycle materials into new plastic. During the production process, recycled and non-recycled plastic is mixed using the ISCC mass balance approach. This product is made with 50% recycled plastic, which is allocated based on the amount of ISCC certified material used in its production. Licence code: ISCC-PLUS-C0001.

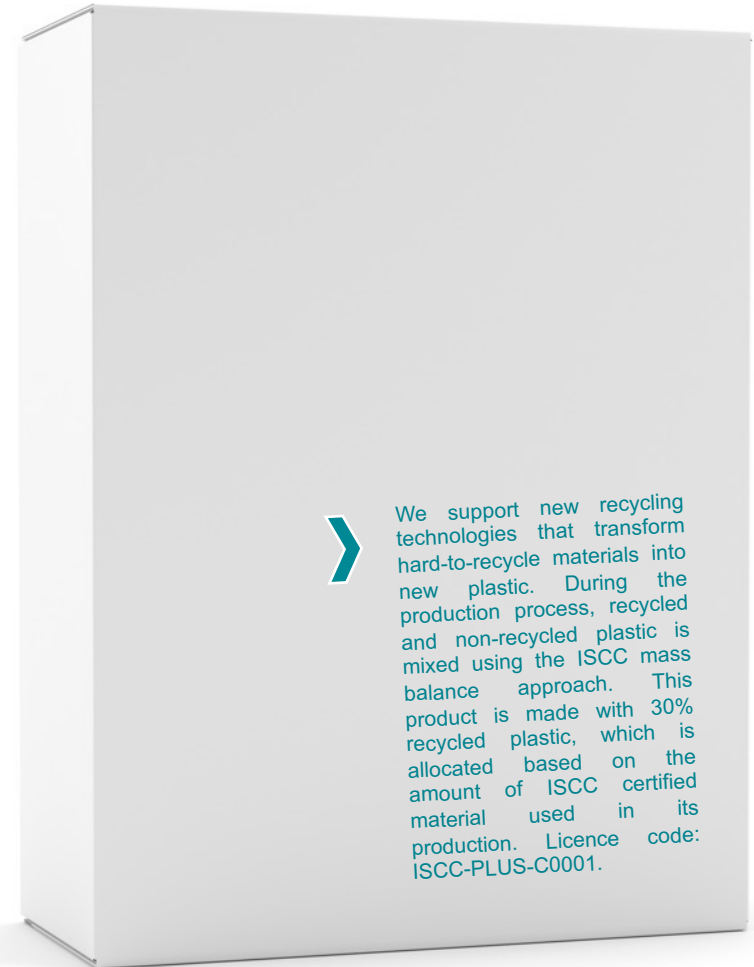
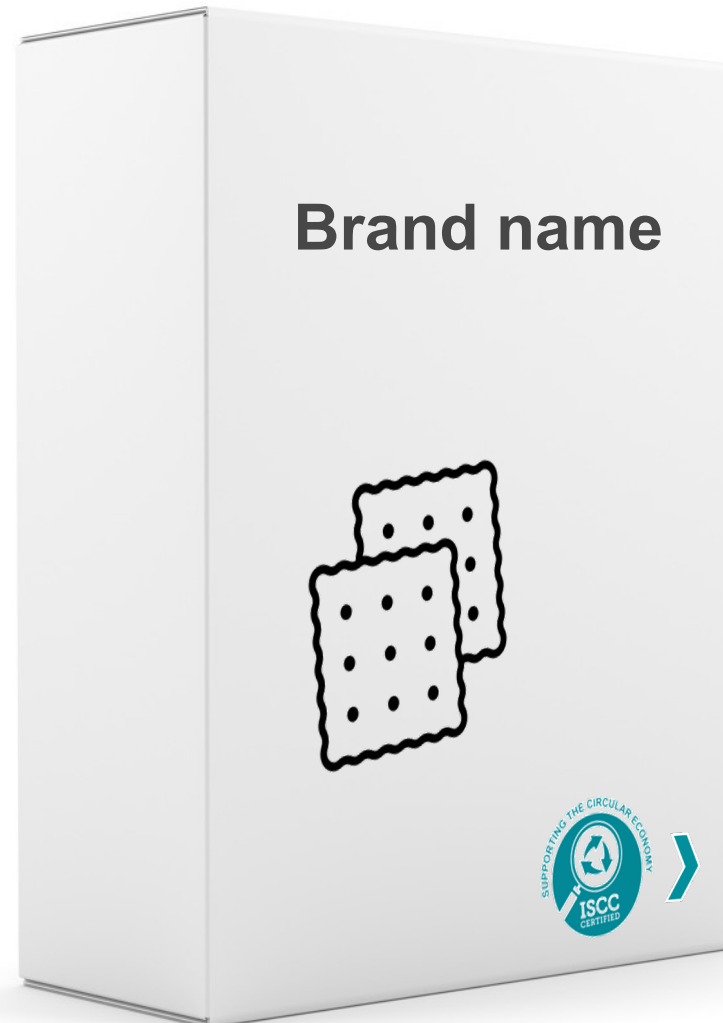




# Different options for the various set-ups and products

## Text module 4:

### Examples



Option for very small packaging: Percentage, certified part of product and mass balance approach must be indicated

Examples

Circular



Bio circular



Bio



alternative words: circular, plant-based/renewable



## What's next?

- Promotion of the new logos and complementing claims
  - Press release
  - Newsletter
  - Social Media
  - Initiation and support of case studies with first users of the new logo
- Receiving feedback from users of the new logo
- Increasing the brand recognition among consumers







Many thanks for your attention!

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