Transparency creates trust.

The TÜV Rheinland test mark and Certipedia ensure greater clarity for companies, retailers and consumers.
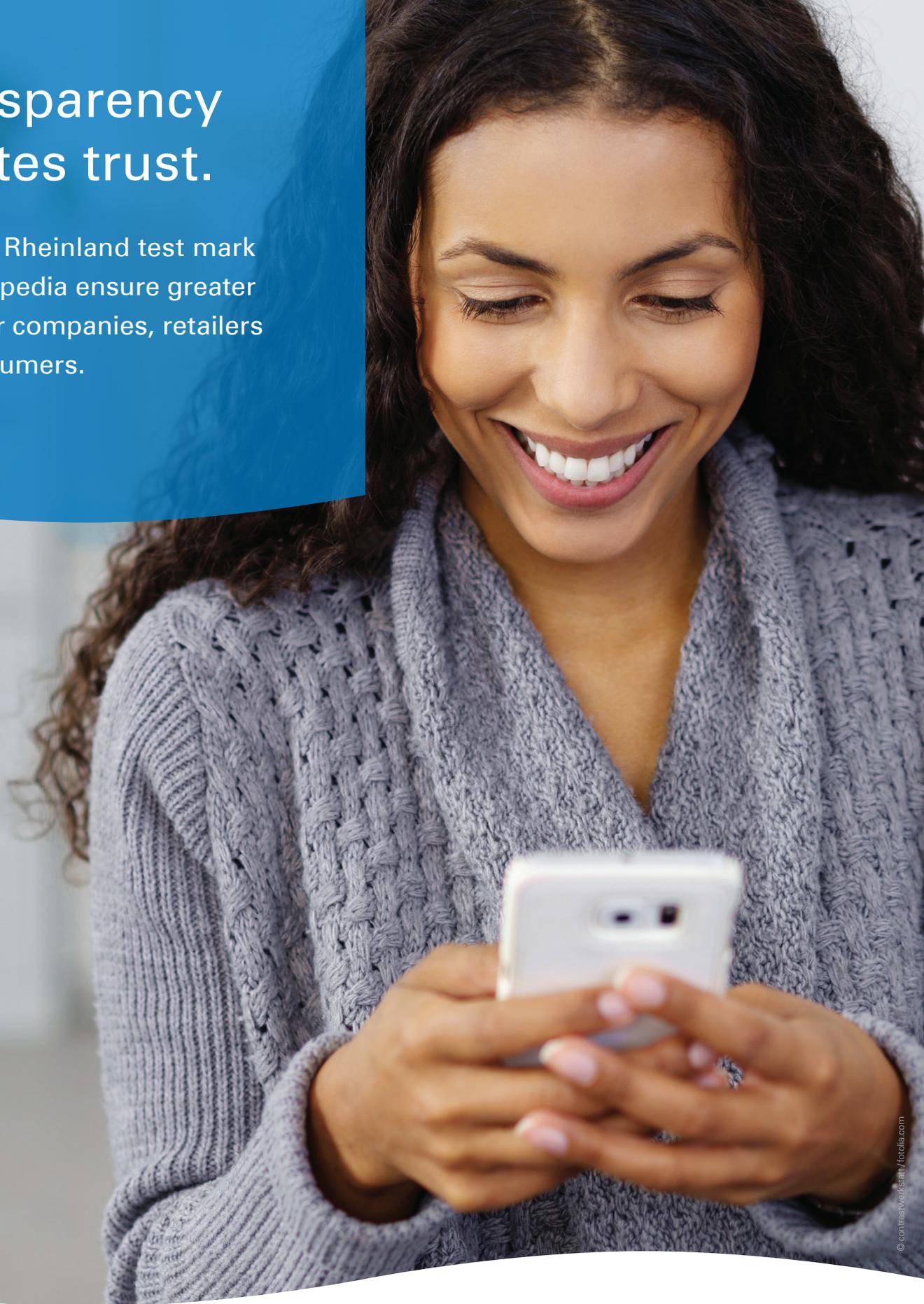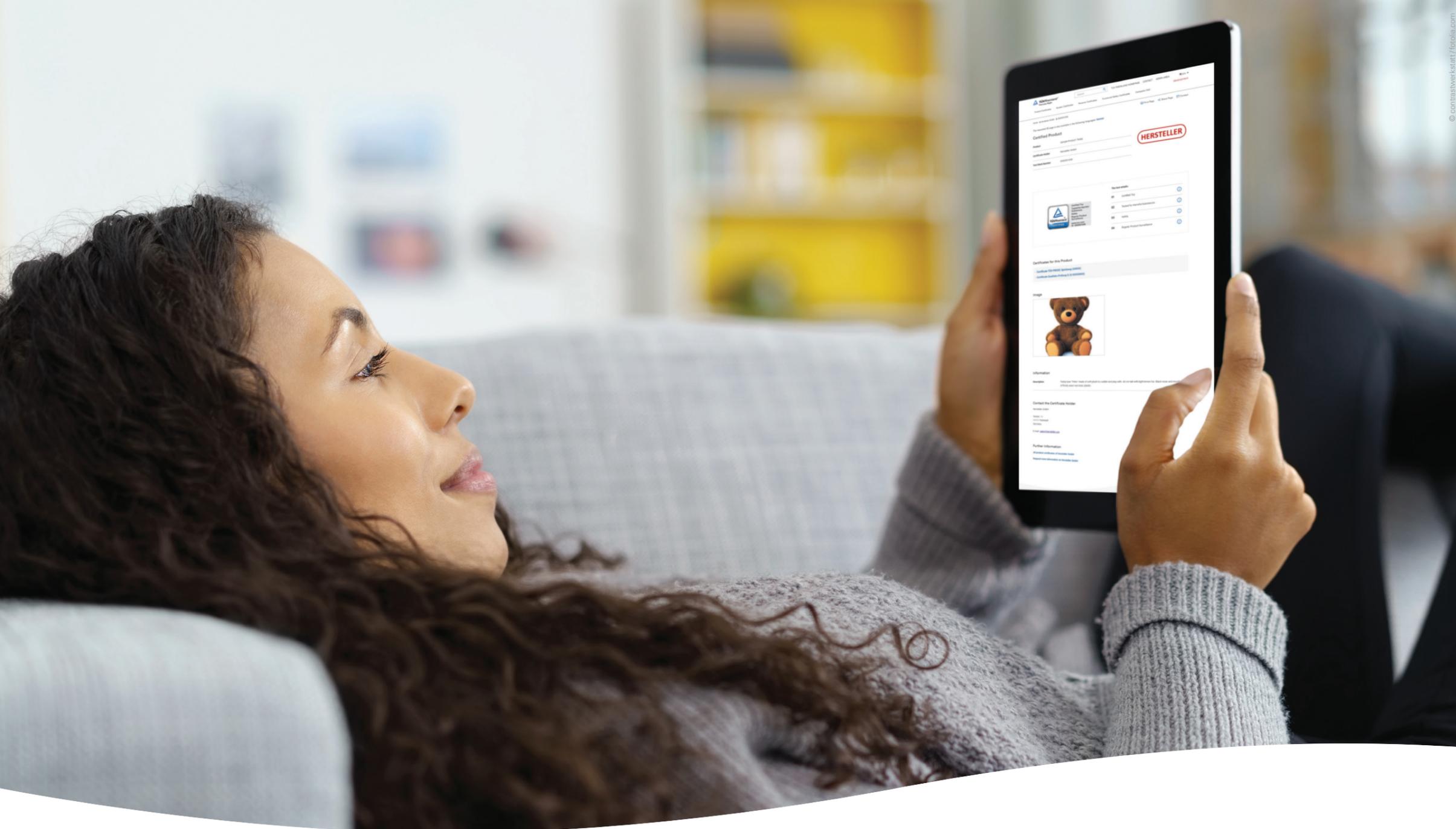
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www.tuv.com

TÜVRheinland®
Precisely Right.

THE TÜV RHEINLAND TEST MARK FULFILLS IMPORTANT LEGAL REQUIREMENTS FOR THE USE OF TEST MARKS

- Test marks used in consumer advertising must have a reference. We have been proactively meeting this requirement for years.

- The reference must be so specific that further information can be found directly by the consumer (e.g. in the certificate database Certipedia from TÜV Rheinland).

- In the reference, the consumer must be able to find a summary of the test as well as a clear description of the test criteria.

More information at your fingertips.

With our combined system of TÜV Rheinland test mark and online certificate database Certipedia, you can ensure that your partners and customers immediately understand the contents of your certification correctly.

Test marks do not always provide consumers and partners with better information. Many make it rather difficult to find statements and results quickly. The value judgment of a neutral third party such as TÜV Rheinland is therefore often particularly appreciated – providing the test services are presented clearly and comprehensibly.

Here, our certificate database Certipedia plays a central role. It stands for quality, safety and neutrality and thus offers more transparency for many purchase decisions.

If you use our test mark to advertise your products, draw attention to your certified processes or as proof of your acquired competences, you will ultimately benefit from decades of trust in the TÜV Rheinland brand.

The test services detailed in our certificate database Certipedia (the test mark is awarded for certified products, management systems and personal qualifications) comply with legal requirements and are clear and comprehensible. As all test marks have a unique ID number that is associated with the

service, they can also be found immediately. More information can be found on the following pages.

Our test mark provides information for consumers and partners – fast, neutral and transparent.

TÜVRheinland
CERTIFIED

Safety
Functionality
Quality

www.tuv.com
ID 0000000888

Create more transparency.
With our intelligent system.

Get to know the many advantages of our user-friendly information system. Create complete transparency for companies, retailers and consumers.

Depending on the type of certification, the TÜV Rheinland test mark can be used on products, packaging, websites, letterheads, etc. and linked to your individual Certipedia entry at www.certipedia.com.

For some time now, growing consumer demands and the strengthening of consumer protection in Germany and the EU have resulted in significantly higher transparency requirements. With foresight and earlier than other testing service providers, TÜV Rheinland has ensured a reliable and more consumer-oriented presentation of test results.

Our successful system of test marks and certificate database offers you decisive advantages that benefit you.

With this system you are always well-placed in terms of efficiency, clarity, transparency and security.

IT OFFERS YOU:

- an innovative test mark with a unique ID number.

- a consumer-friendly reference for the publication of test content: our online certificate database Certipedia with test mark IDs that significantly improve transparency in the assessment of test results.

- an efficient and optimally organized delivery of test marks.

- Comprehensive access to your test mark via online download with a quick overview of possible color options and functions.

SCAN QR CODE
The QR code can be scanned anywhere and anytime and is linked directly to your individual Certipedia entry.

ENTER ID NUMBER
By entering the unique ID number on the TÜV Rheinland website, consumers get a direct overview of the test contents of your certificate on Certipedia.

CLICK ON LINK
The test mark linked to Certipedia guides consumers with one click from your website directly to your Certipedia ID entry – with clear testimonials in easy-to-understand language.

EASY TO USE

Here's how your partners and customers can get directly to your certified products and services:

- by scanning the test mark QR code on packaging, in advertising and at the POS

- by clicking on the test mark in web pages, apps or other online applications
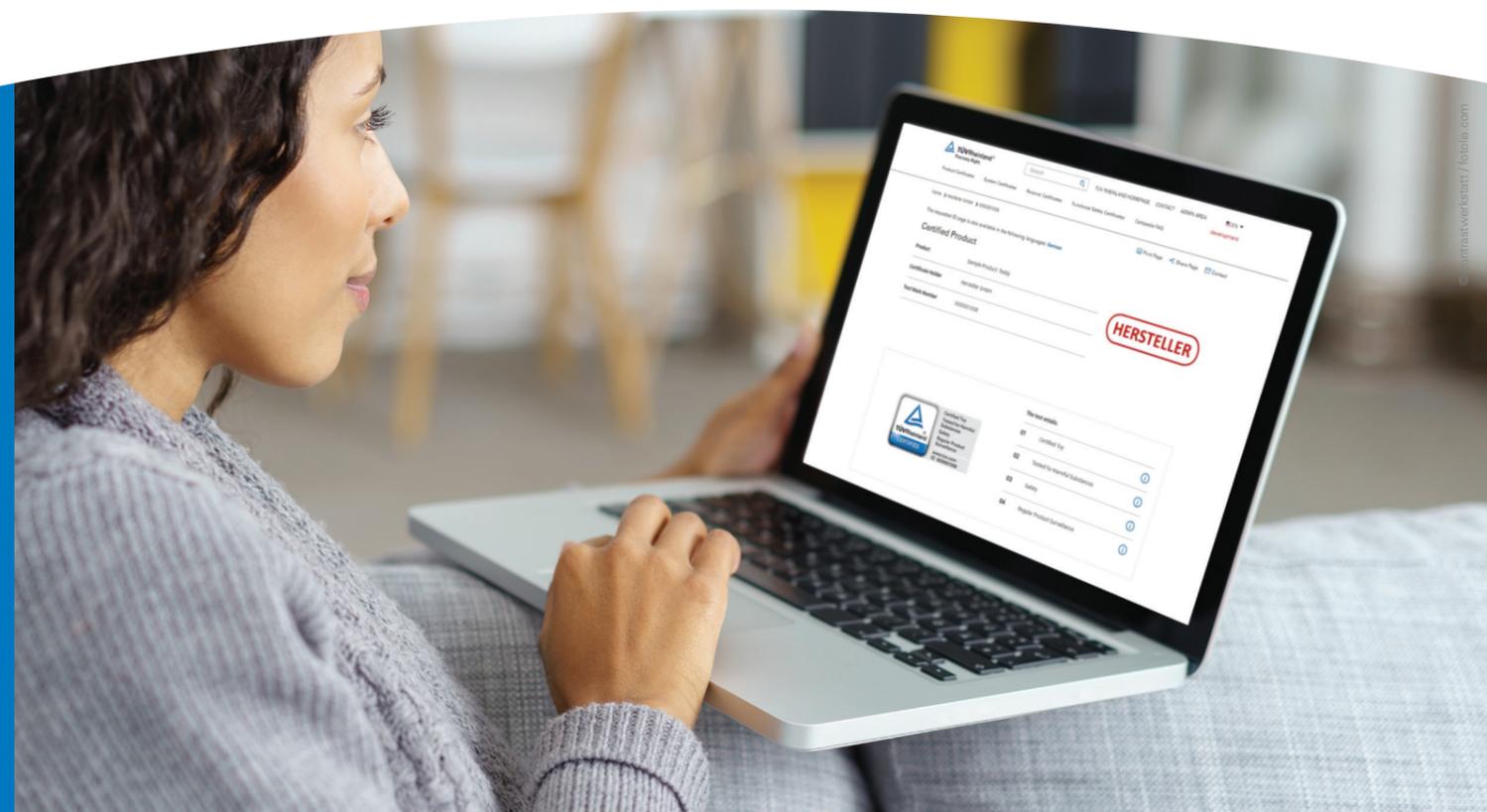
A CLEAR EXAMPLE
Just scan this QR code and go to the Certipedia entry shown in the picture with your smartphone.

See for yourself – a Certipedia entry displays all information clearly. Additionally, a premium entry can be customized – with your logo, various illustrations and plenty of information.
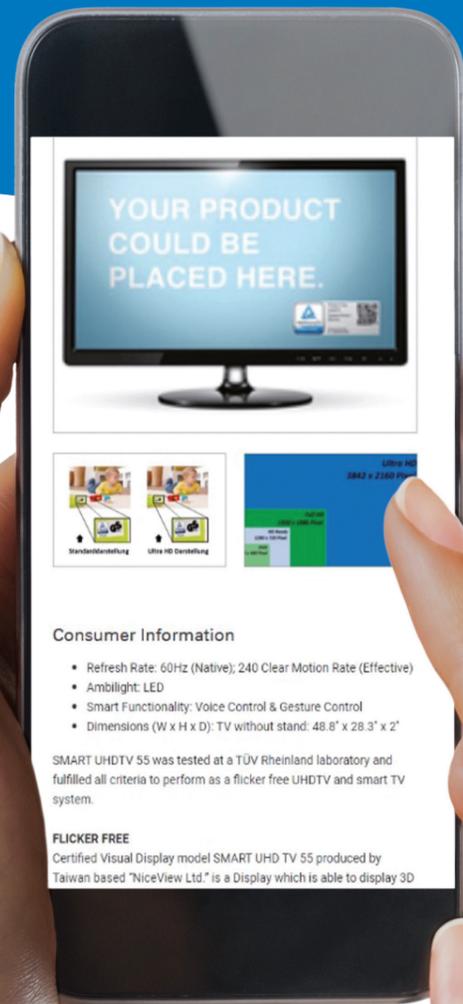
Show your achievements to partners and consumers around the world.

Use the multimedia potential of our system for maximum customer reach. Create visibility for your products and services with test marks and Certipedia, everywhere and at any time.

More and more people question advertising claims and are therefore looking to independent sources for neutral information about product or service quality or the competence of specialists. If this information is easily accessible and credible, they are more willing to buy and have more confidence in the provider.

As a TÜV Rheinland customer who has been successfully certified by us, you can benefit from this development – with your entry in our online certificate database Certipedia (www.certipedia.com).

ONE SYSTEM – MANY ADVANTAGES

Transparency
Your Certipedia entry shows exactly what was certified and tested. By linking the test mark with Certipedia, your product or service can be viewed at any time, within seconds and worldwide.

Authenticity
The authenticity of your certification can be verified with a unique ID number.

Individuality
On request, we can provide a personalized design for your Certipedia entry for product and system certifications (does not apply to personal certifications), e.g. with images, your logo and additional customer-relevant information. Simply link it to your online presence.

Trust
TÜV Rheinland has stood for quality and safety for more than 145 years, and that is also what our test mark stands for. It means more trust and continuity for your company.

Up-to-date
Your entry on Certipedia is always up to date – this is the best proof that your certification is valid.

The TÜV Rheinland test mark.
Exemplary ease of use.

The TÜV Rheinland test mark can be used in a variety of applications on products, packaging, in classic print media and, of course, online. Here are some examples:

Using test marks
on products

Using test marks
in traditional advertising

Using test marks
for management systems
and personnel certification
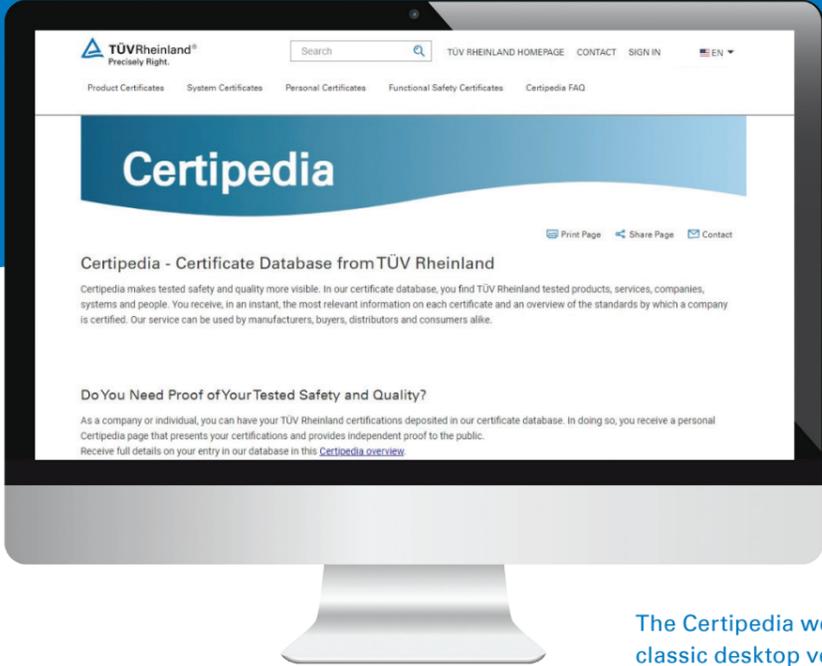
The Certipedia website in
classic desktop version

Mobile view of
a Certipedia
Premium entry

Mobile view of
a Certipedia Basic
or Plus entry

Your Certipedia entry.*
Custom-made for your needs.

Invest in your business success. We offer you three different types of customizable Certipedia entries.

Our basic service:
Certipedia Basic entry
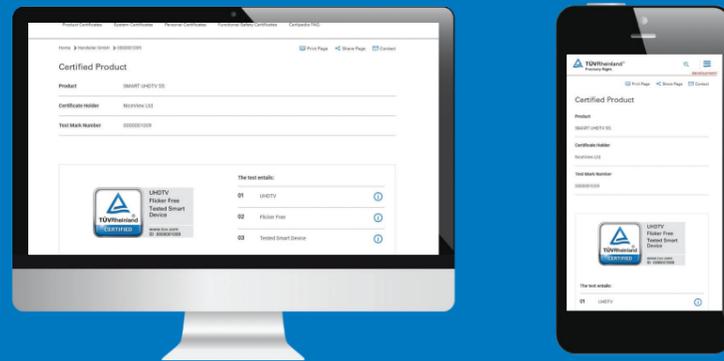
Upgrade 1:
Certipedia Plus entry

Upgrade 2:
Certipedia Premium entry

*Examples of product and system certifications

TÜV Rheinland Certipedia.
All services at a glance.

SERVICES / ADVANTAGES OF TESTS MARKS FOR PRODUCTS AND SYSTEMS	TYPE OF CERTIPEDIA ENTRY		
DISPLAY ON DESKTOP AND MOBILE DEVICES	Basic	Plus	Premium
Certificate information	✔	✔	✔
For TÜV Rheinland certificates with the right to use test marks: Right to use the TÜV Rheinland test mark	✔	✔	✔
TÜV Rheinland test mark with QR code in various file formats	✔	✔	✔
Unique ID number and own Certipedia web page	✔	✔	✔
Brief description of the test method/test specification	✔	✔	✔
Contact information of the certificate holder for interested parties		✔	✔
Link from Certipedia entry to the homepage of the certificate holder		✔	✔
Maximum number of company/product photos		1	4
Display of company logo		✔	✔
Overview of other certificates/qualifications		✔	✔
Personalized, user-friendly and comprehensive description of the certified service			✔
Information on other quality features tested by TÜV Rheinland (Validation Statements)			✔
Integration of customer feedback questions in the mobile version of Certipedia			✔
Information on other certified products/objects			✔
Product images on a mobile start screen			✔
Short portrait of your company			✔
Option to upload test videos			✔

SERVICES / ADVANTAGES OF TESTS MARKS FOR INDIVIDUALS	TYPE OF CERTIPEDIA ENTRY	

Certified persons receive a proof of competence that is highly valued in business and administration. It bears the test mark and ID of the qualification and refers directly to details of the certification program.

Graduates also have the option of using personnel test marks for advertising purposes for a fee. The associated listing on Certipedia shows further information about the person and is linked to details of the program. This gives customers and partners a comprehensive impression of the value of a qualification and the opportunity to contact graduates.

On acquisition of the right to use the test mark:	Standard	Optional
Right to use the TÜV Rheinland test mark with QR code (limited period)	✔	
Personal ID number and own Certipedia page with the name of the graduate	✔	
Entry of the acquired qualification with link to further details	✔	
Listing as qualified person for the respective qualification (by country/postcode)	✔	
Link to a homepage of the graduate and provision of an e-mail address		✔
Entry of another TÜVR PersCert certification in English		✔
Test mark with QR code		✔

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