

# Quality seal Made for Recycling

Instructions for the use



## Packaging optimisation – Made for Recycling

Together with the bifa environmental institute, we developed a standardised evaluation methodology for measuring the recyclability of packaging materials. This methodology has been tested by Fraunhofer IVV.

During the analysis, we evaluate the packaging based on established criteria along the entire after-life processes (collection, sorting, recycling and processing). The result of the analysis is represented in form of a score from 0 to 20, which is then translated into grades (from “non-recyclable” to “very good”).



**Potential uses**  
Communication and marketing purposes exclusively e.g. for:

- ⊕ Packaging
- ⊕ Webseites
- ⊕ Online and print media
- ⊕ Other advertising materials

**How does a customer receive the quality seal?**  
The seal is awarded for a score of 18 or higher.

## Protected zone

The protected zone around the quality seal (i.e. the area that must remain free of typography or imagery) corresponds to the width of the letter „R“ of the word Recycling.



## Image size

The standard size on packaging is 12 x 12,6 mm.

For reasons of legibility, a minimum size of 15 x 15,8 mm is recommended for the seal. In exceptional cases, the seal size may be reduced to 9 x 9,4 mm.

If the seal is embossed, the minimum size is 20 x 20,9 mm.

The standard size for other communication and marketing purposes (websites, online and print media, etc.) is 30 x 31,5 mm.



# Colour and embossed seal

## Farbe und Darstellungsvarianten

The Made for Recycling seal takes the Interseroh Blue colour.

The seal is available in a positive and a negative version.

If the negative (inverted) version of the seal is set against a light background, the outline version must be used.

### Interseroh Blue

Pantone 534  
HKS 41  
CMYK 100 / 70 / 10 / 50  
RGB 0 / 38 / 82  
Hex #00305e  
RAL 5011



positive



negative



negative, outline

## Embossed seal (b/w)

The black and white seal is applied in embossed form only, without being printed on the respective objects.



positive



negative



negative, outline



The use of the Made for Recycling quality seal must be used in consultation with Interseroh Marketing and approved by the responsible employees. Please send your designs to: [made.for.recycling@interseroh.com](mailto:made.for.recycling@interseroh.com)

**interseroh**   
Die Recycling-Allianz

**Interseroh+ GmbH**

Stollwerckstr. 9a | 51149 Köln | Deutschland | Tel. +49 2203 9147-0  
info@interseroh.plus | www.interseroh.plus