



**BIODEGRADABLE
PRODUCTS
INSTITUTE**

BPI CERTIFICATION MARK USAGE REQUIREMENTS
Version 2 – September 2022

TABLE OF CONTENTS

Overview	3
BPI Certification Mark Requirements	4
The BPI Certification Mark	5
The BPI Certification Mark: Lock Up Version	6
The BPI Certification Mark: Alternate Versions	7
Other Elements: Identifier	8
Other Elements: Disclaimer Language	9
Messaging Requirements	10
Color And Size Requirements	11
BPI Certification Mark: Required Display	12
Examples	13
Eligibility Requirements	18
Eligibility: Wipes	19
Eligibility: Pet Waste Products	20

OVERVIEW

The purpose of this manual is to model proper use of the BPI Certification Mark by license holders and sublicensees, and to generate accurate and compliant messaging about compostability. The use of the BPI Certification Mark is highly restricted, and earning the right to display it is the culmination of the BPI Certification program.

It provides assurance to composters that compostability claims have been verified by a trusted third party, and is the foundation of clear and consistent direction for end-users and consumers who are responsible for making decisions at the point of disposal.

For these reasons, BPI requires use of the BPI Certification Mark on all certified items along with all consumer and market facing packaging. The BPI Certification Mark can only be used in conjunction with an active certificate and license agreement or an active sublicense agreement. The following pages outline the requirements for use of the BPI Certification Mark on products and packaging.

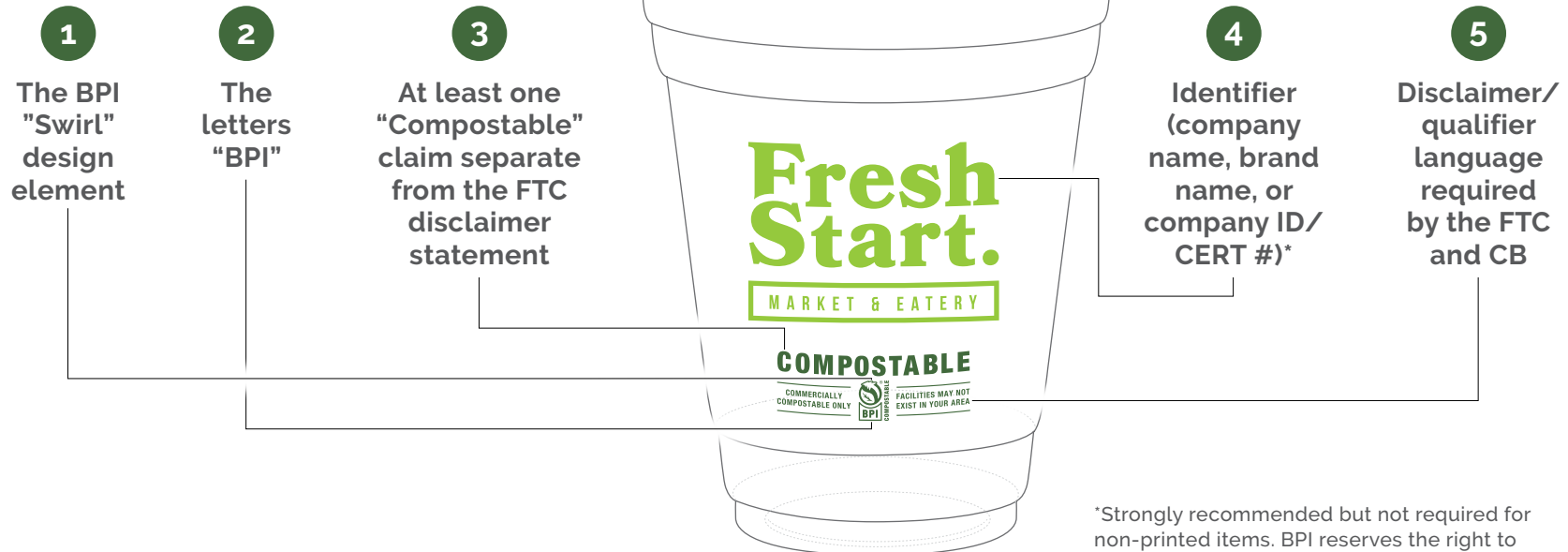
BPI CERTIFICATION MARK REQUIREMENTS

The BPI License Agreement requires that all certified items (e.g., bags, cups, cutlery wrappers, forks, pouches) and packaging for certified items display the BPI Certification Mark. BPI has different BPI Certification Mark options available, and all items and their packaging must contain the following 5 elements:

5 ELEMENTS

BPI CERTIFICATION MARK ELEMENTS

OTHER ELEMENTS



*Strongly recommended but not required for non-printed items. BPI reserves the right to update this policy as market dynamics dictate.

THE BPI CERTIFICATION MARK




THE BPI CERTIFICATION MARK: LOCK UP VERSION

The Certification Mark versions below include the required disclaimer and qualifying language as well as the BPI member number and are best for use on packaging and certified items with no space limitations. It includes all 5 required elements.

Lock Up



COMMERCIALY
COMPOSTABLE ONLY.
FACILITIES MAY NOT
EXIST IN YOUR AREA.
CERT #0000000



COMMERCIALY
COMPOSTABLE ONLY.
FACILITIES MAY NOT
EXIST IN YOUR AREA.
CERT #0000000

Lock Up - Canada



FOR COLLECTION IN MUNICIPAL
PROGRAMS, WHERE APPROVED.
POUR LA COLLECTE DANS LES
PROGRAMMES MUNICIPAUX, OÙ
APPROUVÉS. CERT #0000000



FOR COLLECTION IN MUNICIPAL
PROGRAMS, WHERE APPROVED.
POUR LA COLLECTE DANS LES
PROGRAMMES MUNICIPAUX, OÙ
APPROUVÉS. CERT #0000000

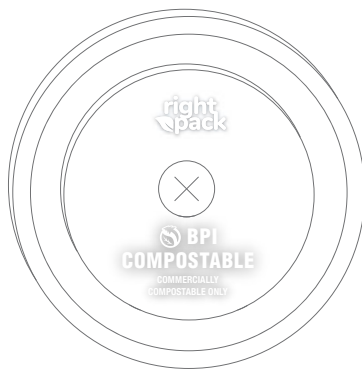
THE BPI CERTIFICATION MARK: ALTERNATE VERSIONS

The BPI Certification Mark alternate versions are best for certified items and packaging with limited marking areas like cutlery, small containers, coffee pods, and straw wrappers. All 5 elements detailed on Page 4, including a “Compostable” claim, are required when using the alternate BPI Certification Marks. Use of the word “compostable” in the FTC language does not satisfy this requirement on its own. Please use artwork supplied by BPI for all individual elements of the BPI Mark.

TOP



BOTTOM



These illustrations are examples of what products and packaging that meet BPI's requirements might look like.

OTHER ELEMENTS: IDENTIFIER (COMPANY NAME, BRAND NAME, OR BPI COMPANY ID/CERT #)

As outlined on page four, a company identifier must be displayed on all printed items and is strongly recommended for non-printed items. (BPI reserves the right to update this policy as market dynamics dictate.) This requirement can be met by using the company name, the brand name, or the BPI Company ID/Certification #, as shown in the examples below.

EXAMPLES



OTHER ELEMENTS: DISCLAIMER LANGUAGE

The FTC (USA) and Competition Bureau (Canada) Legally Required Disclaimer and Qualifying Language

The Federal Trade Commission (FTC) in the United States and The Competition Bureau in Canada require that all claims of “Compostable” be qualified to indicate whether the item is Commercially Compostable, Home Compostable, or both. Items that are “Commercially Compostable Only” must explicitly state this limitation and also make clear that consumers may not have access to commercial compost facilities. BPI strongly recommends that the following disclaimer language be used on all products and packaging featuring the BPI Certification Mark: “Commercially Compostable Only. Facilities May Not Exist in Your Area.” In cases where there is not enough space to fit all of the required disclaimer and qualifying language, BPI will work with licensees to come up with solutions that make maximum use of the available marketing area for the required language.

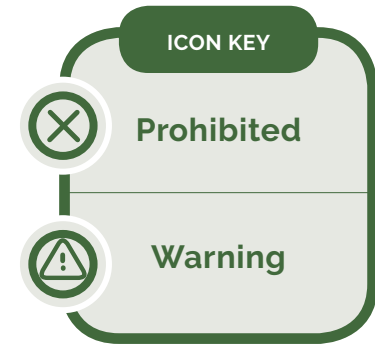
BPI requires companies choosing not to follow FTC guidelines to release BPI of liability should legal action be taken against the licensee.

[FTC “Guides for the Use of Environmental Marketing Claims \(Pages 15 - 17\)”](#)

[Competition Bureau “Environmental claims: A guide for industry and advertisers” \(Pages 32 - 35\)”](#)

MESSAGING REQUIREMENTS

In addition to proper use of the BPI Certification Mark, there are a number of legal parameters to keep in mind when generating messaging for product and packaging artwork. The most common issues of concern are detailed below.



Biodegradable - Cannot be Used as a Claim on BPI-Certified Products and Packaging

The word “biodegradable”, while technically an accurate descriptor of certified compostable products, is commonly used by marketers of “look alike products”—non-compostable, non-certified items that are designed to look like certified compostable products. For this reason, it is illegal in California, Washington, Maryland, and Minnesota (for bags) to use the term “biodegradable” in marketing claims for compostable products. Minnesota’s law applies specifically to compostable bags. Artwork that uses the word “biodegradable” will not be considered compliant.

- Links to State Law
- [California](#)
 - [Maryland](#)
 - [Minnesota](#)
 - [Washington](#)

100% Compostable — Requires Release of Liability

BPI requires companies choosing to use this language to release BPI of liability should legal action be taken against the licensee. BPI is a “Commercial Only” certification program, and this phrase could lead consumers to believe that the certified item is compostable in 100% of situations, including backyard, and is accepted in all curbside organics programs. BPI strongly advises against the use of the phrase “100% Compostable” or similar phrasing in product or packaging artwork. This phrase is in direct conflict with the required FTC disclaimer language.

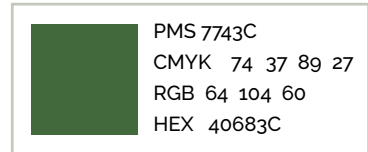
Additionally, compostability certification is determined by whether or not a product or package meets ASTM standards, and those standards do not provide for degrees of compostability.

COLOR AND SIZE REQUIREMENTS

For printed applications, the Certification Mark is available and may be displayed in two color format (green and white) or in one color format (green, black, or white).

While there is no specific size requirement due to the variety of product and package applications, BPI staff will make an evaluation of readability during the review process.

Requests for alternate color usage can be submitted to BPI, and will be considered in one color print scenarios.



BPI CERTIFICATION MARK: REQUIRED DISPLAY

The BPI License Agreement requires that all BPI-certified items (e.g., bags, cups, cutlery wrappers, forks, pouches), consumer packaging, and market-facing packaging display the BPI Certification Mark.

1

On Certified item

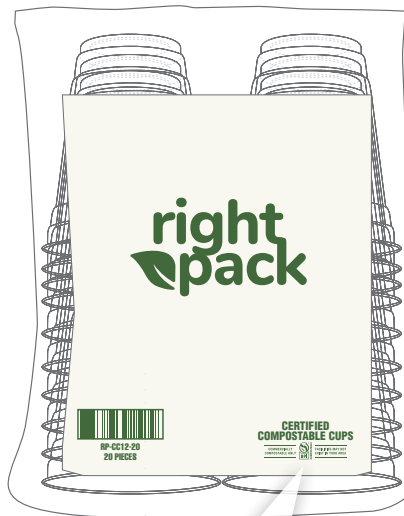
EXAMPLE



2

On Consumer-Facing packaging

EXAMPLE



3

On Market-Facing packaging

EXAMPLE

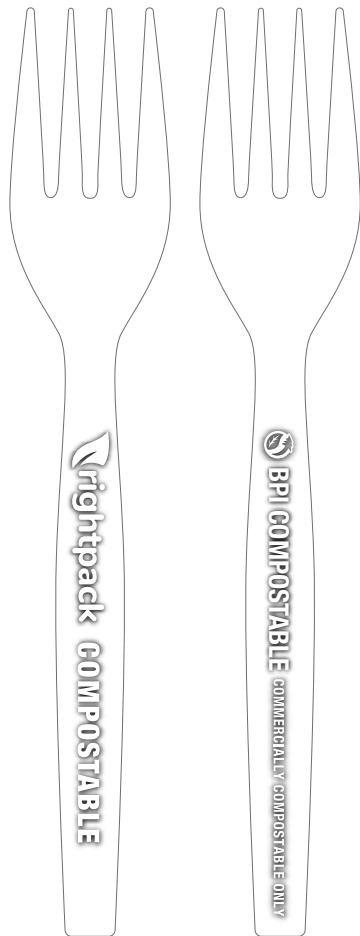


These illustrations are examples of what products and packaging that meet BPI's requirements might look like.

EXAMPLES: CERTIFIED ITEMS



EXAMPLES: CERTIFIED ITEMS



EXAMPLES: INDIVIDUALLY WRAPPED CERTIFIED ITEMS



EXAMPLES: CONSUMER FACING PACKAGING

LOCK UP MARK ON-PACKAGING



EXAMPLES: MARKET FACING PACKAGING



ELIGIBILITY REQUIREMENTS (See BPI website for more on eligibility)

In addition to the core requirements that items must meet during the application process in order to be eligible for BPI Certification, there are additional artwork requirements that can make an item ineligible if they are not met.

EXAMPLE

Use of the terms "Trash", "Refuse", "Garbage" or "Tall Kitchen Bag" is prohibited in product descriptions, product artwork, and packaging artwork.

Eligible



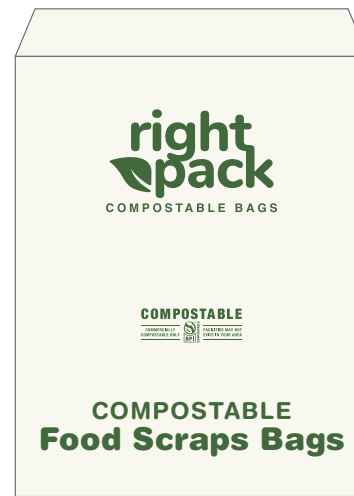
Ineligible



EXAMPLE

Referencing non-food service applications is prohibited in product descriptions, product artwork and packaging artwork.

Eligible



Ineligible



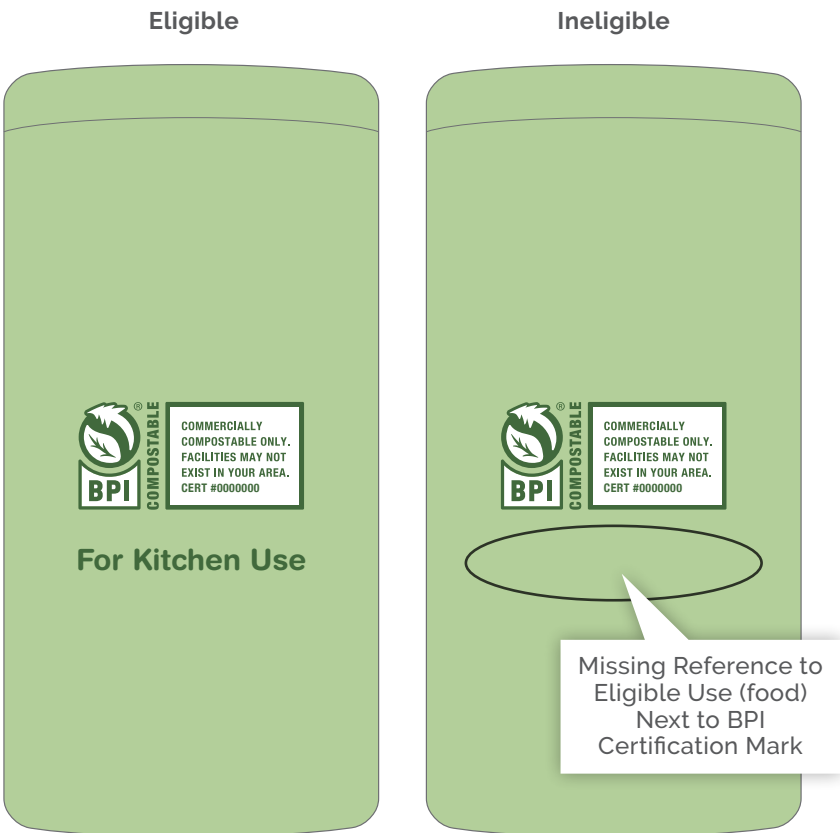
ELIGIBILITY: WIPES

BPI has specific labeling requirements for wipes that prohibit ineligible (non-food) uses from being included in packaging artwork, and mandate that eligible (food) use be called out alongside “Compostable” claims and the BPI Certification Mark. See more on our [wipes policy](#) on our [Eligibility page](#).

FRONT EXAMPLE



BACK EXAMPLE



ELIGIBILITY: PET WASTE PRODUCTS

BPI has specific eligibility requirements for Pet waste bags and packaging. It must display the Canadian lock up version of the BPI Certification Mark accompanied by “Certified for Use in Canada Only” near the BPI Certification Mark. Additionally, marketing text must say “Certified for Use in Canada Only.” More on our [pet waste policy](#) can be found on our [Eligibility page](#).

EXAMPLES

Eligible



Ineligible



Eligible



Ineligible





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