BPI CERTIFICATION MARK USAGE REQUIREMENTS

Version 3—February 2025

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OVERVIEW

The purpose of this document is to model proper usage of the BPI Certification Mark by license holders and their sublicensees and to generate accurate and compliant messaging about compostability as required by the BPI License Agreement. 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. The BPI Certification Mark can only be used in conjunction with an active certificate and license agreement or an active sublicense agreement. This 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 products and their packaging, including all consumer-facing and market-facing packaging. Product and packaging artwork must be reviewed by BPI for compliance with these requirements as part of every certification and sublicensing process. The following pages outline the requirements for use of the BPI Certification Mark on products and packaging. The information contained in this document pertains solely to the use of the BPI Certification Mark and is not intended to be legal advice or to address any requirements for labeling or marketing claims other than those associated with the use of the BPI Certification Mark.

BPI CERTIFICATION MARK

The BPI Certification Mark is a registered trademark of The International Biodegradable Products Institute, Inc. and must always be accompanied by the registered trademark symbol (®) placed to the upper right of the "swirl" design, as illustrated throughout this document.

REQUIRED ARTWORK ELEMENTS

The BPI License Agreement requires that all certified products (e.g., bags, cups, cutlery wrappers, forks, pouches) and packaging for certified products display the BPI Certification Mark. There are different versions of the BPI Certification Mark available, but all BPI-certified products and their packaging must contain the following five artwork elements:

5 ELEMENTS

BPI CERTIFICATION MARK ELEMENTS

1 The BPI "Swirl" design element[1]

2 The letters "BPI"

3 At least one "compostable" claim separate from the FTC/CB qualifier language

OTHER ELEMENTS

4 Searchable[2] company identifier (e.g., company/ brand name, BPI Company ID/CERT #)[3]

5 Qualifier language required by the FTC/CB

Fresh Start.

MARKET & EATERY

COMPOSTABLE

COMMERCIALLY COMPOSTABLE ONLY   COMPOSTABLE BPI   FACILITIES MAY NOT EXIST IN YOUR AREA

1. The "swirl" and "BPI" elements must always be used adjacent to one another.

2. Must be a searchable term for BPI's online product catalog (i.e., can't be a proprietary/ trademarked design element or brand logo).

3. Strongly recommended but not required for non-printed products (e.g., embossed, etched, watermarked).

BPI CERTIFICATION MARK: LOCK-UP VERSION

The lock-up versions of the BPI Certification Mark include the required qualifier language, as well as the BPI Company ID/CERT #, and are best for use on certified products and packaging with no space limitations. They include all five required artwork elements. The format or text cannot be altered in the lock-up versions of the BPI Certification Mark.

Lock-Up

COMMERCIALLY 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

BPI CERTIFICATION MARK: DUAL LOCK-UP VERSION

The dual lock-up version of the BPI Certification Mark includes the required qualifier language for both the United States and Canada, as well as the BPI Company ID/CERT #. The format or text cannot be altered in the dual lock-up version of the BPI Certification Mark.

Dual Lock-Up (USA and Canada)

COLOR AND SIZE REQUIREMENTS

	PMS 7743C
	CMYK 74 37 89 27
	RGB 64 104 60
	HEX 40683C

Digital files of the BPI Certification Mark are provided by BPI in order to facilitate the artwork review that takes places during the certification and sublicensing processes.

While there's no specific size requirement for the BPI Certification Mark due to a variety of product and packaging applications, BPI staff will make an evaluation of readability during the artwork review process.

The standard and preferred style for display of the BPI Certification Mark on printed items is either a one-color option (green, black, or white) or two-color option (green and white). The standard BPI green color can be reproduced for different environments/printing methods using the information in the box that appears in the top right-hand corner of this page. Information regarding non-standard color eligibility can be found on the next page.

ONE-COLOR OPTIONS	TWO-COLOR OPTION

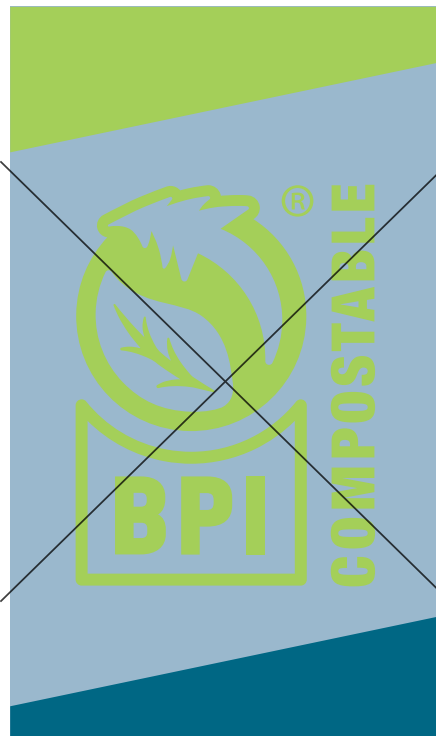# NON-STANDARD COLOR ELIGIBILITY

In cases where use of a standard BPI color isn't possible, use of a non-standard color might be eligible, provided that the BPI Certification Mark remains legible and provides sufficient contrast with its background. BPI staff will make an evaluation of readability during the artwork review process.
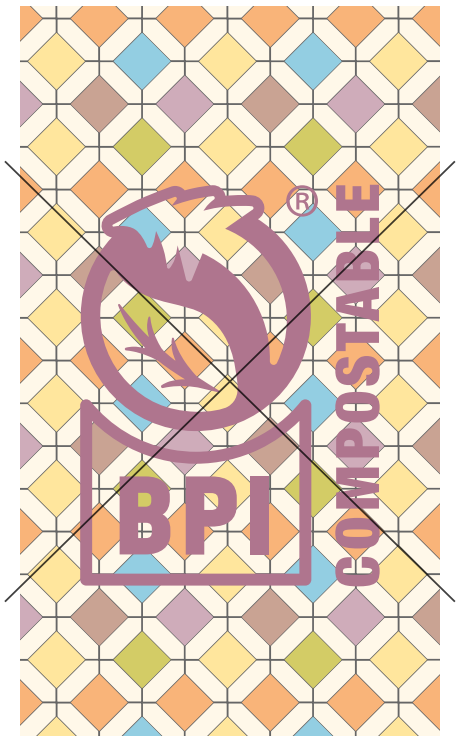
EXAMPLE

Eligible

Ineligible

EXAMPLE

Eligible

Ineligible

BPI CERTIFICATION MARK: ALTERNATE VERSIONS

These alternate versions of the BPI Certification Mark are best for certified products and packaging with limited marking areas, such as cutlery, coffee pods, small containers, and straw wrappers. All five of the required artwork elements that are detailed on page five, including the separate "compostable" claim, are required when using an alternate version of the BPI Certification Mark. Use of the word "compostable" in the FTC language doesn't satisfy this requirement on its own. The artwork files supplied by BPI should be used for all individual elements of the BPI Certification Mark but may be arranged in the layout best suited for the product/packaging, as long as the "swirl" and "BPI" elements remain adjacent to one another.

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

OTHER ELEMENTS: COMPANY IDENTIFIER

As outlined on page five, a searchable company identifier must be displayed on all printed products and is strongly recommended for non-printed products. (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/CERT #, as shown in the examples below. A proprietary/trademarked design element or brand logo doesn't qualify as a company identifier.

EXAMPLES

Identifier

BPI COMPOSTABLE · CERT #0000000
PERFECT PRODUCE
4770
MEXICO

Identifier

right pack
BPI COMPOSTABLE
COMMERCIALLY COMPOSTABLE ONLY

Fresh Start.
MARKET & EATERY

COMMERCIALLY COMPOSTABLE ONLY, FACILITIES MAY NOT EXIST IN YOUR AREA, CERT #0000000

Identifier

Fresh Start.
MARKET & EATERY

COMPOSTABLE
COMMERCIALLY COMPOSTABLE ONLY   FACILITIES MAY NOT EXIST IN YOUR AREA

RIGHT PACK LLC

Identifier

OTHER ELEMENTS: QUALIFIER LANGUAGE

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

The Federal Trade Commission (FTC) in the United States and the Competition Bureau (CB) in Canada require that all claims of "Compostable" be qualified to indicate whether the product is Commercially Compostable, Home Compostable, or both. Products that are "Commercially Compostable Only" must explicitly state this limitation wherever a compostable claim is being made and also make clear that consumers might not have access to commercial compost facilities. BPI strongly recommends that the following qualifier 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 isn't enough space to fit all of the required qualifier language, BPI will work with companies to come up with solutions that make maximum use of the available marking area for the required language.

The BPI License Agreement releases BPI of liability should legal action be taken against a licensee that chooses not to follow FTC and/or CB guidelines.

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.

ICON KEY

⊗ Prohibited

⚠ Warning

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

While everything that is compostable is, technically, biodegradable, the word "biodegradable" is not an appropriate marketing term or claim for describing end-of-life behavior because it lacks specificity on timeframe and environment. Additionally, this term is commonly used by marketers of "lookalike products" (i.e., non-compostable, non-certified items that are intentionally designed to look like certified compostable products). These lookalikes are a leading cause of contamination at compost facilities. For these reasons, it's illegal in California, Colorado, Maryland, Minnesota, and Washington to use the word "biodegradable" and similar terms (e.g., decomposable, degradable) in marketing claims for single-use compostable products. Artwork for BPI-certified products and/or packaging that uses the word "biodegradable" will not be considered in compliance with BPI's labeling requirements as outlined in the BPI License and Sublicense Agreements and BPI Certification Mark Usage Requirements.

Links to State Laws

California
Colorado
Maryland
Minnesota
Washington

⚠ 100% Compostable: Requires Release of Liability

BPI strongly advises against the use of the phrase "100% Compostable" or similar phrasing in product and packaging artwork. BPI offers a "Commercial Only" certification program, and such phrases could lead consumers to believe that the certified product is compostable in 100% of situations, including backyard/home, and is accepted in all curbside organics programs. These phrases are in direct conflict with the required FTC qualifier language. Additionally, compostability certification is determined by whether or not a product or package meets ASTM standards, and those standards don't provide for degrees of compostability.

The BPI License Agreement releases BPI of liability should legal action be taken against a licensee that chooses to use this language.

BPI CERTIFICATION MARK:
REQUIRED DISPLAY ON PRODUCTS AND PACKAGING

The BPI License Agreement requires that all BPI-certified products (e.g., bags, cups, cutlery wrappers, forks, pouches) and their consumer-facing and market-facing packaging display the BPI Certification Mark. Certified items classified as Resins and Components in BPI's online product catalog are exempt from these requirements. Certain product categories are also exempt from these requirements due to concerns regarding contamination risk, spatial constraints, and/or technical considerations. Learn more about exemptions on the Certification Mark Use Exemptions page on the BPI website. The following pages illustrate what products and packaging might look like that comply with BPI's labeling requirements.
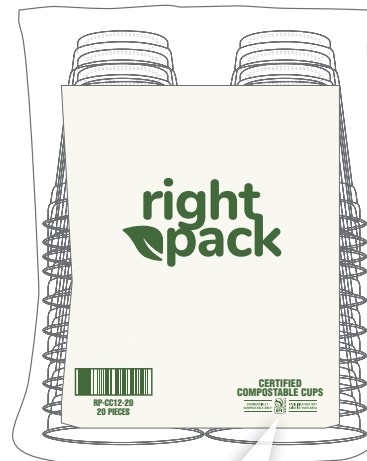
On Certified Product	On Consumer-Facing Packaging	On Market-Facing Packaging
EXAMPLE	EXAMPLE	EXAMPLE

right pack
COMPOSTABLE
COMMERCIALLY COMPOSTABLE ONLY | FACILITIES MAY NOT EXIST IN YOUR AREA

COMMERCIALLY COMPOSTABLE ONLY | BPI COMPOSTABLE | FACILITIES MAY NOT EXIST IN YOUR AREA

right pack
RP-CC12-20 20 PIECES
CERTIFIED COMPOSTABLE CUPS

CERTIFIED COMPOSTABLE CUPS
COMMERCIALLY COMPOSTABLE ONLY | BPI COMPOSTABLE | FACILITIES MAY NOT EXIST IN YOUR AREA

RP-CC12-1000
12 OZ COLD CUPS COMPOSTABLE

right pack
RP-CC12-1000 1000 PIECES 30 LBS

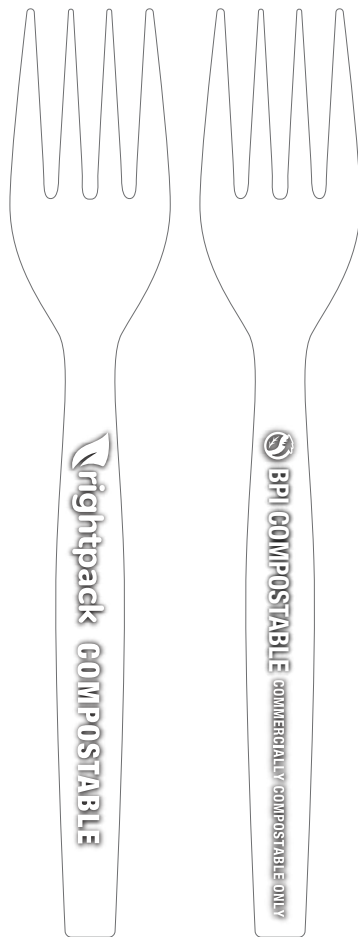BPI COMPOSTABLE | COMMERCIALLY COMPOSTABLE ONLY, FACILITIES MAY NOT EXIST IN YOUR AREA, CERT #0000000

EXAMPLES: CERTIFIED PRODUCTS

EXAMPLES: CERTIFIED PRODUCTS WITH LIMITED MARKING AREAS

EXAMPLES: INDIVIDUALLY-WRAPPED CERTIFIED PRODUCTS

EXAMPLES: CONSUMER-FACING PACKAGING
RETAIL PACKAGING, VISIBLE AT THE POINT OF PURCHASE

EXAMPLES: MARKET-FACING PACKAGING
VISIBLE ON THE SHIPPING CARTON/CONTAINER

ELIGIBILITY REQUIREMENTS

In addition to the core requirements that products must meet during the application process in order to be eligible for BPI Certification, there are additional artwork requirements that can make a product ineligible if they aren't met. (Learn more on the Eligibility Page on the BPI website.)

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.
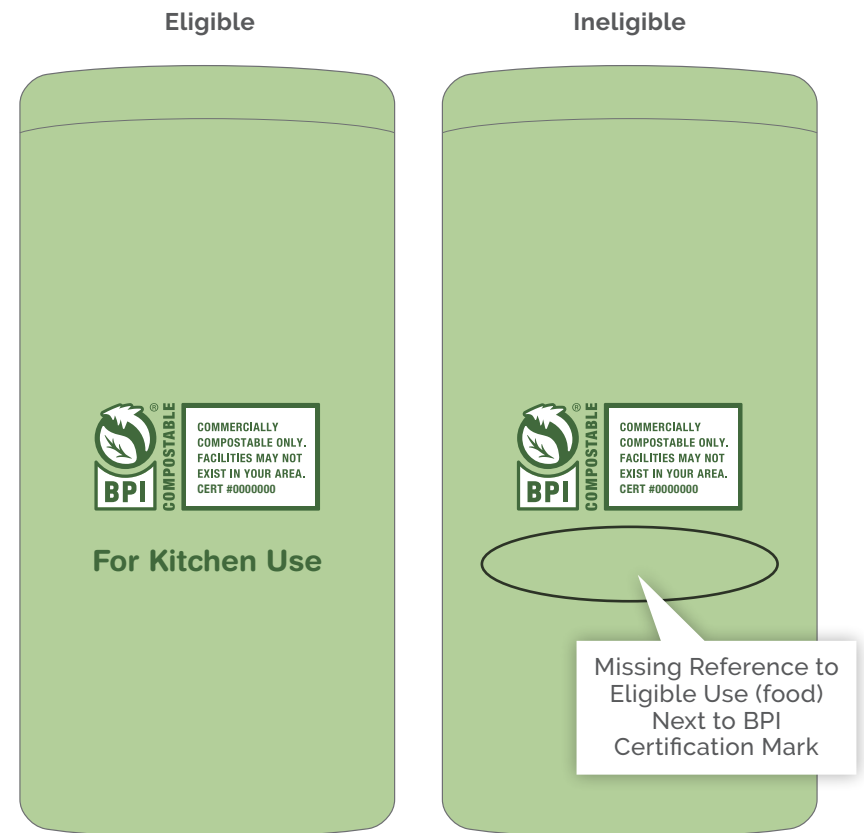
Eligible

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 an eligible (food) use be called out alongside "compostable" claims and the BPI Certification Mark. Learn more about BPI's Wipes Policy on the Eligibility page on the BPI website.

FRONT EXAMPLE

BACK EXAMPLE

Eligible

Ineligible

Eligible

Ineligible

right pack

**COMPOSTABLE
Cleaning Wipes**

For Kitchen Use

right pack

**COMPOSTABLE
Cleaning Wipes**

For Kitchen
~~Bathroom & Auto~~

BPI COMPOSTABLE ®

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

For Kitchen Use

BPI COMPOSTABLE ®

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

Missing Reference to Eligible Use (food) Next to BPI Certification Mark

ELIGIBILITY: PET WASTE PRODUCTS

BPI has specific eligibility requirements for Pet Waste Products and their packaging. They 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". The US lock-up version of the BPI Certification Mark can't appear on any BPI-certified pet waste products or packaging. Learn more about BPI's Pet Waste Policy on the Eligibility page on the BPI website.

EXAMPLES

Eligible

Ineligible

Eligible

Ineligible

Missing "For Use In Canada Only"

Cannot Use US Lock-Up

BPI