



VeraSolSM

Co-Branding Policy

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It is common for off-grid lighting companies and manufacturers to offer the same product branded by different companies. Recognizing this fact, VeraSol does not require completely independent testing of the same product for each company, but instead offers the following options for companies to list a co-branded product on VeraSol's product database. For convenience, in this memo we will refer to the company/ brand that originally submitted a product for testing as "Company A" and the company/ brand who will co-brand the product as "Company B." It is, of course, possible to have more than two companies branding one product.

There are **TWO OPTIONS** for two or more companies to brand the same product. In both cases, each brand receives its own listing on VeraSol's product database, including a VeraSol certificate and Standardized Specification Sheet. Under Option 1, Company B's listing references Company A's test results. Under Option 2, Company B has its product fully tested using the Quality Test Method (QTM) and does not reference Company A's test results. Each option is described in more detail below.

OPTION 1: Company B references test results from Company A

VeraSol requires:

- Payment of a co-branding fee to for each additional product or product family that will be co-branded
- The signing of a three-party co-branding agreement between CLASP, Company A, and Company B. Example of items included in this agreement are:
 - Confirmation from both parties that the only difference between the products is the brand name (i.e. the products sold under different brand names are technically identical except for the branding).
 - Acknowledgement that if the product meets the Quality Standards, it may be subject to [Market Check Testing](#) at any time. Market Check Testing may be conducted on any brand of the product and any product in a product family. Furthermore, if any brand of the product fails the Market Check Test, all brands may subsequently lose quality certification and will be removed from the VeraSol product database.

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- Acknowledgement that in the event that Company A requests that the applicable Product(s) be re-tested and that any such test is allowed by the QA program: (i) Company A must pay the program fee for such Product that is re-tested and remain responsible for any fees or expenses payable to the Testing Laboratory relating to such re-testing; (ii) Company A must inform Company B that the applicable Product(s) will be retested; (iii) Both parties will need to resubmit an official document to confirm that the products remain technically identical; and (iv) Company B will resubmit their consumer facing documentation and photos of the product for review.
- Acknowledgement that the co-branding agreement expires when the results of Company A's product expires unless a party to this Agreement provides written notice of termination to the other parties at least thirty (30) days prior to the expiration of the initial term of this agreement. If there is no written notice of termination and Company A's product's test results are renewed, then Company A and B may opt to renew this co-branding agreement for an additional two years. Company A and B must inform VeraSol of their plans for renewal and sign a new co-branding agreement prior to the product's expiration date. If a renewal co-branding agreement is not signed before the product's expiration date, it will be removed from the VeraSol Product Database. See the [Policy for Renewing Test Results](#) for detailed information the renewal process. VeraSol will charge a fee for renewing the co- branding at the time of renewal.
- Acknowledgement that upon termination of this co-branding agreement, only products that have undergone complete independent testing will retain program support. After termination, Company B is expected to remove all references to the Program's trademarks, and VeraSol will remove Company B's brand from all public-facing materials.
- Acknowledgement that the Specification Sheet and VeraSol certificate of the co-branded product(s) will refer to the test results of Company A's product.
- Information regarding the party/ brand including:
 - A copy of their business license
 - Contact person name
 - Contact person position (job title)
 - Physical address of company headquarters
 - Phone
 - Fax
 - Email
 - Company website and website where the product is listed (if different)

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- Product name
 - Product model number
 - Product warranty duration and terms
 - High-resolution and multiple angle photos of the product from each company
 - A digital version and photos of copies of Company B's packaging and user manual, which must meet the relevant quality standards (either Lighting Global Quality Standards or IEC TS 62257-9-8) for truth in advertising, performance reporting, and consumer information
 - The company name(s) each company wants included in the product(s) listings on the website
- Optional: Permission from Company A for Company B to access a copy of the original report to provide to PVoC and other customs/program officials in certain markets.

OPTION 2: Company B does not reference test results from Company A

If Company A does not agree to the requirements from Option 1, VeraSol requires the following items:

- Company B must obtain and submit evidence that it received permission from Company A to re-brand the product. *[All products submitted for testing through VeraSol are subject to the [VeraSol Program Rules](#).]*
- Company B must have its product fully tested with the QTM method to obtain a separate listing, and therefore must sign a standard VeraSol CLASP Product Certification Agreement.
- The product branded by Company B will be subject to [Market Check Testing](#), but the Market Check Test results of Company A's product will not impact the status of Company B's product and vice versa.

About VeraSol

An evolution of Lighting Global Quality Assurance, the VeraSol program supports high-performing, durable off-grid products that expand access to modern energy services. VeraSol builds upon the strong foundation for quality assurance laid by the World Bank Group and expands its services to encompass off-grid appliances, productive use equipment, and component-based solar home systems. Like Lighting Global Quality Assurance, the VeraSol program is managed by CLASP in collaboration with the Schatz Energy Research Center at Humboldt State University. Foundational support is provided by the World Bank Group's Lighting Global program, UKaid, IKEA Foundation, Good Energies Foundation, and others.

Please visit VeraSol.org for more information.