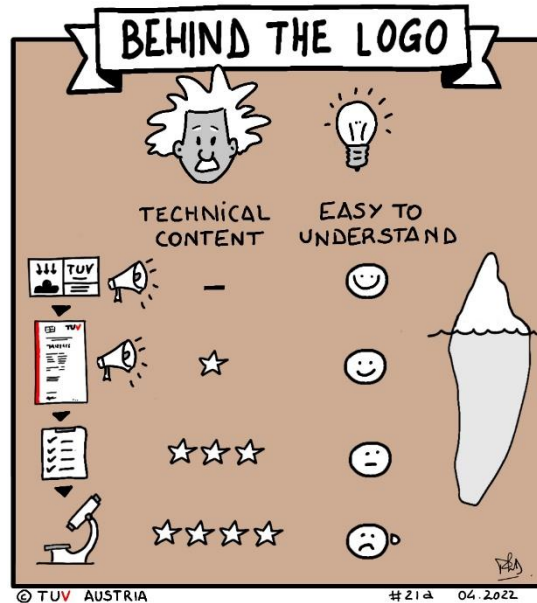


21 – behind the logo



The logo is only the visible part of the iceberg and the result of a long assessment process.

The **logo**, which is simple to understand and without any technical content, can only be used on a product if it is officially certified.

This certification is always supported by a **certificate**, usually intended for commercial relations between companies, which is also easy to understand but with a slightly more detailed technical content, such as the reference standards, the precise description of the certified product or the assessment and monitoring method applied. The certificate can be published by its holder as it does not include any confidential information.

This certificate is the result of a rigorous assessment, all the elements of which are included in an **assessment report** with detailed technical content. This report is generally not published by the holder because it contains a very detailed description of the product evaluated, including its composition.

Finally, this report is itself based on other assessments and **test reports** with highly specialised technical content, which often makes it indigestible and reserved for experts. Again, this report is generally not public.

Traceability of compliance is ensured by an unbroken chain of links and references from the logo to the underlying test reports.

Our task, as an **independent certifier**, is therefore to validate and translate complex technical content into a message that is easy for citizens to understand, without disclosing the confidential information in our possession.