

LABELS & CLAIMS GUIDE

The reference for System Partner companies
using the bluepass certification mark.

This is Version 2.0 of the bluepass Labels & Claims Guide. It supersedes Version 1.0 (April 2026) and the previous bluesign® PRODUCT and bluesign® APPROVED Label Usage Guidelines (2025). It is the current reference for System Partner companies using the bluepass certification mark.

Version 2.0 reflects partner feedback gathered since launch. It adds clearer guidance on label format options, ingredient labelling, channel-specific communication, and the written terms partners can use to describe bluepass. Where Version 2.0 differs from earlier versions, Version 2.0 applies.

This guide is evergreen. It explains what bluepass is and how to use the marks and claims. It does not contain dates or deadlines. For time-sensitive transition guidance, including current compliance deadlines and what to do with existing label stock, refer to the bluepass Transition Guideline, available alongside this document.

How to use this guide

Each part stands on its own.

- Part 1 explains what bluepass is and why it exists.
- Part 2 covers the label itself: its structure, the three marks, and the two label formats.
- Part 3 explains the verification page that the QR code and digital link lead to.
- Part 4 is the practical reference: how to use the marks and claims across channels, the written terms partners can and cannot use, ingredient and care label guidance, and a quick-reference table.
- Part 5 is terminology.
- Part 6 covers production file formats.

A note on language

This guide is written as recommendations. Under regulations such as the EU rules on environmental claims, the responsibility for a compliant claim sits with the company placing the product on the market. bluesign's role is to advise and support. We recommend the approaches in this guide because, in our experience, they keep claims clear, consistent, and well substantiated.

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OVERVIEW

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01

bluepass is the certification mark from bluesign. It identifies products, articles, and chemical products whose production processes meet bluesign Criteria.

bluepass replaces the previous bluesign® PRODUCT and bluesign® APPROVED designations.

The bluepass mark tells consumers, buyers, and supply chain partners that the materials in a product have been traced back to production processes assessed in person by bluesign experts, across six areas of responsibility.

bluepass is the same certification as before. The same process, the same on-site assessment, the same bluesign Criteria. The certification behind the mark has not changed. What has changed is the mark itself and the claim language. Two developments made that change necessary.

Trademark regulation: the scheme owner and the mark must be separate

Under trademark regulation that applies to certification schemes, the name of the certification mark on a product cannot be the same as the name of the organisation that owns and manages the scheme. bluesign is the scheme owner. The certification mark therefore needs its own distinct name. That mark is bluepass. This is the core reason bluesign® PRODUCT and bluesign® APPROVED could not simply continue: they carried the organisation's name. bluepass was registered as the new certification mark of the bluesign System and approved for Europe in 2026.

Clearer expectations for substantiated claims

The regulatory environment for sustainability claims has become clearer and stricter. Claims made on consumer-facing products increasingly need to be substantiated with accessible evidence. bluepass is built for this. The mark, the approved claim text, and a QR code or digital link to a bluesign-controlled verification page work together to give partners a claim that is clear, consistent, and substantiated.

In short

Scheme owner: bluesign. The organisation that owns and manages the certification scheme.

Certification mark: bluepass. The mark that appears on certified products, articles, and chemical products. Keeping the two names separate is a trademark requirement, and it makes clear to consumers and regulators that an independent scheme stands behind the mark.

bluesign performs process certification and issues three mark types. Each has its own claim language and audience. Part 2 covers each one in detail.

Mark	Where it can be used	Audience
bluepass Consumer Product	On finished products whose production processes meet bluesign Criteria.	End consumer
bluepass Article	On intermediate articles (fabrics, accessories, trims), and on finished products to indicate that certification applies to a specific component, whose production processes meet bluesign Criteria.	Manufacturers, brands, sourcing teams, converters, and consumers
bluepass Chemical Product	On chemical products, and on finished products to indicate that certification applies to a specific component, produced through processes that meet bluesign Criteria.	Chemical suppliers, manufacturers, and consumers

Articles and Consumer Products are listed on the bluesign Guide (bluesignguide.com).
Chemical products are listed on the bluesign Finder (bluesignfinder.com).

THE LABEL

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02

Every bluepass label is built from the same three elements:

1. **bluepass mark** — for example, bluepass consumer product.
2. **Text claim** — one approved sentence, defined for each mark in 2.2 to 2.4.
3. **QR code** — links to the bluesign-controlled verification page (Part 3).

The label also carries the line “Certified by bluesign technologies ag,” placed below the claim to make clear it refers to the certification body, not to the product itself.

A certification ID number is no longer shown on the label.

Earlier guidance included an editable ID number on the label artwork. After re-consulting with legal advisors and an independent assurance and accreditation organisation, bluesign confirmed the ID is not required on the label. The QR code carries the substantiation. Use the most current label artwork files, which do not include the ID layer.

Two label formats

There are two label formats. Both are valid on certified products, articles, and chemical products. Partners choose based on available space, label production cycles, and how much detail they want to show on the product itself. In both cases, the QR code leads to the same verification page, where the full claim is substantiated.

Recommended format	Acceptable format
<p>The bluepass mark, the approved text claim, the QR code, and the “Certified by” line.</p> <p>The most thorough option. The certification scope is communicated directly on the product.</p> 	<p>The bluepass mark and a QR code only, with no text claim.</p> <p>A more flexible option for partners with limited label space. The full claim is substantiated through the QR code when scanned.</p> 

The bluepass consumer product mark appears on finished consumer goods: apparel, denim, home textiles, equipment, and footwear. The claim text is identical across all product categories.

APPROVED CLAIM — CONSUMER PRODUCT

To help reduce adverse impact on people and the planet, this product was made with materials produced through processes that meet bluesign Criteria for product stewardship, resource productivity, environmental protection, worker and social responsibility, including management system requirements.

Double-sided, for physical hangtags
Full label (Recommended)

One-sided, for stickers and similar applications
Full label (Recommended)

The bluepass mark and a QR code only
(Acceptable)



The bluepass article mark appears on intermediate articles: fabrics, accessories, and trims. It can also appear on a finished product to indicate that certification applies to a specific component. Articles are listed on the bluesign Guide (bluesignguide.com).

APPROVED CLAIM — ARTICLE

To help reduce adverse impact on people and the planet, this article was produced through processes that meet bluesign Criteria for product stewardship, resource productivity, environmental protection, worker and social responsibility, including management system requirements.

Full label
(Recommended)



Full label, without background
(Recommended)



The bluepass mark and a QR code only
(Acceptable)



The bluepass chemical product mark appears on chemical product packaging and in digital documentation. It can also appear on a finished product to indicate that certification applies to a specific component. Chemical products are listed on the bluesign Finder (bluesignfinder.com).

APPROVED CLAIM — CHEMICAL PRODUCT

To help reduce adverse impact on people and the planet, this chemical product was produced through processes that meet bluesign Criteria for product stewardship, resource productivity, environmental protection, worker and social responsibility, including management system requirements.

Full label
(Recommended)

Full label, without background
(Recommended)

The bluepass mark and a QR code only
(Acceptable)



Besides the Full label, there are two alternative formats. Each suits a different situation.

Mark + QR label

The Mark + QR label is the bluepass mark paired with a QR code, without the claim text. It is an Acceptable format on certified products, articles, and chemical products.

It is a flexible option for partners with limited label space, for small labels, or where the full claim does not fit. The claim is still substantiated: the QR code leads to the same verification page as the Full label.



Illustrative example

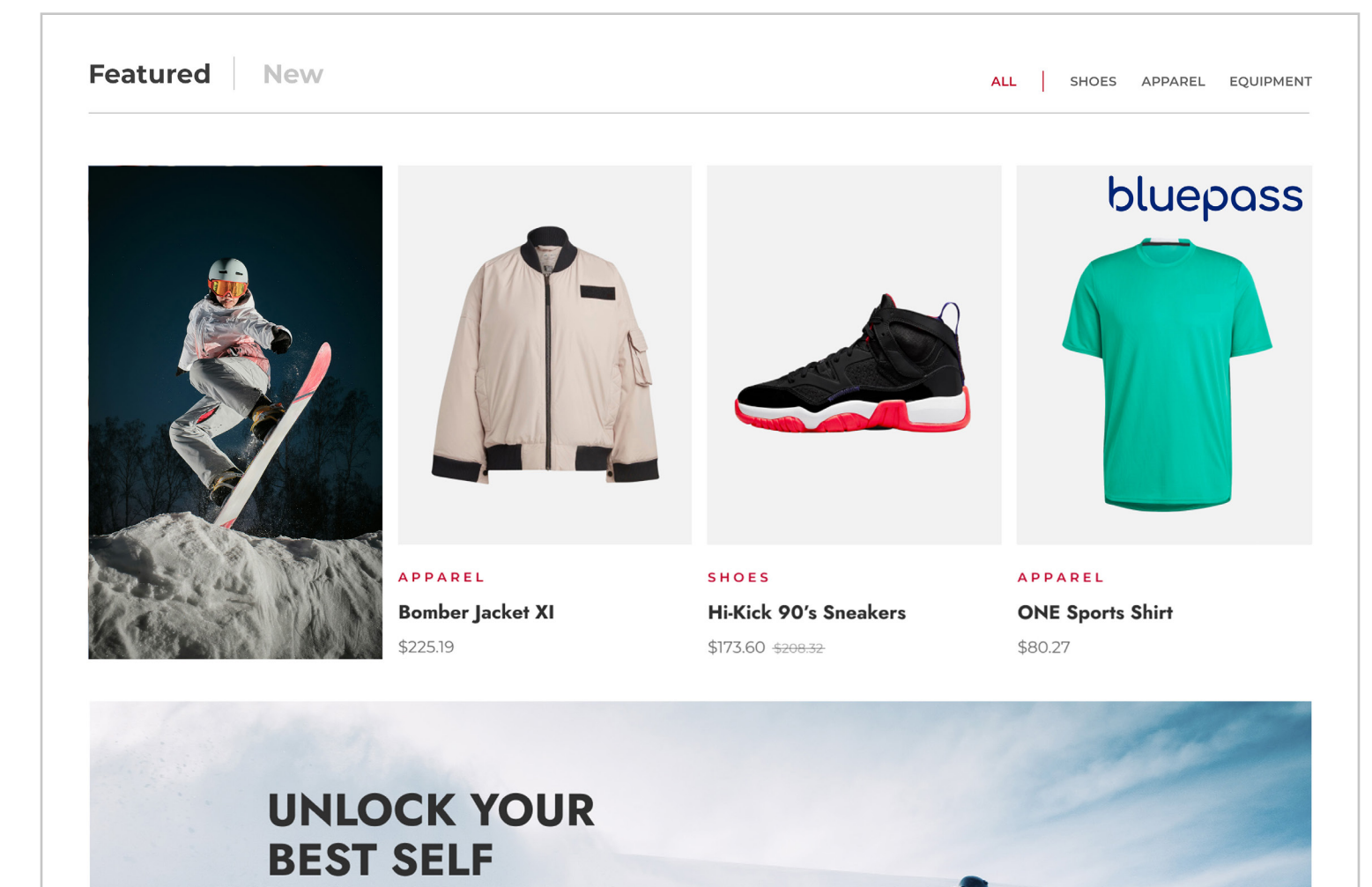
Digital use

In digital settings, the bluepass mark can be used on its own as an active link to the verification page (bluesign.com/verify). The mark stays clickable and leads to the same bluesign-controlled page. This applies to digital screens only, not physical labels.

bluepass



Clickable link



Illustrative example

THE VERIFICATION PAGE

03

When a consumer scans the QR code, or follows the digital link, they arrive at a page controlled by bluesign at bluesign.com/verify. This is where the claim on the label is explained and substantiated. bluesign maintains and updates this page. Partners do not need to build or host anything.

What the page covers

The verification page guides the visitor through:

- Confirmation that they have scanned a bluepass product, with the bluepass mark shown clearly.
- An explanation of what the bluepass mark means and how it relates to the bluesign System.
- A product type selector that routes the visitor to the right information for what they scanned: consumer product, article, or chemical product
- Product-specific certification details, including material thresholds, accessory thresholds, and remaining components.
- An overview of how the bluesign System works: input control, on-site assessment, continuous improvement, and verified data.
- An explanation of what the bluesign assessment covers, across the six areas of responsibility.
- Links to further resources: the bluesign Guide, the bluesign Finder, the bluesign Criteria, and About bluesign.

The verification page is the authoritative, detailed source for what a bluepass claim covers. It is updated continuously by bluesign. The page may evolve based on partner feedback, so the live page, not this guide, is the current reference for its exact content. To preview the page, visit bluesign.com/verify.

One QR code, used across all three product types

There is one bluepass QR code, not a different code per product. When the visitor lands on the verification page, they select the product type they scanned (consumer product, article, or chemical product) and the page routes them to the right information. This single-code approach also supports ingredient labelling, where an article or chemical product mark can appear on a consumer-facing product.

The QR code and the Digital Product Passport

Some partners ask how the bluepass QR code relates to the Digital Product Passport (DPP). The bluepass QR code is the route to the bluesign verification page. How a future DPP QR code will look, and exactly what it must contain, is not yet defined in the industry. bluesign wants to avoid product labels carrying many separate QR codes, and intends to align with DPP requirements as they become clear. The bluepass verification page is built with that future alignment in mind.

USING THE MARKS AND CLAIMS

This part is the practical reference. It opens with a one-page quick-reference table, then sets out the written terms partners can and cannot use, the recommendations for communication, and specific applications such as ingredient claims and care labels.

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This table summarises how the bluepass mark and claims can be used, by audience and by application. Use it as a quick reference. The detail behind it follows in 4.2 to 4.4.

Context	On the label or in visuals	In written text
Consumer-facing Full product Physical label	Recommended: full label (mark, claim, QR). Acceptable: Mark + QR label.	Approved consumer product claim. Short forms also acceptable: bluepass, bluepass certified, bluepass product, bluepass consumer product, bluepass certified consumer product.
Consumer-facing Full product Digital	Recommended: full label. Acceptable: Mark + QR label, or the bluepass mark as an active link to bluesign.com/verify where a QR code is not practical.	Same as physical: the approved consumer product claim, or the short forms above.
Consumer-facing Consumer-facing Component (ingredient) Physical label	Mark + QR label applied to the specific component, or, in spec lists and feature copy, a plain-text material callout with no QR. See 4.2 and 4.4.	[Material or component name] produced through processes that meet bluesign Criteria. Short forms: bluepass material, bluepass certified material, bluepass [material name]. See 4.2.
Consumer-facing Component (ingredient) Digital	Mark + QR label, or the bluepass mark as an active link to bluesign.com/verify where a QR code is not practical.	Same as physical component: the descriptive claim, or the short forms above.
B2B Articles and chemical products Physical label and digital	Recommended: full label. Acceptable: Mark + QR label, or, in digital, the bluepass mark as an active link to bluesign.com/verify .	Approved article or chemical product claim. Short forms also acceptable: bluepass, bluepass certified, bluepass article, bluepass certified article, bluepass chemical product, bluepass certified chemical product.

This section answers the most common partner question: which exact words can we use to refer to bluepass in running text, on a website, in a catalogue, or in e-commerce copy. It covers written text only. For the wording that appears on the label itself, use the approved claims in Part 2.

Whole product, article, or chemical product

When the certification applies to the whole product, article, or chemical product, the following terms are acceptable in written text:

- bluepass
- bluepass certified
- bluepass product, bluepass article, bluepass chemical product
- bluepass consumer product, bluepass certified consumer product
- bluepass certified product, bluepass certified article, bluepass certified chemical product

Use “bluepass certified” if you want to describe the product directly. “bluepass” on its own is the umbrella term; “bluepass consumer product” is the specific mark name. On certification labels, always use the full mark name. In running text, either is acceptable as long as the meaning is clear.

A specific component (ingredient-level)

When the certification applies to a specific component rather than the whole product, identify the component clearly. The recommended form is:

Recommended:

[Material or component name] produced through processes that meet bluesign Criteria. For example: “Shell fabric produced through processes that meet bluesign Criteria.”

The following short forms are also acceptable when the specific component is clearly identified and the claim does not suggest the entire product is certified:

- bluepass material, bluepass certified material
- bluepass [material or component name]

These short forms are the right tool when a product uses certified materials but is not itself a bluepass consumer product. In a product’s spec list or feature copy, a plain-text material callout such as “Main shell: 100% nylon, bluepass material” is acceptable, and no QR code is required in that context. Where the format allows, adding a QR code or a link to bluesign.com/verify makes the claim stronger, and we recommend it. The short form should always sit next to the specific component it refers to, never as a general product attribute.

What not to use

Avoid	Why
“bluesign certified product”	The certification mark is bluepass. Use “bluepass certified” instead.
“bluepass approved”	“Approved” was part of the previous bluesign® APPROVED designation. The equivalent now is “bluepass certified” or the relevant mark name (bluepass article, bluepass chemical product).
“Contains bluepass elements,” “made with bluepass components,” “made with bluepass materials”	Vague claims that do not name the specific component are difficult to substantiate. Name the component instead, for example “Main shell: 100% nylon, bluepass material.” See 4.4.
Absolute language: “guarantees,” “ensures,” “protects,” “zero,” “eco-friendly,” “green,” “climate friendly,” “biodegradable”	Absolute and broad environmental claims are difficult to substantiate and may attract regulatory scrutiny. Use factual language about what the certification covers.

This section brings together the recommendations for using the bluepass mark and claims well, wherever they appear in text, in print, on a website, or in e-commerce. It opens with four principles that explain the thinking, then gives a quick-reference table for day-to-day use.

Four principles

Four principles keep any bluepass communication clear and well substantiated.

01 Process-based.

Claims refer to processes, not to the product itself being certified. bluesign assesses production processes. Example: “Shell fabric produced through processes that meet bluesign Criteria,” or “bluepass shell fabric.”

02 Scope clarity.

Always make clear whether a claim covers the entire product or one specific component. Example: “This jacket is made with shell fabric produced through processes that meet bluesign Criteria.”

03 No overgeneralisation.

Avoid vague or broad environmental claims. They are difficult to substantiate. Avoid: “eco-friendly,” “green,” “climate friendly,” “biodegradable.”

04 Verifiable.

Every claim should be substantiated and accessible. Link the claim, through a QR code or a digital active link, to bluesign.com/verify, where the basis of the claim is explained.

Quick-reference table

The four principles above, applied as specific recommendations across all channels.

We recommend	Why
If you make a text claim, use the approved claim language.	The approved claims are designed to be substantiated and consistent. Different wording may carry compliance risk that bluesign cannot help mitigate. If the approved claim does not fit, use the Mark + QR label.
Use “meet bluesign Criteria” on product labels.	This is the approved label language for product, article, and chemical claims.
Use “bluepass certified” if you want to describe the product directly.	“bluepass certified product” and “bluepass certified material” are acceptable. The certification mark is bluepass, so avoid “bluesign certified product.”
Avoid absolute claims such as “guarantees,” “ensures,” or “protects.”	Absolute claims are difficult to substantiate and may attract regulatory scrutiny. Use factual language about what the certification covers (principle 03).
Point people to bluesign.com/verify rather than republishing the detailed certification scope yourself.	The verification page is the authoritative source and is kept current by bluesign. Replicating the detail in other channels risks it going out of date.
Keep the QR code linked to bluesign.com/verify, or to a destination reviewed with bluesign.	The bluesign-controlled page is the most straightforward way to substantiate the claim (principle 04). Partners with their own QR infrastructure are welcome to discuss the destination content with bluesign before going live.
Contact bluesign before translating a text claim.	bluesign does not currently provide approved translated versions of the text claims. Partners who need a translation should contact info@bluesign.com so the wording can be reviewed together.

Some channels need particular care. The principle behind all of them is the same: a claim should be consistent with both the level of certification (component or whole product) and the channel it appears in.

	Component (ingredient) claim	Whole-product claim
Care label (permanent)	Not recommended	Recommended
Hangtag / physical label	Acceptable	Recommended
Website / marketing	Acceptable	Recommended
B2B / technical docs	Acceptable	Recommended

Who can make a bluepass claim

A bluepass claim rests on a certification that bluesign has issued. The company making the claim is responsible for confirming that the certification is genuine and current, and that the claim matches what was certified.

- **Whole-product claims** are for products that meet the bluepass consumer product certification thresholds. A product that does not meet those thresholds cannot carry the bluepass consumer product mark or claim.
- **Ingredient-level claims on consumer products** can be made by System Partner brands using certified articles or chemical products, and by manufacturers and chemical suppliers for the components they certify. Manufacturers and chemical suppliers need to prepare the label or hangtag for their certified component and provide it to the brand. They also need to authorise brands to use their bluesign Guide IDs to declare those components in the brand's own communication. The brand making an ingredient-level claim is then responsible for verifying that the article is in fact certified, using the article's bluesign Guide ID.

Ingredient-level claims

An ingredient-level claim is a claim about a specific material or component within a product, for example a fabric, lining, trim, or accessory. It is acceptable when it is clear, specific, and does not suggest that the entire product is certified.

Acceptable ingredient-level claims are made by System Partner brands declaring a bluepass material or chemical product for a specific, clearly identified component, or by System Partner manufacturers or chemical suppliers delivering hangtags that carry the same kind of claim for a specific, clearly identified relevant component.

We recommend partners avoid vague claims that do not identify the specific component, such as “contains bluepass elements,” “made with bluepass components,” or “made with bluepass materials,” since these are difficult to substantiate.

System Partners shall contact bluesign for further guidance.

Examples

A brand using a bluepass-certified shell material may state “Shell fabric produced through processes that meet bluesign Criteria,” or “bluepass shell fabric,” or “bluepass-certified shell fabric.” The brand cannot state that the jacket itself is bluepass certified unless every component meets the certification thresholds.

A manufacturer selling bluepass-certified materials may state “bluepass laminate.” on his own consumer facing communication. e.g. hangtags for brands

A chemical supplier providing a specific chemical product creating a relevant performance may state “bluepass fluorinefree water repellent” on his own consumer facing communication . E.g. hangtags for brands

A product that contains one certified fabric but does not meet bluepass consumer product thresholds cannot carry the bluepass consumer product mark. It can still describe the certified component, for example “made with shell fabric produced through processes that meet bluesign Criteria.”

Material callouts in spec lists and feature copy

Many products use bluepass-certified materials without meeting the thresholds for the bluepass consumer product mark. A common and important case is the product specification list or feature copy, where a brand lists a product's materials and components. Here, a plain-text material callout is acceptable, and no QR code is required.

Recommended approach for spec lists

Acceptable: "Main shell: 100% nylon, bluepass material." The short form sits directly next to the specific component. No bluesign QR code is required in this context.

Stronger where space allows: the same callout with a QR code or a link to bluesign.com/verify. We recommend this where the format allows, since it gives the reader a substantiation path.

Avoid: "contains bluepass materials" or "made with bluepass components" as a general product attribute, with no specific component named.

The principle is specificity. "bluepass material" works when it names the exact component it applies to. It does not work as a vague, whole-product attribute. This keeps the claim accurate even without a QR code, because the reader can see precisely what is certified.

Care and woven labels

Care and woven labels are permanent product labels carrying care instructions, fibre composition, and other regulatory information. We recommend that only whole-product marks appear on care and woven labels, since these labels are read by consumers and regulators as referring to the entire product. We recommend partners avoid ingredient-level claims on care and woven labels: the permanent format and small size make it harder to communicate the scope of certification accurately.

Both label formats work on care and woven labels:

- **Recommended:** bluepass mark, approved text claim, and QR code.
- **Acceptable:** bluepass mark and QR code only. Often the more practical choice on a care and woven labels, while still giving full access to the substantiation through the QR code.

Product variants

Product variants are differences within the same product model: colourways, material combinations, sizes, or seasonal versions. We recommend that certification claims stay consistent across all variants. If certification status or material composition differs between variants, we advise against ingredient-level communication, as it can mislead consumers about which variants are certified. A whole-product mark should only be applied where the certification criteria are met for each individual variant.

Websites, e-commerce, and marketing

This covers websites, e-commerce, catalogues, and other product-related marketing materials. We recommend that all product-related communication aligns with the certification text claim used on the label. Marketing materials should not introduce additional or more specific claims than those defined in this guide, since marketing materials remain subject to general consumer protection and misleading advertising laws. Alignment with the label claim helps ensure consistency and avoids consumer misunderstanding.

In digital channels, the claim can be substantiated in the way that fits the format. A QR code, the bluepass mark as an active link to bluesign.com/verify, or a visible link to the verification page all work. A pop-up or expandable panel that shows the approved claim when a shopper selects the bluepass mark is a common and effective pattern on product pages.

System Partner communication

This guide covers the bluepass certification mark and the claims that go with certified products, articles, and chemical products. It does not cover bluesign System Partner communication, which describes a company's partnership with bluesign rather than a certified product. System Partner communication is not affected by the move to bluepass, and the existing bluesign System Partner logo and guidance remain valid. Dedicated guidance for System Partner communication is provided separately.

TERMINOLOGY

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Term	Definition
bluepass consumer product	Certification mark for processes that result in finished consumer goods (apparel, denim, home textiles, equipment, footwear).
bluepass article	Certification mark for processes that result in intermediate articles (fabrics, accessories, trims). Listed on the bluesign Guide (bluesignguide.com).
bluepass chemical product	Certification mark for chemical products produced through processes that meet bluesign Criteria. Listed on the bluesign Finder (bluesignfinder.com).
bluepass product	A general term for any product, article, or chemical product carrying a bluepass certification mark. In consumer-facing contexts, such as the verification page, “bluepass product” usually refers to a finished consumer product.
Scheme owner	The organisation that owns and manages the certification scheme. bluesign is the scheme owner. The scheme owner name is kept separate from the certification mark name (bluepass), as trademark regulation requires.
Certification mark	The mark that appears on certified products, articles, and chemical products. The bluepass mark is the certification mark of the bluesign System.
bluesign Criteria	The published requirements against which processes are assessed.
bluesign Finder	The sourcing database for approved chemical products (bluesignfinder.com).

Term	Definition
bluesign Guide	The sourcing database for bluepass articles: fabrics, accessories, and trims (bluesignguide.com).
Processes	Production processes applied in a facility. bluesign assesses processes, not facilities as entities, and not products or management systems.
bluesign System Partner	A company (brand, manufacturer, or chemical supplier) participating in the bluesign System.
Qualified supplier	A supplier meeting the minimum requirements for remaining components. Must meet the brand's restricted substances list.
Restricted substances	Chemicals that are limited or banned in the final product, to help protect consumers and workers.
bluesign® PRODUCT, bluesign® APPROVED	The previous certification designations, replaced by bluepass. Included here as historical context. Existing products carrying these marks remain valid; partners are transitioning to bluepass.

PRODUCTION FILE FORMATS



bluesign provides the bluepass mark artwork and label templates. System Partner companies produce the physical labels using these assets. This part explains the file formats provided.

Colour modes

Use	Choose the file marked
Four-colour printing	CMYK
Pantone print on coated paper	Pantone Coated
Pantone print on uncoated paper	Pantone Uncoated
Digital use only	RGB

Print file structure

Files intended for print contain two layers:

- **Print — Do not Edit.** The elements on this layer must not be modified.
- **Cut.** Contains the cutting path.

Label dimensions

Full label: The printed labels are 70 mm in diameter.

Mark + QR label: The minimum width of the label is 16 mm (minimum size of the QR code is 10 mm).

Digital file structure

Files intended for digital use contain a single layer:

- **Do not Edit.** The elements on this layer must not be modified.

All production files are available at bluesign.com/partner-resources

Both the recommended label and the Mark + QR label are provided as production files, so partners have artwork for both formats. The bluepass mark artwork must not be altered in any version.

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