Guideline on Certification Mark for Self-Labelling (SL) of Certified Communication Products in Malaysia

Version 2

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This document is issued as a source of information to interested parties and the general public. The information in this document is intended as a guide only.

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1. **OBJECTIVE**

Certification mark indicates a product has been certified by appointed Certifying Agency (SIRIM QAS International) as meeting MCMC Technical Codes (TC) that applies to that product. The certification mark shall be associated with unique ID either for Certificate Holder or Principal, issued by SIRIM QAS International and it shall be used according to this guideline ONLY. There are requirements for certification mark including durability, legibility, positioning and font and symbol size.

2. **SCALE AND VISIBILITY**

   i. The certification mark shall be legible and visible to the unaided eye. The size of the Certification Mark may be reduced or enlarged proportionately as required but shall be no smaller than 8 millimeters in height by 8 millimeters in width (8 mm x 8 mm).

   ii. The certification mark must use either one of the optional colours (black, reverse white and grey), provided that visibility is assured through either contrast with the background colour or marking in relief (for example, moulding or engraving or embossing).

   iii. Where the unique ID for Certificate Holder or Common ID for Principal/Manufacturer are used, the font must be visible.

3. **PLACEMENT**

   3.1 The Certificate Holder shall apply the Certification Mark ONLY to products that are:

      i. Specifically listed on the Certificate of Conformity (CoC);

      ii. Complied to the Technical Codes/Standards and certification requirements including relevant regulatory provisions.

   3.2 The Certification Mark shall be used in full and shall comprise the following:

      i. The logo design

      ii. The word "MCMC"

      iii. Unique ID ie Common ID (CID) or Certificate Holder ID (HID)

   3.3 The Certification Mark shall be directly applied to each product except where the physical characteristics of the products do not permit, in which the case, the Certification Mark may be applied to the smallest packaging unit or warranty card. A proposal shall be submitted prior to usage.

   3.4 Certificate Holder has the choice of either applying a certification mark to the surface of the product, namely surface labeling or in electronic form, namely electronic labelling if the product incorporated with built-in electronic display and supported by firmware or operating system (OS) which can be displayed, stored and retrieved from the product.
3.5 Surface labelling—the certification mark should be a permanent feature placed on the product. It must be applied to a surface of the product that is readily accessible to the user. The certification mark should be durable and applied by any suitable means including printing, painting, moulding, etching, engraving or embossing.

3.6 If it is not practical to apply a certification mark to the external surface of the product or it is not displayed using the built-in electronic display, it must be applied to the following items associated with the product:

i. The external surface of the packaging used for the product
ii. The documentation (operating instructions, warranty or guarantee certificates) that accompanies the product when it is supplied to the consumer and readily available database.

3.7 If a certification mark has to be applied to the external surface of the packaging used for a product, it must:

i. Be clearly visible
ii. Occupy an area that is greater than one per cent of that external surface.

3.8 Electronic labelling—the supplier of a product that has a built-in display has the option of displaying the certification mark electronically on the built-in display rather than on the surface of the product. Electronic labelling is only an option if the product has a built-in display. Displays that connect to the product, but are external to the product, are not built-in. Certificate Holder that choose to use electronic labelling are required to indicate/state in the documentation that accompanies the product how the electronic label can be viewed or retrieved.

3.9 The Certification Mark shall be applied in such manner that is NOT transferable from one product to another.

3.10 The usage of the Certification Mark on the products may not be used to imply a relationship such as partnership with either MCMC or SIRIM QAS International

3.11 The Certificate Holder shall not reference the intent to submit a product for certification or the expectation that the product may be certified in the future. For example, a Licensee shall not state "Approval by SIRIM QAS International is pending" or "Approval by SIRIM QAS International applied for".

3.12 Certification mark shall not be preceded or followed by a qualifier that indicates a degree of certification or acceptability. For example, "exceeds" "first" or "only" shall not be used to qualify any Certification Mark.

3.13 Only original artwork of the Certification Mark shall be used. The certification marks shall not be altered in any way other than to resize the artwork proportionately. Unacceptable uses of the Certification Mark include, but are not limited to, adding/deleting wording or artwork, reducing the artwork to an illegible size, or distortion.
3.14 In addition, the certification mark may be placed on promotional material associated with the product. Certification marks shall be used ONLY on advertising material, article, catalogs, manuals, booklets, mill certificate, signage and news releases. Use of certification mark on such promotional material is not a substitute for use of the complete Certification Mark on SIRIM QAS International certified products and/or product packaging.

3.15 No certification mark or aspect thereof shall be incorporated as part of business name, business stationery, Internet domain name, or brand name/trademark for products/product lines. This includes both designs aspects and words aspects.

3.16 If the Certificate Holder chooses to use the Certification Mark in the promotional material, it shall be in accordance with clause 3.2.

4. **EFFECT ON MISUSE OF THE CERTIFICATION MARK**

4.1 Any act such as addition and/or omission by Certificate Holder with or without intention that has breach the term and guidelines provided herein shall be considered as an act of misuse the certification mark.

4.2 SIRIM QAS International shall have the right to make an investigation including providing support to enforcenent body to raid the premises related to the product without giving notice to the Certificate Holder once SIRIM QAS International received such complaint.

4.3 SIRIM QAS International shall have the right to terminate the Certificate Holder and the agreement with the Certificate Holder if it is shown there are evidences of misuse of the certification mark.

4.4 SIRIM QAS International shall have the right to claim from the Certificate Holder for any lost and cost incurred that SIRIM QAS International has to suffer as a result of the misuse including legal proceedings and public notification cost.

4.5 SIRIM QAS International shall have the right to make a claim through court jurisdiction if the remedy provided by arbitration is not sufficient to cover the loss and cost suffered by SIRIM QAS International due to the misuse.

4.6 The Certificate Holder shall inform the public through media that they had misused the certification mark and to recall the product.
Appendix 1

New Certification Mark or Label to be used under Self Labelling Program (SLP)

The MCMC Label comprises two elements, the logo symbol and logotype. The logo symbol consists of a black triangle line which is derived from MCMC corporate logo.

For general/standard usage, the label should be printed or produced on a white background or base, i.e. in rich black version. In the event the label needs to be printed or produced on a background or base that jeopardises its visual/appearance, reverse white or 30% black version may be used.