

Guidelines for Seal Usage

This overview summarises the key rules from our General Terms and Conditions (GTC). It is provided for guidance only and does not replace the full GTC, available at pruefmagazin.de/agb. **Important:** compliance with these rules is contractually binding and protects you from warnings and legal action by competitors, testing institutes or consumer protection associations (German Unfair Competition Act §5/§5a).

(1) When a seal is issued

The test seal is issued if your product reaches at least 75 per cent in the evaluation (225 of 300 points). If the threshold is not reached, the product counts as tested and receives a test report, but no seal.

(2) Licence term

The licence runs for one year and renews automatically unless terminated in text form at least 14 days before expiry.

(3) Permitted use

Startup and Business: your own website, online marketplace listings, product packaging, print materials.

Global: additionally paid advertising (search engine and marketplace ads, social media, influencers).

(4) Keep the source identifiable

Always use the seal in full and unaltered. The licence number and the reference to the test report must remain legible and readily accessible — they lead any viewer to the full result. This is the legal basis for advertising with a test result.

(5) Not permitted

Editing or altering the seal (shape, colour, content, language).

Covering or removing seal components, in particular the licence number and the reference to the test report.

Use for untested products, and any misleading presentation of the result.

(6) Product variants and product changes

The seal applies to the tested product. Variants that differ solely in colour or packaging design are covered, provided material, construction and function remain unchanged. Where changes affect the properties of the product, a new test is required.

(7) End of the licence

After the contract ends, the seal must be removed without delay from all websites, marketing materials and packaging. The same applies if you withdraw the publication of your test report — once the report is offline, the source underpinning the seal ceases to exist.

(8) Questions about usage

If you are unsure whether an intended use is permitted, please ask us in advance: info@pruefmagazin.de