



A Guide to the Proper Use of the KCJ Kosher Symbol

It is essential that the product name on the label exactly match the product name as it appears on the kosher certificate, and that it conform to the kosher restriction on the certificate, such as "D" or "Dairy," "P" or "Passover," etc.

(Note; the word "Pareve" may be added where applicable, but the letter "P" may only be used to designate Passover certification.) We will request samples of your labels prior to printing, in order to prevent any errors.

Labels for private label customers who have signed Private Label Agreement are also subject to the guidelines described here.

- ▶ **KCJ Certification Mark MUST** bear your unique certificate number and **MUST** be placed near the product name, and should be clearly visible.
- ▶ Product packaging must also display the company name and address.
- ▶ You may enlarge or reduce the **KCJ Certification Mark** proportionally, but it cannot be changed in any other way. The logo on a product should be as large as space will allow, typically above 10 mm wide. Printing of smaller sized **Certification Mark** is allowed in certain circumstances where the physical size of the product packaging is too small to allow for the typical size, but the **Certification Mark** must be clearly legible. In such cases, you can request authorization to use a "small variant" of the logo from your Account Rep.
- ▶ Acceptable colors for **KCJ Certification Mark** include black, blue, red, gold, white, or silver.
- ▶ Printing **KCJ Certification Mark** on an unauthorized sticker or a stamp is a trademark violation. In the event that you need to print a sticker (because of a misprint on the label or because it does not bear the symbol, etc.), the sticker must include the name of the product, the company name and location, and it must be permanently attached to the packaging. Before printing, the sticker **MUST** be approved by our office.

Please consult your Account Rep for the correct version of the symbol to be displayed on your retail or industrial certified product. This will prevent any mistakes and misunderstandings which potentially could lead to consumer confusion, product recalls and the necessity to notify the public.

Understanding the Purpose of KCJ Certification Mark

In today's global economy, where even basic commodities may originate in far-off lands, consumers are increasingly looking to trusted, independent authorities to inspect and approve the food and beverage products they feed their families. Transparency and compliance is their number one priority.

The Kosher symbol provides that assurance and is uniquely poised to help companies focus on their target markets.

The symbol is globally recognized as the highest standard of quality for Kosher foods.

The Certification Mark on the product label means:

- ▶ An independent third party agency guarantees the highest regulatory standards.
- ▶ All ingredients were examined and approved by rigorous independent inspectors.
- ▶ Production facilities are under continuous compliance inspection .
- ▶ All supervision is securely monitored digitally to minimize any errors.

IMPORTANT NOTICE

The **KCJ Certification Mark** may **ONLY** be used **AFTER** a certification contract has been fully executed, payment has been received and a kosher certificate has been issued for the product.

If your complete product line is not KCJ-certified (i.e. some products are not kosher or are certified by another agency), marketing verbiage must clearly convey this fact.

Example: Only products bearing the **KCJ Certification Mark** on their labels are KCJ-certified."

Only companies whose entire product line is **KCJ certified** may use our **Certification Mark** to represent their company's overall kosher status.

