

1.0 Use of Halal Mark

USB CERTIFICATION, hereafter referred to as USB CERTIFICATION, grants the right to use the USB CERTIFICATION Halal Mark on the certified products manufactured/traded by the certified clients, hereafter referred to as the licensee, after successfully obtaining the Certificate of Conformity.

The licensee may use the mark for sales promotion of the product. It may be used in advertisements and on stationery together with the mark or the name of the manufacturer or the licensee provided that it is not used in such a manner that USB CERTIFICATION may consider as misleading. The mark shall be used for every piece of the product. It may be also used on the following subject to USB CERTIFICATION approval:

- Principal display panel of the certified products
- Secondary or tertiary packaging whichever is directly visible to the buyer during display
- Company publicity materials such as brochures, company profiles, reports, exhibition materials, flyers, banners, roll-ups etc.
- Corporate electronic media such as in website, internet etc.
- Company vehicles
- Company communication documents such as letterheads, stationeries etc.



1. The mark shall be reproduced exactly the same color and proportion as shown above whenever it is possible.
2. The mark is the exclusive property of USB CERTIFICATION and its correct use is a contractual obligation. Intentional misuse of the mark maybe grounds for actions that may include but not limited to withdrawing the Certificate of Conformity.
3. USB CERTIFICATION shall implement market monitoring for ensuring correct use of the USB CERTIFICATION Halal mark.
4. The licensee shall not use its product certification in such a manner as to bring USB CERTIFICATION into disrepute and not make any statement regarding its product certification that USB CERTIFICATION may consider misleading or unauthorized.
5. The client organizations cannot use any name, logo/mark/symbol or brand name or advertisement or slogan against Islamic values beliefs. This shall be guaranteed in Halal certification agreement.
6. In making reference to its product certification in communication media, a supplier of certified products must comply with USB CERTIFICATION requirements. A supplier may publish that it has been authorized to apply USB CERTIFICATION Halal certification mark to products to which the certification applies. In all cases, the supplier shall take sufficient care of in its publications and advertisements that no confusion arises between certified and non-certified products. If a supplier wishes to publish a test report or evaluation report, the report shall be reproduced in full, unless specific authorization is granted by USB CERTIFICATION to publish part(s) of the report. A supplier

shall not specify function or claim or the like in its use information that could mislead purchasers to believe that performances of the products or its use are covered by the certification when in fact they are not.

7. Instructions or other user information accompanying the product and related to the certification scheme shall be approved by USB CERTIFICATION. Advertisements containing USB CERTIFICATION Halal certification mark or reference to certification shall be approved by USB CERTIFICATION.
8. In case of any doubts regarding the use of the mark, prior written approval shall be obtained from USB CERTIFICATION to prevent misuse and subsequent corrective action.
9. Exclusive identifiers shall be secure, stamped/glued, inaccessible and indelible, and shall not cause any or all of the opening of the package, including the product identifier label and the price tag, to be completely or partially covered by the identifiers.
10. With respect to imported products, it is not possible to use halal marks for products that do not comply with the obligations set forth in OIC/SMIIC standards and other Halal related normative documents. If the manufacturer or exporter has used a suitable marking mechanism with these rules, no further marking shall be required for the import of these products.

The exclusive identifiers shall enable the determination of:

- the date and place of production,
- expiration date,
- allergens,
- the contents,
- product description; (Brand, etc.),
- laboratory test results (if applicable and available),
- certificate authority and certificate number,
- importer,
- the validity of the label,
- label serial number or unique identification number

11. Halal certificate owners who failed to renew their halal certificates will not be allowed to use the halal mark at the premises or on the manufactured halal products/services or inside the grocery shop or supermarkets corridors
12. Companies are allowed to print the color of the mark suitable to its packaging as long as it does not change the original specification of the mark.
13. The Certification mark cannot be used along with Non-Muslim Halaal Certification Bodies Mark.
14. Product using the name and/or having sensory profile of a Haraam product like rum flavour, pork flavour, hot dog, wine, Khamr, whisky, brandy etc. shall not be Halal certified although ingredients used are Halal, and the client having this kind of packaging or labelling shall not use the Halaal mark or logo of USB Pakistan LLP.
15. The halal mark/certificate for certified halal services should be exhibited only at the entrance of the establishment which has been certified.
16. The certificate holder shall not reproduce a halal certificate granted in part and/or in a way that would hinder the legibility, nor shall be tamper with the original copies or photocopies of the halal certificate: he shall not translate the certificate and/or test reports in other languages without the control and consent of the halal certification body.

16.1. Corrective Action for Defective Products or Misuse of Certification Mark

1. USB CERTIFICATION shall require the licensee to implement corrective action according to ISO/IEC Guide 27 after identification of defective products or conclusive misuse of license, certificates and marks. The corrective action could be one or more of the following:

- Notification of parties authorized and responsible for instituting a recall of defective products.
 - Removal of the mark from the defective products, provided such action is done in collaboration. with regulatory authorities who shall ultimately decide whether to accept or reject the products
 - Replacement and scrapping of defective products
 - Reconstruction of the product to comply with the governing certification requirements
 - Issuance of notice to the general public about the hazard from using the product and corresponding action to be taken
2. The corrective measures and period of implementation shall be decided by USB CERTIFICATION depending on the extent of misuse of license, certificate and mark.
 3. When there is conclusive proof, the regulatory authorities shall be notified immediately by USB CERTIFICATION of the misuse of license, certificate and USB CERTIFICATION Halal mark, and the certification shall be put under warning, suspension or withdrawal, where appropriate.
 4. Withdrawal of right to certification may lead to legal actions by USB CERTIFICATION, when deemed necessary after consultation with legal counsel, and notification of appropriate governmental, regulatory and public bodies.
 5. The licensee shall be properly and officially notified of any action taken by USB CERTIFICATION against the defective products, the reason for such actions and any conditions or corrective measures to be implemented by the licensee.
 6. When the corrective action has been resolved by the licensee to the satisfaction of USB CERTIFICATION verified through re-evaluation of the product to the extent necessary, the licensee, regulatory authorities and all parties previously notified of the offence shall be given a second notification on the reinstatement of the product certification. This notification shall summarize the corrective action taken by the licensee, the affectivity date of the reinstatement of certification, scope of certification, and when applicable the new marking required for corrected products.
 7. Shall the licensee refuse to take corrective action identified by USB CERTIFICATION, the certification shall be withdrawn and the appropriate governmental, regulatory and public bodies shall be duly notified.

2.0 Use of USB Certification Logo

The rules for the usage of USB Certification logo is described in “*Corporate Identity Guide*”. Only this guide shall be addressed in case of any need for logo usage.

Approved By:

**Certification Manager
USB CERTIFICATION**

Signature/Stamp: 

Accepted By:

**Authorized Person
(Certified Customer)**

Signature/Stamp: _____