



**BUREAU
VERITAS**

BV MARK
Certification | Verification

BUREAU VERITAS
CONSUMER PRODUCTS SERVICES

SUPPLY CHAIN TRUST SOLUTIONS
Testing • Certification • Advisory
Inspections • Audits • Actionable Insights

ABOUT BV MARK

CHALLENGES

- How can I stand out from the online marketplace filled with a million brands & choices?
- With an increasingly confusing range of products, how can I address the uncertainty among consumers?
- How can I re-assure quality conscious buyers about the performance of my product?
- How can I build confidence when the consumer buys online with no physical evaluation?
- I am a new brand, how can I establish trust with customers?
- How can I communicate on the progress of my product in reducing environmental impacts?



BV SOLUTION

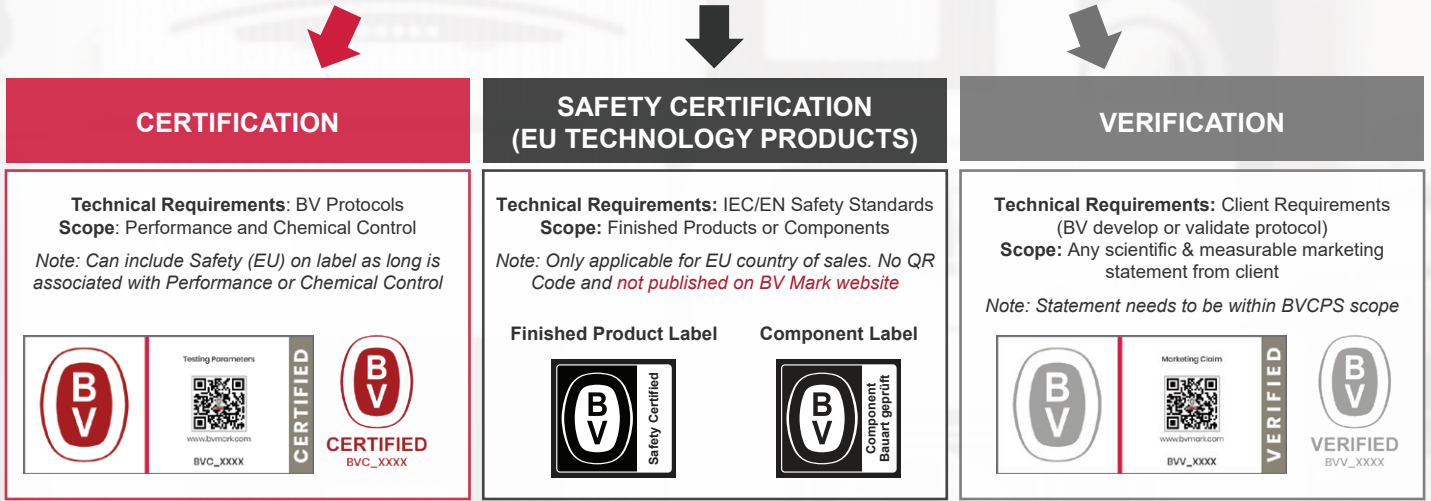
With the rise of research driven purchases, brands are increasingly losing control over their own brand narratives. Consumers are increasingly demanding full transparency and will disregard products, and manufacturers, that do not deliver these expectations.

The BV Mark can help end consumers navigate these complex market challenges while elevating brand awareness.

- **Branding Alignment:** the BV Mark is an initiative to drive brand awareness with a **common look and feel for all our marks/labels**. By achieving this, we provide a BV Product **Certification** scheme and a BV Marketing Claim **Verification** scheme.
- **Broad Scope:** we offer trustworthy certification or marketing claim verification for a wide range of consumer products to ensure your products meet the requirement for **safety, quality, sustainability, connectivity, cybersecurity and user experience**.
- **Client Aligned:** We prioritize our service to address **clients' needs & ease their pain points**. We support clients to **demonstrate trust and stand out from the crowd** for their products in the market. Our impartial assessments confirm the accuracy of marketing claims, while our trusted reputation adds a layer of confidence and credibility to your offerings, e.g. a marketing claim of **"easy to install for DIY Furniture"**.

BV MARK

BV MARK



PROCESS



BV MARK

PRODUCT SCOPE

Product Certification | Marketing Statement Verification



Softlines



Hard Goods



Personal Care
& Cosmetics



Medical
(PPE)



Electrical &
Electronics



Wireless /
Smartworld

SAMPLE CRITERIA PERFORMANCE CERTIFIED

TESTING CRITERIA

1) PRODUCT APPEARANCE: (WEIGHT: 5%)

Defects, Product Workmanship, User manual check, Product labelling verification, Packaging Workmanship and layout.

2) HANDLING: (WEIGHT: 35%)

Unpacking / Assembly, Buttons / Switches, Parts and Accessories, Product ease of use, Maintenance, Ease of Cleaning, practically oriented tests of daily use on the device are carried out and evaluated.

3) FUNCTIONS: (WEIGHT: 40%)

All functions from Instruction Manual are tested clarified and evaluated, eg, for coffee maker:

- Quantity of coffee produced with minimum and maximum quantity of cold water
- Time to prepare minimum and maximum quantity of coffee
- Temperature of the coffee
- Residual water
- Taste of the coffee
- Brewing temperature of the coffee
- Energy consumption

4) DURABILITY: (WEIGHT: 20%)

Durability tests such as mechanical stability and endurance on the device / components are carried out and evaluated, which are based on the duration of warranty or guarantee.

EVALUATION CRITERIA

For Mark granting, the Performance level VERY GOOD or GOOD is mandatory which corresponds to a value of at least 2.5 from 1) VERY GOOD (0.5) to 5) POOR (5.5).

VERIFICATION | STATEMENT EXAMPLES



AUDIO VIDEO

"Consumes xx% less energy than previous model"

"HDR-capable TV. Brightness greater than or equal to 1,000 nits"



APPLIANCE STATEMENT EXAMPLES

"xlb of CO2 per appliance over average life cycle"

"Produces xml coffee in y minutes"



HARD GOODS STATEMENT EXAMPLES

"Simulated Life Testing | Functioning after X Years"

"Product Stability (XX lbs.)"



SOFTLINES STATEMENT EXAMPLES

"breathable to XXX"

"x% water toxicity footprint improvement versus previous model"

BV MARK

SAMPLE LABEL



QR Code Links to Product on BV Mark Website

CUSTOMER FACING WEBSITE ACCESSED VIA QR CODE OR DIRECT VIA BVMARK.COM

What is the BV Mark?

Modern Curved TV Active/Validated

Verification / Certification Method

This information would contain the specific details about the key parameters that were tested and verified by Bureau Veritas to support the statement or marketing claim.

It could include how we simulated 5,000 hours of durability, what the test conditions were, how many models were tested, ...

This protocol can be developed by the customer or the Bureau Veritas local office at a cost.

The Bureau Veritas Technical Committee will validate that the protocol is confirmed, meets the requirements of being specific and measurable and is covered by existing competence within the BVGPS network.

Product Information

This information contains information from the client about the specific product description.

The Bureau Veritas Certification Body will verify that the product description is representative of the product we tested, either in the BV lab or witnessed at the client facility.

About Company

This information contains information from the client about the company that will be displayed on the BVMark website for end users to view.

The Bureau Veritas Certification Body will verify that the product description is representative of the product we tested, either in the BV lab or witnessed at the client facility.

What are the BV Mark schemes?

BV Verification

BV Verification is an objective assessment that confirms the accuracy of marketing claims. Our independent assessment process scrutinizes the validity of specific advertising or promotional statements, giving you a way to separate verified fact from fiction. ... [Read More](#)

BV Certification

BV Certification goes a step further and certifies the whole product's safety, cybersecurity, functionality and usability, connectivity including a regular review of the factory manufacturing process. ... [Read More](#)

© Bureau Veritas HK Ltd.

Product Name

Confirmation of whether the verification or certification is active / valid

Confirmation of the official BV Mark label

Ability for customer to add multiple product images displayed in carousel

Product Details. Certification / Verification Details. Countries of Distribution

Overview of the verification or certification method

Information from the client about their product – verified by BV

Information from the client about their organization

Links to more information about the certification and verification schemes

BV MARK

MARK IN ACTION



BENEFITS



Stand out from
the Crowd



Enhance Product
Competitiveness



Demonstrate Green
Credentials



Gain Customer
Acceptance



Leverage BV
Brand



Mitigate Risks
of Returns

CONTACT US

- www.cps.bureauveritas.com
- cps.global@bureauveritas.com



HEAD OFFICE

7F, Harbourside HQ
8 Lam Chak Street
Kowloon Bay
HONG KONG