

## Service Allergie Suisse and the Allergy Seal of Quality

### Service Allergie Suisse



Service Allergie Suisse, a Swiss company based in Bern, is the **owner of the individual trademark** "aha SERVICE ALLERGIE", which is registered with the Swiss Federal Institute of Intellectual Property and protected in numerous countries. Service Allergie Suisse SA is public company and a wholly owned subsidiary of the foundation aha! Swiss Allergy Centre.

### The Allergy Seal of Quality



The Allergy Seal of Quality is a protected individual trademark and is owned by Service Allergie Suisse. It shows a clear added value of the certified products for people with **allergies and intolerances**. The name of the trademark is **Allergy Seal of Quality**. This name **must absolutely** be used. There are no other versions!

### The Label aha! of Migros



Service Allergie Suisse has developed a seal of quality for Migros and protected it under trademark law. It is called label aha! and the related terms use «aha!-». **The label as well as the terminology are exclusively reserved for Migros and may not be used otherwise.**

## User Guidelines for the Allergy Seal of Quality

A consistent appearance is very important for the recognition of the Allergy Seal of Quality in order to retain and increase brand awareness, which in turn improves sales of the certified products or services.

### Name

The label is called: Allergy Seal of Quality.

This name **must** be used. There are **no other** alternatives!

### Presentation

The Allergy Quality Seal must be printed in colour (light green with blue text) on the packaging. We will provide you with the necessary professional artwork (eps. file) for the design of the packaging. The colours for printing are light green: C25/M0/Y100/K0 and blue: C100/M70/Y0/K10. The size of the Allergy Seal of Quality on packaging depends on the size of the packaging and the respective design. However, the writing on the Allergy Seal of Quality must be clearly readable.

For packages that are produced in one colour, the Allergy Seal of Quality can be used on request black/white. You can obtain the corresponding artwork from Service Allergie Suisse.

### Ok to print

The Allergy Seal of Quality must **always** be used in the original design and within the agreed framework as per the licence agreement. Please always ensure that you send us, for our final approval, all of your materials related to packaging, text on web pages, advertisements, brochures and media texts where they refer to the Allergy Seal of Quality.

### Communication

To assist you we provide possible descriptions of Service Allergie Suisse and the Allergy Seal of Quality.

The following descriptions of Service Allergie Suisse and the Allergy Seal of Quality can be used on websites, in brochures or media releases as well as on other platforms:

### Service Allergie Suisse SA

- Service Allergie Suisse SA, a Swiss company based in Bern, is an independent certification body for the Allergy Seal of Quality.
- Service Allergie Suisse, a Swiss company based in Bern, oversees testing of products and services for their tolerability, for people with allergies and intolerances according to the strictest guidelines; once all the requirements have been met, it awards the Allergy Seal of Quality together with a certificate.

### The Allergy Seal of Quality

- The Allergy Seal of Quality awards products and services that are suitable for people with allergies and intolerances. Thanks to this labelling, consumers are able to quickly recognize the special products. The products are recommended by aha! Swiss Allergy Centre.
- With the Allergy Seal of Quality, the information on the packaging, which is important for people with allergies and intolerances, is additionally verified and confirmed.
- The Allergy Seal of Quality is based on strict guidelines that ensure that a product is suitable for people with allergies and intolerances. Before a product is awarded the Allergy Seal of Quality, it is assessed by a committee of scientific experts and a committee of medical experts. The manufacturing plant is audited by an accredited audit company.
- The Allergy Seal of Quality is an internationally recognized and protected trademark and is owned by Service Allergie Suisse. It is used for special labelling of products suitable for people with allergies and intolerances.
- The Allergy Seal of Quality is an independent seal of quality, which has been developed by Service Allergie Suisse in close cooperation with aha! Swiss Allergy Centre.