
THE WOOLMARK WOOL CARE LOGO GUIDELINES

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01

LOGO MINIMUM SIZE & ® SYMBOL

The Woolmark logo may be applied to washing machines and tumble dryers in addition to product packaging of consumables that meet the Specifications for that product type.

The Woolmark symbol must be shown as a complete design; partial reproductions are not permitted. Modifications or additions to the symbol are not permitted.

There **MUST NOT** be any close association of the Woolmark with endorsements for other fibres or other brand names.

There are only two colour options permitted:



Black logo and text on a white/grey or silver background



White logo and text on a black background
No other colours or backgrounds are permitted

The Woolmark device must be no less than 10mm in height. The full logo including words must be no less than 13.5mm in height.



ALL products to be sold in the United Kingdom, Eire, Hong Kong and India, must carry the additional following statement in the product manual and POS materials: "The Woolmark symbol is a Certification mark in many countries".

02

CORRECT LOGO USAGE

CORRECT



Black logo and text on a white/
grey or silver background.



White logo and text on a
black background
No other colours or
backgrounds are permitted.

INCORRECT

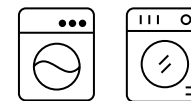


Do not distort, flip or change
the colour of the logo. It should
always be scaled in proportion.



Do not change the font, redraw or
delete any graphic elements or add
drop shadow behind the logo.





03

WASHING MACHINES AND TUMBLE DRYERS

The Woolmark logo may be applied to either horizontal or vertical axis washing machines, tumble dryers, or washer dryers, where the wool cycle meets the Specifications for that product type.

Approved labeling must appear on the Fascia Panel, on the cycle selection panel, in the product manual and may be used in Point of Sale Materials. Fascia panel artwork must be submitted to The Woolmark Company Head office for approval of the use of the Woolmark logo.

Each wool cycle which has been Woolmark-certified will be given a machine certificate (M) number. This must be identified on the relevant washing machine or tumble dryer (in the machine identification plate) and in all accompanying literature as set out below.

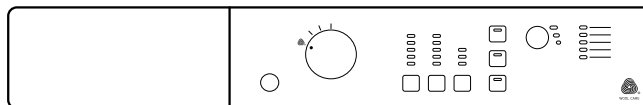
The full “Woolmark” logo must appear on the fascia panel of all approved washing machines and tumble dryers. The following logo must be used:



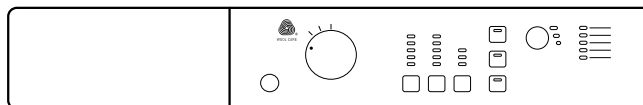
WOOL CARE

Cycle Identification

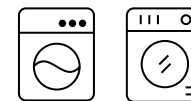
The approved cycle(s) must be identified on the cycle selection panel of the machine. This may be done one of two ways:



- If space is limited a Woolmark device may be used alone to identify the cycle. This must be a minimum of 10mm high. If this option is taken, the full Woolmark logo must appear elsewhere on the fascia panel.
- The full Woolmark logo may be used to mark the cycle on the cycle selection panel. However, this must meet the minimum size requirements above.



For digital selection panels, it is still critical that the approved cycle is identified using the Woolmark symbol. The design of the fascia panel must take this into consideration.



03

WASHING MACHINES AND TUMBLE DRYERS

These requirements relate to all instruction literature such as product manuals, brochures and sales leaflets.

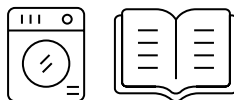


Washing Machine Product Manuals

The following endorsement statement **MUST** be included in the washing machine instruction manual with the Woolmark symbol (and the words "Wool Care") under the appropriate section for washing wool.

"The wool wash cycle of this machine has been approved by The Woolmark Company for the washing of machine washable wool products provided that the products are washed according to the instructions on the garment label and those issued by the manufacturer of this washing machine. M0000."

This statement **MUST** be reproduced in the same colour as the Woolmark symbol and with the words "Wool Care".



Tumble Dryer Product Manuals

The following endorsement statement **MUST** be included in the tumble dryer instruction manual with the Woolmark symbol (and the words "Wool Care") under the appropriate section for washing wool.

"The wool drying cycle of this machine has been approved by The Woolmark Company for the drying of machine washable wool products provided that the products are washed and dried according to the instructions on the garment label and those issued by the manufacturer of this machine. M0000."

This statement **MUST** be reproduced in the same colour as the Woolmark symbol and with the words "Wool Care".



Point of Sale Materials

All requests to use the Woolmark logo in Point of Sale materials such as brochures and sales leaflets and advertising material (including requests to use the Woolmark Care logo in television advertisements) must be forwarded to branding@wool.com for approval.



04

WASHER DRYER COMBO

For machines which have both washing and drying capabilities the machines must have the washing and drying cycles treated separately. The following are additional requirements for these special machines. All other rules listed previously must be adhered to for washer dryers.

Washer Dryers with One Approved Cycle

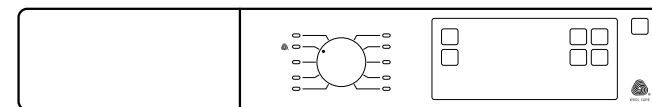
For washer dryers with only one approved cycle the full Woolmark logo must appear in relation to the cycle of the machine which has been approved. The logo must not be used to imply that both functions are approved.

The cycle which has been approved must be marked on the cycle selection panel.

For example, should a wash cycle on a washer dryer be approved, there must be no reference made to Woolmark approval of the drying capabilities. The full Woolmark logo must not appear in the area of the fascia panel related to the drying function.

The product manual must include the endorsement statement appropriate to the approved cycle. The product manual must not imply that the whole machine is approved.

The promotional and point of sale material must clearly indicate which function is approved by The Woolmark Company.



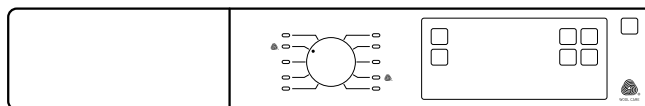


04

WASHER DRYER COMBO

Washer Dryers with Two Approved Cycles

For washer dryers with two approved cycles, the full Woolmark logo is only required to appear on the fascia panel once. The cycle selection panel must use a Woolmark device to indicate both the wash cycle and the dry cycle which have been approved. That is, two Woolmark devices must be used.



Washer dryers with both functions approved require that a licensee holds a license for BOTH functions.

The product manual must contain TWO endorsement statements: one for washing, and one for drying.

All material must describe the cycles which have been approved, and NOT the machine.

All requests for approval to use the Woolmark logo must be sent to branding@wool.com.



05

ELECTRIC IRONS

The Woolmark logo may be applied to irons where the wool cycle meets the Specifications.

Approved labeling must appear on the handset and in the operating manual for an iron and may be used on the iron packaging and in Point of Sale materials.

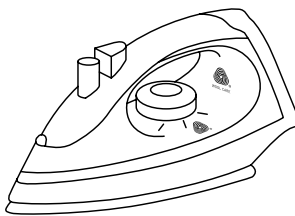
Each wool cycle which has been tested for entry into the Woolmark programme will be given a machine certificate (R) number. This must be identified on the relevant iron, for example on the machine identification plate. It must also be included in all accompanying literature as set out below.

Handset

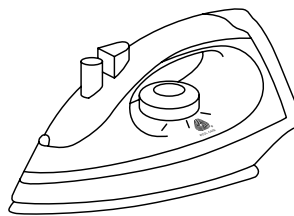
The full "Woolmark" logo must appear on the handset of all approved irons.

Cycle Identification

The approved cycle(s) must be identified on the cycle selection area of the iron in one of the following two ways:



If space is limited a Woolmark device may be used alone to identify the cycle. This must be a minimum of 10mm high. If this option is taken, the full Woolmark logo must appear elsewhere on the iron handset.



The full Woolmark logo may be used to mark the cycle on the cycle selection panel. However, this must meet the minimum size requirements above.

The Woolmark device must be no less than 10mm in height. The full logo including words must be no less than 13.5mm in height.



Product Manual

The following endorsement statement **MUST** be included in the Iron instruction manual with the Woolmark symbol (and the words "Wool Care") under the appropriate section for ironing wool.

"The wool cycle of this iron has been approved by The Woolmark Company for the ironing of pure wool products provided that the products are ironed according to the instructions on the garment label and those issued by the manufacturer of this iron. R0000."

Point of Sale Materials

All requests to use the Woolmark logo in Point of Sale materials such as brochures and sales leaflets and advertising material (including requests to use the Woolmark Wool Care logo in television advertisements) must be forwarded to branding@wool.com for approval.



06

CONSUMABLES

The Woolmark logo may be applied to detergents, softeners, bleaches or insect repellent/moth proofing agents in any format suitable for domestic purposes, where the product meets the relevant specification.

Package Approval – All Products

The Woolmark logo must only be used on products which have been tested and approved by The Woolmark Company.

Package copy artwork MUST be forwarded to branding@wool.com for approval BEFORE production. When changes are made to the pack copy design, the new artwork must be provided to The Woolmark Company for approval of the use of the Woolmark logo, prior to production of the new packaging.

In producing the pack copy artwork, the following guidelines MUST be followed.

The words "Wool Care" (English only permitted) MUST appear beneath the Woolmark symbol.



The Woolmark device must be no less than 10mm in height. The full logo including words must be no less than 13.5mm in height.

The ® device MUST be included adjacent to the Woolmark device (bottom right hand side of device).

ALL products to be sold in the United Kingdom, Eire, Hong Kong and India must carry the additional following statement in the product manual and POS materials: "The Woolmark symbol is a Certification mark in many countries".

There are only two colour options permitted:



Black logo and text on a white/grey or silver background



White logo and text on a black background
No other colours or backgrounds are permitted*

The Woolmark symbol MUST NOT be produced on a multi-coloured or patterned background.

The Woolmark symbol MUST be shown as a complete design; partial reproductions are not permitted. Furthermore, modifications or additions to the symbol are not permitted.

There MUST NOT be any close association of the Woolmark logo with endorsements for other fibres or other brand names.

*Japanese licensees are permitted to use the white logo on a solid colour background.



06

CONSUMABLES

In addition, any approved products must contain an endorsement statement on the back of the packaging, as follows:

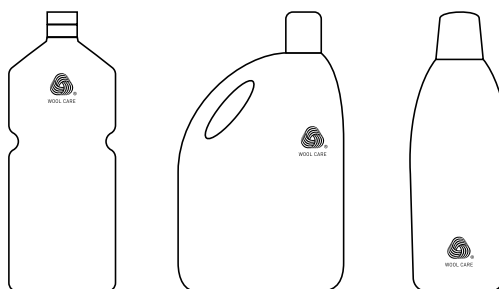
“This detergent has been approved by The Woolmark Company for the washing of wool garments provided that the garments are washed according to the instructions on the garment label and those issued by the manufacturer of this detergent. D0000.”

Statements for other products can be made available on request.

Translations of this statement are available from The Woolmark Company.

Washing instructions **MUST** be correct in terms of temperature, washing machine programme or hand wash and detergent dosage. In addition, the instructions should tell the user to look for the care instructions on the garment.

The Woolmark logo should appear on the front of the pack.



In some cases the size of the pack may preclude the reproduction of the Woolmark symbol alongside the endorsement statement. Under such circumstances the Woolmark symbol may be reproduced separately from the endorsement statement, eg, the Woolmark symbol with the words “Wool Care” may appear on the front of the detergent pack, with the endorsement statement reproduced on the side or back (but **NOT** top or bottom) of the pack.

All requests for approval to use the Woolmark logo must be sent to branding@wool.com.

Reference to Woolmark-certified garments

Only the Woolmark symbol can be used (not the Woolmark Blend/Wool Blend or The Woolmark Company logo) but washing instructions may convey information about Woolmark Blend/Wool Blend products.

The pack copy should imply that Woolmark approved detergents are safe for washing Woolmark/Woolmark Blend/Wool Blend products.

The copy **MUST NOT** imply general approval or recommendation of the product, and in particular

MUST NOT appear as an endorsement of its cleansing efficiency or imply “anti-shrinkage”, “anti-felting” or “anti-pilling” properties.

NOTE: If such claims are made on a detergent pack they should be substantiated with technical data by the manufacturer and should be physically separated from the Woolmark on the pack.

The copy **MUST NOT** state or suggest that wool or Woolmark/Woolmark Blend/Wool Blend products are difficult to wash. Wool should not be described as difficult to care for but it may be described as a “delicate” fibre (or “delicate” fabric).



07

PREMIUM BRANDS – WASHING MACHINES AND TUMBLE DRYERS

The Wool Care branding strategy consists of a tiered system.

1. the first tier is for machine washable wool product.
2. the second tier is for more delicate product that requires an added level of care to launder “hand-wash” product in a machine. This is referred to as the premium tier.

The Woolmark logo may be applied to either horizontal or vertical axis washing machines, tumble dryers, or washer dryers where the wool cycle meets the Specifications for that product type.

To support this branding strategy, “Blue” and “Green” Wool Hand Wash Safe sub-brands for washing machines and tumble dryers are offered.

Subject to a company obtaining a Woolmark licence for the use of the Woolmark Wool Care brand, AWI will enter into a further agreement with manufacturers whose products meet the standards for use of these new brands.

Blue:

“Blue” is used for wash cycles which comply with the product Specification LM-2. This Specification is for machine-washing cycles that allow washing of garments labelled as “Hand wash” wool products.

“Blue” can also be used for dry cycles which comply with the product Specification LD-2. This Specification is for drying cycles that allow for the drying of garments labelled as “Hand wash” wool products.



Green:

“Green” is used for wash cycles which comply with the product Specification LM-3. This Specification is for machine-washing cycles that allow washing of garments labelled as “Hand wash” wool products.

The cycle must also meet certain requirements related to energy and water use.

As at the date of this document, there is no “Green” Specification for the approval of drying cycles.





07

PREMIUM BRANDS – WASHING MACHINES AND TUMBLE DRYERS

As with the rules for the use of the Woolmark Logo for washers and dryers, the following requirements must be adhered to:

- Approved labeling must appear on the Fascia Panel, on the cycle selection panel, in the product manual and may be used in Point of Sale Materials.
- Each wool cycle which has been tested for entry into the Woolmark Licensing programme will have been given a machine certificate (M) number. This must be identified on the relevant washing machine or tumble dryer (in the machine identification plate) and in all accompanying literature as set out below.

Fascia Panel

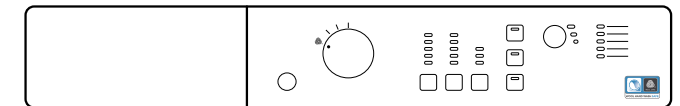
The full “Blue” or “Green” logo must appear on the fascia panel of all approved washing machines and tumble dryers:



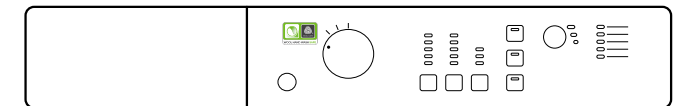
Cycle Identification

The approved cycle(s) must be identified on the cycle selection panel of the machine. This may be done one of two ways:

- If space is limited a Woolmark device may be used alone to identify the cycle. This must be a minimum of 10mm high. If this option is taken, the full Woolmark “Blue” or “Green” logo must appear elsewhere on the fascia panel.



- The full Woolmark “Blue” or “Green” logo may be used to mark the cycle on the cycle selection panel. However, this must meet the minimum size requirements above.



For digital selection panels, it is still critical that the approved cycle is identified using the Woolmark symbol. The design of the fascia panel must take this into consideration.



07

PREMIUM BRANDS – WASHING MACHINES AND TUMBLE DRYERS

These requirements relate to all instruction literature such as product manuals, brochures and sales leaflets. The product manual artwork must be submitted to The Woolmark Company for approval of the use of the Woolmark logo prior to printing.

Washing Machine Product Manual

The following endorsement statement MUST be included in the washing machine instruction manual with the “Blue” or “Green” symbol under the appropriate section for washing wool.

“The wool wash cycle of this machine has been approved by The Woolmark Company for the washing of wool garments labelled as “hand wash” provided that the products are washed according to the instructions on the garment label and those issued by the manufacturer of this washing machine. M0000.”

This statement MUST be reproduced in the same colour as the Woolmark symbol.

Tumble Dryer Product Manual

The following endorsement statement MUST be included in the tumble dryer instruction manual with the Woolmark symbol (and the words “Wool Care”) under the appropriate section for washing wool.

“The wool drying cycle of this machine has been tested and approved by The Woolmark Company. The cycle is suitable to dry wool garments which are labelled “hand wash” provided that the garments are washed in a Woolmark endorsed hand washing cycle and dried according to the instructions issued by the manufacturer. M0000.”

This statement MUST be reproduced in the same colour as the Woolmark symbol.

Point Of Sale Materials

All requests to use the Woolmark logo in Point of Sale materials such as brochures and sales leaflets and advertising material (including requests to use the Woolmark logo in television advertisements) must be forwarded to branding@wool.com for approval.



08

PREMIUM BRANDS – WASHER DRYER COMBO

For machines which have both washing and drying capabilities the machines must have the washing and drying cycles treated separately. The following are additional requirements for these special machines. All other rules listed above must be adhered to for washer dryers.

Washer Dryers With One Approved Cycle

For washer dryers with only one approved cycle the Woolmark logo must appear in relation to the cycle of the machine which has been approved. The logo must not be used to imply that both functions are approved.

The cycle which has been approved must be marked on the cycle selection panel.

For example, should a wash cycle on a washer dryer be approved, there must be no reference made to Woolmark approval of the drying capabilities. The Woolmark logo must not appear in the area of the fascia panel related to the drying function.

The product manual must include the endorsement statement appropriate to the approved cycle. The product manual must not imply that the whole machine is approved.

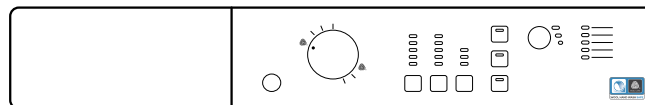
The promotional and point of sale material must clearly indicate which function is approved by The Woolmark Company.

Washer Dryers With Two Approved Cycles

For washer dryers with two approved cycles, the full Woolmark “Blue” or “Green” logo is only required to appear on the fascia panel once. The cycle selection panel must use a Woolmark device to indicate both the wash cycle and the dry cycle which have been approved. That is, two Woolmark devices must be used. Washer-dryers with both functions approved require that a licensee holds a license for BOTH functions.

The product manual must contain TWO endorsement statements: one for washing, and one for drying.

All material must describe the cycles which have been approved, and NOT the machine.



General Brand Requirement

The Woolmark symbol must be shown as a complete design; partial reproductions are not permitted.

Modifications or additions to the symbol are not permitted.

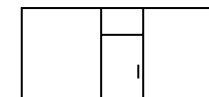
There MUST NOT be any close association of the Woolmark with endorsements for other fibres or other brand names.

ALL products to be sold in the United Kingdom, Eire, Hong Kong and India, must carry the following additional statement in the product manual and POS materials:

“The Woolmark Logo trade mark is a certification trade mark in many countries worldwide.”

All requests for approval to use the Premium Wool Care logo must be sent to branding@wool.com.

If you would like information on how to access these Premium logos, please contact woolmark@wool.com.



PROFESSIONAL CARE

The Woolmark Company has licensed the Lagoon® Wetcleaning System, which has been tested and approved for the professional cleaning of goods labelled as “dry clean only”.

The Woolmark Company authorises the reproduction of the Woolmark Symbol by users of the Lagoon® Wetcleaning System, provided that these brand guidelines are followed.

The Woolmark Symbol must only be used in relation to the Lagoon® System. It must not be used to imply any of the following are approved by The Woolmark Company:

- The premises where the system is installed
- The users of the system
- Any other equipment not included as part of the Lagoon® System

The Woolmark device must be no less than 10mm in height. The full logo including words must be no less than 19mm in height.



The Woolmark symbol must be shown as a complete design; partial reproductions are not permitted.

Modifications or additions to the symbol are not permitted.

There are only two colour options permitted:



Black logo and text on a white/grey or silver background



White logo and text on a black background
No other colours or backgrounds are permitted

There **MUST NOT** be any close association of the Woolmark with endorsements for other fibres or other brand names.

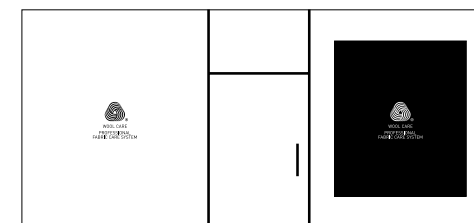
ALL products to be sold in the United Kingdom, Eire, Hong Kong and India, must carry the additional following statement in the product manual and POS materials:

“The Woolmark Logo trade mark is a certification trade mark in many countries worldwide.”

The reproduction must also be accompanied by the following phrase:

“The Wool programme on this XXXXX System has been approved by The Woolmark Company for cleaning Woolmark garments labelled as “dry clean only”.

All reproduction of the Woolmark logo must be approved by The Woolmark Company, including, but not limited to: websites, brochures, leaflets, signage, advertising material, etc. Draft material may be submitted to the following address for review prior to publication: branding@wool.com.



10

PROMOTION OF CERTIFICATION STATUS

To support this shift to online promotion of our certification status, the WOOLMARK CERTIFIED logo is designed to help licensees promote their certification status – not their certified product.

This logo should not appear on product point of sale promotion (online product descriptions or tickets and labels), however can be used on website banners and footers and trade show stands.



WOOLMARK
CERTIFIED

21+mm (large size)

This version is used when the Woolmark logo is reproduced anywhere between 21mm and above.



10-20mm (small size)

This version is used when the Woolmark logo is smaller than 20mm in height but no smaller than 10mm.

OUR NETWORK



WOOLMARK.COM

The Woolmark and Woolmark Blend logos are Certification marks in many countries. The Wool Blend logo is a registered trade mark in many countries.
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