

WHY CHOOSE OUR TRADEMARK?

- ✓ V-Label is the world's most renowned **international** mark. Registered in more than 70 countries in 5 continents, it is vastly known in the international market.
- ✓ As a mark, albeit being widely available in the international market V-Label has kept faith to its **uniformity** when it comes to verifications. All associations dealing with verifications and distribution of the mark apply the same regulations and granting method.
- ✓ The V-Label mark is granted applying **regulations** created by the most prestigious European Veg associations who shared the content thereof.
- ✓ The V-Label mark helps drawing the producer and consumer **closer** to each other given that it is produced and distributed by local reference contacts.
- ✓ The V-Label mark ensures **safety** given that it is granted following strict verifications based on a clear and transparent regulations.
- ✓ Choosing the V-Label mark means turning to **experts** of the industry who undertake the responsibility to declare the suitability of the product for the veg choice.
- ✓ As a mark, V-Label's **history** dates way back to the 70s and thus it is not a mark created just to fill a market void but rather a mark known for its **experience and excellence**.
- ✓ V-Label is much more than a mark, it is a **service** for producers, companies and consumers, conceived to offer an all-round support.
- ✓ The V-Label mark is entirely **free of charge** for the mass distribution channels and distributors, its **prices can be customised** for producers so that each type of company can gain easy access to our services.

RESPECT LIFE. INSPIRE THE CHANGE.



HISTORY, CATEGORIES AND APPLICABILITY

Also known as **V-Label**, the **leaf** was created in Italy as A.V.I.'s institutional symbol. Used in three European congresses organised by the Italian Vegetarian Association, it soon became an international mark and today it is the most renowned veg mark worldwide.

Registered in more than 70 countries, today it is available across Europe, China, United States and many other markets.

As a mark, V-Label is available for:

- ✓ food products
- ✓ cosmetics
- ✓ restaurants
- ✓ hospitality
- ✓ textile and shoes

A leader among veg marks, we apply high safety and quality standards in all sectors we are engaged in.

In each area it is available in "vegetarian," "vegan," and "raw vegan" versions.



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