

BTL Mark Usage Policy

ACCEPTABLE LANGUAGE

1. The BTL Mark is authorized by BACnet Testing Laboratories (BTL) and is issued by the BTL Manager via a letter to the participating company. It is the job of the BTL Manager to oversee the correct use of the BTL Mark. Any member company or Director can call an improper usage to the BTL Manager's attention and he/she shall take appropriate action directly with the alleged offender. The BTL Manager may initially contact the alleged offender via email but if the issue is not resolved within 30 days the email shall be followed up with a certified letter. If the situation is not remedied in a reasonable time, he/she shall use other means at his/her disposal that will bring about compliance.
2. The BTL Mark must be displayed with the disclaimer located directly below the graphic. The only exception is when the BTL Mark is used for product marking, in which case, the disclaimer may be removed.
3. The BTL Mark is to be printed in black and used as a label or hangtag on the BTL Listed product. See attached example. Contact BACnet International at info@bacnetinternational.org to receive an electronic copy of the official BTL Mark.
4. The BTL Mark may be used in an ad but it **must appear next to the product that has a current BTL Listing**. The BTL Mark should appear in black and white. If the advertisement is in color and is a bleed ad (no white margins), the BTL Mark should be reversed so that it appears in white.
5. The BTL Mark may appear in a trade show display only on or near the BTL Listed product to which it refers and then only in black and white.
6. The BTL Mark may be used on a product data sheet only for the product for which it was issued, or in a product manual only next to the product for which it was issued, and in black and white.
7. The BTL Mark can only be placed on the BTL Listed product; it cannot be used on a whole line of similar products or as part of a corporate logo.
8. No reference to BTL other than the Mark itself shall be used in advertising or promotional material except as allowed under clause 13 of this policy. However, if a product has a valid BTL Certificate of Conformance, it is permitted to include that fact in product and promotional literature.
9. The BTL Mark reference may in no way create a misleading impression as to the nature of the BTL's findings, listing, labeling and follow-up service.

10. The BTL Mark may not be used to signify that a component or sub-component of a product is BTL Listed if it also implies the whole is BTL Listed.
11. BACnet International/BTL logos should never be used to imply that any company is a branch office, agent, or direct division of BACnet International or BTL.
12. BACnet International/BTL logos should never be used in a manner that would disparage BACnet International or its members.
13. BACnet International/ BTL does not approve or recommend any Applicant, and therefore phrases "accepted by", "accepted for listing by" or "listed by" are permissible.
14. The BTL Mark may be used in a literature that is used to educate persons about BTL Product Listings.
15. Companies whose products have been BTL Listed can display the BTL Mark on that product worldwide.
16. Authorization to use the BTL Mark according to the terms of the document is conveyed as part the BTL Listing and Certification process. When a BTL Listing is terminated for any reason authorization to use the BTL Mark in conjunction with that product is automatically and immediately revoked.

If there are any questions about the proper use and placement of the BTL Mark, please forward a copy of the proposed ad, catalog page, etc. to:

BTL Manager
btl-manager@bacnetinternational.org
Ph 770-971-6003

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