



B&Q Paint Labelling Standard

And Guidelines for use of the VOC Globe

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“ **HELPING**
PEOPLE CREATE
HOMES TO
BE PROUD
OF ”



Scope

This document covers the following types of product:

- paints and varnishes;
- primers, undercoats, sealers and stabilisers;
- timber treatments, woodstains and dyes;
- damp sealers, water sealers, roof sealers and stain blockers;
- patio sealers, paving block sealers and drive sealers (but not patio and path cleaners);
- algae and bacteria killers for garden furniture, timber and greenhouses;
- waxes and polishes;
- wood oils;
- wood fillers;
- thinners, brush cleaners and paint strippers; and
- any of the above products delivered by aerosol.

Any reference to 'paint product', in this policy refers to any of the product types given above, all of which must conform to the following requirements.

Section 1: General Labelling

Standard 1: No paint product will be listed which carries the following or similar phrases:

- 'Environmentally friendly';
- 'Environmentally safe'; and
- 'Ozone friendly'.

on product labels, point-of-sale information or other promotional literature.

VOC labelling

Standard 2: All paint products supplied to B&Q must carry the 'Globe' symbol incorporating one of the following standard phrases and symbols:



'ZERO' VOC CONTENT 0%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution



'MINIMAL' VOC CONTENT 0 - 0.29%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution



'LOW' VOC CONTENT 0.30 – 7.99%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution



'MEDIUM' VOC CONTENT 8 – 24.99%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution



'HIGH' VOC CONTENT 25 – 50%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution



'VERY HIGH' VOC CONTENT more than 50%

VOCs (Volatile Organic Compounds) contribute to atmospheric pollution

Note (i) Tester pots and trial size pots are included within the labelling scheme and the location of the label must be agreed by B&Q.

Note (ii) The term 'VOC' in the labelling phrases used must express the total VOC content of the product. Percentages will be calculated as weight of VOC in grams per millilitre of product in a ready to use condition, multiplied by 100.

Note (iii) 'Organic compound' means any compound containing at least the element carbon and one or more of hydrogen, oxygen, sulphur, phosphorus, silicon, nitrogen or a halogen, with the exception of carbon oxides and inorganic carbonates and bicarbonates.

Note (iv) 'Volatile organic compound (VOC)' means any organic compound having an initial boiling point less than or equal to 250°C measured at a standard pressure of 101.3 kPa.

Note (v) Products claiming to be Zero VOC must be tested by a recognised method by an independent laboratory and the proof supplied to B&Q.

Standard 3: In addition to the 'Globe' symbol (see Standard 2), all paint products supplied to B&Q must conform with the labelling requirement contained in the: *VOCs in Paints, Varnishes and Vehicle Refinishing Products Regulations, 2005 (2004/42/EC)*.

This means that every product must carry a "Statutory Box" somewhere on the packaging containing the minimum information required by the Regulations, ie:

(a) the sub-category of the product and the relevant VOC limit values measured in grams per litre (g/l), as set out in Schedule 2 of the Regulations; and

(b) the maximum content of VOC in g/l of the product in a ready to use condition.

Note (i) The definition of 'organic compound' and 'VOC' will be as given in Standard 2 above.

Standard 4: The VOC content of every paint product supplied to B&Q will be provided by the vendor, as a condition of trading. In declaring the VOC content of a given product, the vendor must take account of the following materials, *inter alia*, where they are present in the formulation:

- solvents;
- coalescing agents and co-solvents;
- the VOC content of resins, resin solutions and emulsions;
- VOCs known by the manufacturer to be present in any additives (dispersants, stabilisers, pigments, etc);
- aerosol propellants; and
- solvents added during in-store tinting.

Note (i) The definition of 'organic compound' and 'VOC' will be as given in Standard 2 above.

Note (ii) Vendors may use published data to establish which constituents of their formulations fall within the definition of VOC. The information provided to B&Q on the total VOC content of individual products may then be calculated from the formulation characteristics. In other words, B&Q is not insisting that declared VOC contents are verified by chemical analysis.

Waste Paint

Standard 5: All paint products supplied to B&Q will include the following guidance (or similar) on the safe disposal of waste paint on the container:

- 'Remove as much paint as possible from brushes and rollers before washing';
- 'Some local authorities have special facilities for the disposal of waste paint'; and
- 'Never empty into drains, watercourses or access routes to septic tanks'.

Packaging

Standard 6: Packaging for all paint products supplied to B&Q must meet the following requirements:

- plastic packaging must contain at least 10% recycled material. If, for whatever reason, this is not possible then please provide an explanation to the Corporate Responsibility team; and
- all handles must be made from a material compatible with the container, and/or be designed to be easily detached from the container to facilitate recycling.

Old lead paint

Standard 7: All vendors of paint products must provide best-practice information to customers for surface preparation and the safe removal of old lead paint, using appropriate point-of-sale literature.



Section 2: The VOC Globe

2a Livery Application

Instruction for: Labels to be included integrally into livery/artwork

This section indicates the correct label design for each category.

(These labels must reflect the pantone colour (see section 3) of the label design when incorporated into livery i.e. the label colour must not change irrespective of livery design). Where printing directly to the bucket and use of colour is limited a black and white version maybe used with the approval of Quality Assurance.

The position / location of the label must be agreed by both the relevant Buyer and Quality Assurance via the normal B&Q artwork sign off system.

The copyright symbol must appear to the top left side of the label (see section 2 'The Labels').

The following accompanying copyright text must appear on the container:

B&Q branded products (see label version 1): © Copyright 1997 B&Q plc all rights reserved

Vendor branded products and B&Q owned brands where B&Q are not mentioned on the packaging (see label version 2): © VOC symbol protected, used under license

Note: Tester and trial pots are included under the Paint Policy. The size and location of label must be agreed by both the relevant Buyer and Quality Assurance via the normal B&Q artwork sign off system.



The Labels





2b Manual / Mechanical Application

Instruction for: Labels to be applied manually / mechanically (not included in livery design).

This section indicates the correct label design for each category.

(These labels must reflect the pantone reference (see section 3) of the label design when being produced for the manual / mechanical application)

The position / location of the label must be agreed by both the relevant Buyer and Quality Assurance via the normal B&Q artwork sign off system.

The copyright symbol must appear to the top left side of the label (see section 2 'The Labels').

The following accompanying copyright text must appear on the container:

B&Q branded products (see label version 1): © Copyright 1997 B&Q plc all rights reserved

Vendor branded products and B&Q owned brands where B&Q are not mentioned on the packaging (see label version 2): © VOC symbol protected, used under license

Note: Tester and trial pots are included under the Paint Policy. The size and location of label must be agreed by both the relevant Buyer and Quality Assurance via the normal B&Q artwork sign off system.

The labels version 1 – B&Q Branded Products Only

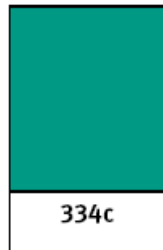
N.B. The outer blue keyline circle indicates a cutter guide for the label maker and does not print.



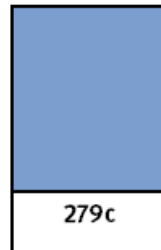
N.B. The outer blue keyline circle indicates a cutter guide for the label maker and does not print.



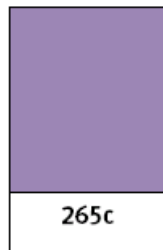
Section 3: The VOC Globe



**Minimal Content
Globe**



**Low Content
Globe**



**Medium Content
Globe**



**High Content
Globe**



**Very High Content
Globe**



Main Globe

N.B. The outer blue keyline circle indicates a cutter guide for the label marker and does not print.



Section 4: The Typefaces

Zurich Ultra Black Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Zurich Bold Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Zurich Bold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Zurich Roman Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
stuvwxyz
1234567890

Section 5: Sizes

5a Sizes for packaging

In this section the sizes of labels shown are the most appropriate size for the relevant containers. If you have very small containers you may reduce the size of the label appropriately, however, the label must still be clear and must be approved by B&Q plc.





5b Livery Application

Sizes for packaging



55mm*

For use on 5 litre containers and larger



40mm

For use on 2.5 litre – 5 litre containers

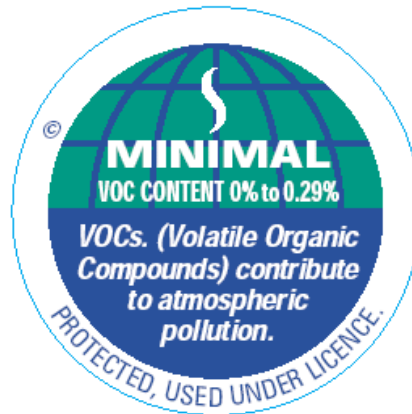


30mm*

For use on containers smaller than 2.5 litre

*These dimensions are based on the maximum width of the globe excluding the copyright symbol (©).

Sizes for packaging



←→
67mm[#]

For use on 5 litre containers and larger



←→
48mm[#]

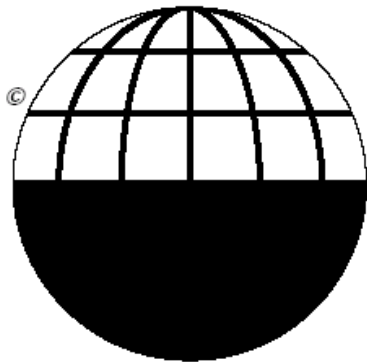
For use on 2.5 litre – 5 litre containers



←→
36mm[#]

For use on containers smaller than
2.5 litre

Measurement indicates the maximum width of the non-printing, blue outer keyline circle cutter guide.

**MINIMAL**

VOC CONTENT 0% to 0.29%

*VOCs. (Volatile Organic
Compounds) contribute
to atmospheric
pollution.*

**LOW**

VOC CONTENT 0.30% to 7.99%

*VOCs. (Volatile Organic
Compounds) contribute
to atmospheric
pollution.*

**MEDIUM**

VOC CONTENT 8% to 24.99%

*VOCs. (Volatile Organic
Compounds) contribute
to atmospheric
pollution.*

**HIGH**

VOC CONTENT 25% to 50%

*VOCs. (Volatile Organic
Compounds) contribute
to atmospheric
pollution.*

**VERY HIGH**

VOC CONTENT MORE THAN 50%

*VOCs. (Volatile Organic
Compounds) contribute
to atmospheric
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**MINIMAL**

VOC CONTENT 0% to 0.29%

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VOC CONTENT 8% to 24.99%

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**HIGH**

VOC CONTENT 25% to 50%

VOCs. (Volatile Organic Compounds) contribute to atmospheric pollution.

**VERY HIGH**

VOC CONTENT MORE THAN 50%

VOCs. (Volatile Organic Compounds) contribute to atmospheric pollution.

6b Manual / Mechanical Application

Vendor Branded Products Only version 2

**MINIMAL**

VOC CONTENT 0% to 0.29%

VOCs. (Volatile Organic Compounds) contribute to atmospheric pollution.

**LOW**

VOC CONTENT 0.30% to 7.99%

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**MEDIUM**

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**VERY HIGH**

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N.B. The outer blue keyline circle indicates a cutter guide for the label maker and does not print.

Section 7: Colour Card Text

Suggested text for colour cards

The following text has been suggested for use on colour cards, which should hold customer educational information. This information can be adjusted to suit your practical style, however it must be approved and signed off by the relevant B&Q buyer and Quality Assurance.

'We wish to provide you with clear and accurate information about solvent levels, or to use the scientific term, the Volatile Organic Compounds (VOCs) in the paint products that you buy. VOCs are released into the atmosphere during application and contribute to atmospheric pollution.'

To help you make an informed choice, all you have to do is look out for one of the following five labels to see the VOC content of the product'.



The Labels



© Copyright 1997 B&Q plc. All rights reserved.

Section 8: License Application

To make a License application, please print out the following page and send a signed copy to the Social Responsibility Department at B&Q plc.

LICENSE TO USE COPYRIGHT

Please complete and return one copy to the CSR Department at B&Q plc.

This Licence is made on: Date: _____ Month: _____ Year: _____ between

(1) B&Q plc, whose registered office is B&Q House, Chestnut Avenue, Eastleigh, Hants SO53 3LE and

(2) _____ (The Licensee) whose registered
address is _____

IT IS AGREED AS FOLLOWS:

- (a) B&Q plc is the copyright owner of the B&Q Paint Labelling Scheme ("the Labelling Scheme").
- (b) In consideration of the sum of (one) £1.00, the receipt and sufficiency of which is hereby acknowledged, B&Q plc hereby licences the Licensee to use the Labelling Scheme for bona fide purposes of correctly applying such labels to their paint products in such a way as to assist consumers in choosing their purchase of products and in accordance with the B&Q paint policy rules. Such licence will remain in operation of the life of the copyright.
- (C) The Licensee will advise B&Q plc in writing within seven days if he becomes aware of any errors made in applying such labels (by himself or any other party) or any abuse of the use of the Labelling Scheme whatsoever.
- (D) The Licensee will indemnify B&Q plc against all actions, claims, costs and liabilities of any nature arising out of or incidental to The Licensees use of the Labelling Scheme.
- (E) Permission to use the Labelling Scheme will only be given when B&Q plc have received this signed and dated Licence Agreement.

Signature _____

Name (please print) _____

Title _____

For & on behalf of _____

Date _____