

REGULATION OF USE OF THE CONSORTIUM MARK

Approved by the Board of Directors held of 19 January 2015

Article 1

Pursuant to Articles 8 and 9 of its Articles of Association, the Consortium has established and is the owner of the mark given in Annex 1 to this Regulation, which consists of an ellipse with a burgundy red background and which contains the wording “Aceto Balsamico di Modena” and the acronym ABM in white colour as the relevant graphic contours.

The mark may be accompanied with the wording “Consorzio di Tutela” [protection Consortium] and used also in different colour schemes. Specifically, the mark may be used as distinguishing mark on bottles and labels of Balsamic Vinegar of Modena (ABM), as set down in the Articles here below, also in a colour scheme with a gold background with wordings and contours in white for the product that is defined as aged.

This mark shall replace those previously adopted and used by the Consortium and by the Consortium Members.

Pursuant to Article 34, paragraph 3 letter c), the Board of Directors has adopted this Regulation of Use that supersedes and replaces the one presently in force.

Article 2

The mark is used by the Consortium in its institutional and communication activities, as well as on the bottles of Balsamic Vinegar of Modena of the Consortium and its use may be granted, pursuant to Articles 8 and 14 letter c) of the Consortium’s Articles of Association, to the Members regularly admitted to the Consortium and compliant with all the obligations set down by the Articles of Association, with the prior written authorization issued by the Consortium and in accordance with the procedures for use as established by the Consortium, as well as in compliance with the rules and principles set down in this Regulation, in the Articles of Association and the applicable legislation.

The Consortium Members shall have the right to apply for the authorization to use the mark also on communication materials concerning Balsamic Vinegar of Modena PGI or on other corporate documentation. After assessing the type of use, the Consortium may grant or deny the authorization for use, imposing, where applicable, to have the mark accompanied by the wording “[enterprise that is a] member of the Consorzio Tutela Aceto Balsamico di Modena [Consortium for the Protection of Balsamic Vinegar of Modena]”.

All players that are not members of the Consortium or have been expelled or have lost membership shall be prohibited from using the mark.

Article 3

The mark may be used by the Consortium Members also as an identification mark (distinguishing mark) of the bottles of ABM IGP [Balsamic Vinegar of Modena PGI] duly certified and intended for end consumers or for professional use, in accordance with the Production Specifications; to the contrary, it may not be used on containers of ABM IGP [Balsamic Vinegar of Modena PGI] sold in bulk.

The distinguishing mark may be applied directly to the bottle or included in the label, in compliance with the provisions set down in Article 4 below.

The use of the distinguishing mark is optional and voluntary; likewise, the user is free to choose the method to affix it. The use of the mark and its specific modalities shall be formally authorized by the Protection Consortium, in accordance with the principles, rules and procedures set forth below.

Article 4

The mark logo that has a burgundy red background and white or off-white contours and wordings shall be used to distinguish a product that has been aged for a minimum period of 60 days (a product that, pursuant to this Regulation, is defined as “matured”).

The mark logo that has a golden background and white or off-white contours and wordings shall be used to distinguish an “aged” product, with ageing period of at least 3 years.

The distinguishing mark may be affixed on the bottle neck or elsewhere on the bottle, or on the label. The distinguishing mark intended for this use has two lateral winglets containing the wording “[Firm that is a] Member of the Protection Consortium”. The above wording may be put on only one lateral winglet or on both, in one or in various languages (Annex 2).

The above distinguishing mark used on the bottles of aged product, in addition to the above, has the wording “aged” below the mark ellipse (Annex 3).

Where the distinguishing mark is included in the label, it may contain only the Consortium mark with no lateral winglets. In this case, the wording “[Firm that is a] Member of the Protection Consortium” shall be placed below the mark. The above wording may be in Italian or in another language, or in two languages placing the translation below the original wording in Italian or in the upper part of the mark (Annex 4).

The same provisions shall apply to the distinguishing mark placed in the label of the aged product, except for the term “aged” that, in this case, does not have to be combined with the mark, since it is already in the product label (Annex 5).

In the section of the label where the Consortium mark is affixed there shall necessarily be also the brand or company name of the producer, bottler or other food sector player that is responsible for the information given in the label.

Article 5

As regards sizes and colours, the distinguishing mark may be used exclusively in the two versions given below:

- Distinguishing mark with lateral winglets: large one, burgundy red (46x25mm) - small one, burgundy red (46x20mm), Pantone 202 C; large one, golden colour (46x25mm) - small one, golden colour (46x20mm), shining gold leaf; as given in Annexes 2 and 3.
- Distinguishing mark without lateral winglets: burgundy red (maximum sizes of the oval b. 18.3 x h. 20mm, excluding the text), Pantone 202 C; golden colour (maximum sizes of the oval b. 18.3 x h. 20mm, excluding the text) Pantone 871 C, or shining gold leaf; as given in Annexes 4 and 5.

The graphic design of the distinguishing mark, in its set different sizes, shall be established by the Consortium that makes it available to the typographers authorized by the Consortium itself to reproduce the Consortium mark.

Article 6

The use of the distinguishing mark is optional and voluntary and it is reserved exclusively to the Members of the Consortium to identify containers of ABM IGP [Balsamic Vinegar of Modena PGI] produced and/or bottled at the Members' plants.

The right to use the distinguishing mark shall be subject to a written application to be submitted to the Consortium using the specific forms and to the obtainment of the relevant authorization in writing.

Any non-compliance with one or more instructions and rules set down in this Regulation and in the authorization for use shall entitle the Consortium to start the claim procedure as per Article 8 below.

Article 7

The distinguishing mark may be reproduced only by typographers that have been specifically authorized by the Consortium with the execution of a specific agreement.

The typographer shall undertake to reproduce the distinguishing mark in accordance with the graphic design and sizes as indicated by the Consortium and with all the relevant technical characteristics.

The business relation between the authorized typographer and the Consortium Member shall be direct, with no intermediation by the Consortium.

All authorized typographers shall send a copy of all requests for the mark reproduction, as received from its customers, to the Consortium for its information, specifying quantities, type and size of the distinguishing marks to be reproduced.

At the end of every calendar year, all authorized typographers shall provide the Consortium with a summary setting forth the quantities of distinguishing marks printed and delivered, broken down by type and size.

Article 8

In case of non-compliance with the provisions set down in this Regulation, in the Articles of Association and in the authorizations issued by the Consortium, the Consortium shall send a formal reprimand to the non-complying Member requesting the relevant remedy to be put in place within 30 days at the most. After the above term to remedy has elapsed to no avail, the Board of Directors may resolve that the right to use the mark be suspended by right for a period from 1 to 6 months.

After the above formal reprimand, the Consortium Member may submit, within 30 days of receipt of the relevant warning, a defence brief in writing justifying its/his/her actions. The Board shall examine the above defence brief and, considering the arguments, may confirm or withdraw the request to remedy the situation in question.

After 3 official reprimands, the Board shall decide whether to finally prohibit the Member from using the mark and, in very serious cases, whether to expel the Member.

Article 9

This Regulation shall repeal any and all previous regulations and shall enter into force on 1 February 2015.

From the above date, the Consortium mark shall be affixed on the bottles in accordance with the provisions set down in this Regulation.

The previous version of the mark, in accordance with the rules for its use, may be printed out and handed over to the Consortium Members by any authorized typographer no later than on 27 February 2015. All marks collected by that date may be used up to full consumption.

Marchio

Aceto Balsamico di Modena

Bordeaux



Pantone 202 C

Sigillo

Aceto Balsamico di Modena

“Membro del Consorzio di Tutela”

Sigillo ABM Affinato
Misure 46x20 mm
Pantone Bordeaux 202 C

Sigillo ABM Affinato
Misure 46x25 mm
Pantone Bordeaux 202 C



Sigillo INVECCHIATO

Aceto Balsamico di Modena

“Membro del Consorzio di Tutela”

Sigillo ABM Invecchiato
Misure 46x20 mm
Oro lucido in lamina

Sigillo ABM Invecchiato
Misure 46x25 mm
Oro lucido in lamina



Marchio in etichetta

Aceto Balsamico di Modena

“Membro del Consorzio di Tutela”

Dimensioni massime dell'ovale (escluse le scritte):
altezza 20 x base 18,3 mm
Pantone 202 C



Marchio in etichetta

Aceto Balsamico di Modena

“Membro del Consorzio di Tutela”

Dimensioni massime dell'ovale (escluse le scritte):
altezza 20 x base 18,3 mm
Pantone 871 C o ORO lucido in lamina

