

MARKETING MANUAL



Showcase your commitment
as an affiliated company



Showcase the grade your
product meets

With this package, we want to guide you as users on how you can showcase your affiliation with BASTA and how you can present the open sustainability data of your products.

[Promote the company](#)

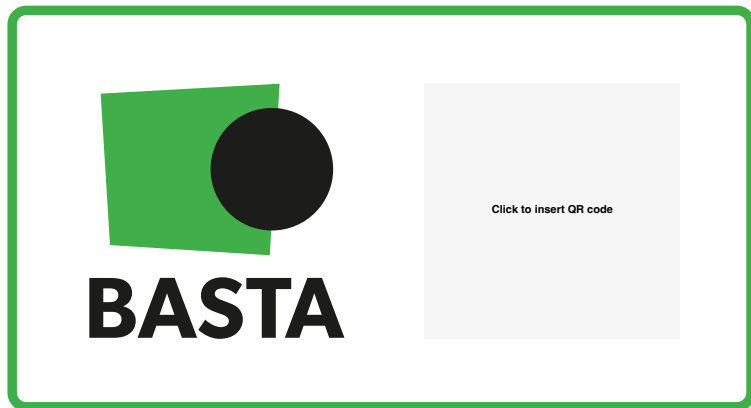
[Promote the product](#)

Download materials at
bastaonline.se/en/about-us/marketing

Different types of stickers

The BASTA system offers three different stickers that companies can use to demonstrate their commitment to sustainable and chemically safe construction products. These stickers help customers and partners quickly understand the level of documentation and responsibility the company works with.

Stickers for various needs can be found at bastaonline.se/en/about-us/marketing.



Product sticker without grade



Product sticker with grade



Affiliated



Showcase your commitment as an affiliated company

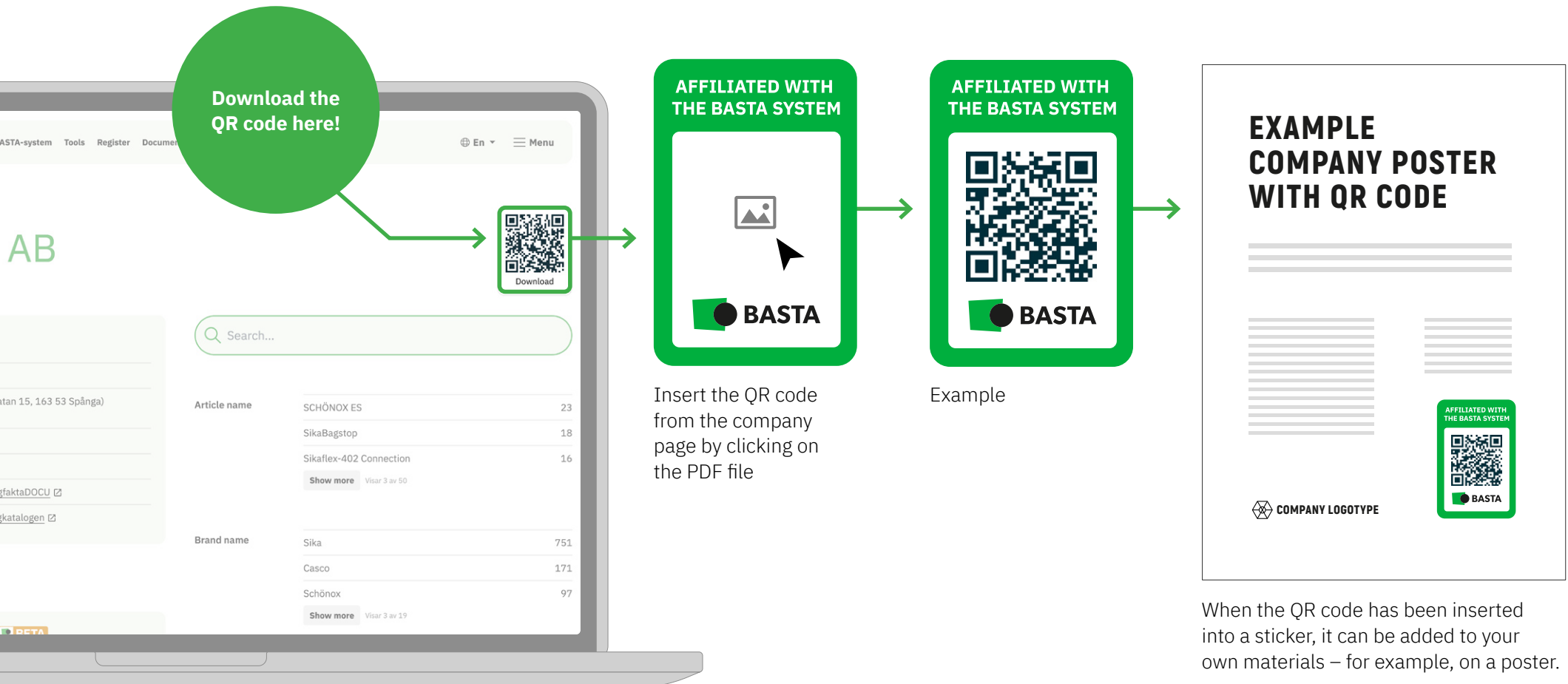
**IF THE COMPANY IS MARKETED AS AFFILIATED TO THE BASTA SYSTEM,
ONE OF THE FOLLOWING MUST BE FULFILLED:**

1. The BASTA system logo and a link to the company page on BASTA.
2. A sticker with a QR code linking to the company page on BASTA.
3. In running text, write: “The company is affiliated with the BASTA system and has registered products. See bastaonline.se for current registration status.”

Sticker with QR code

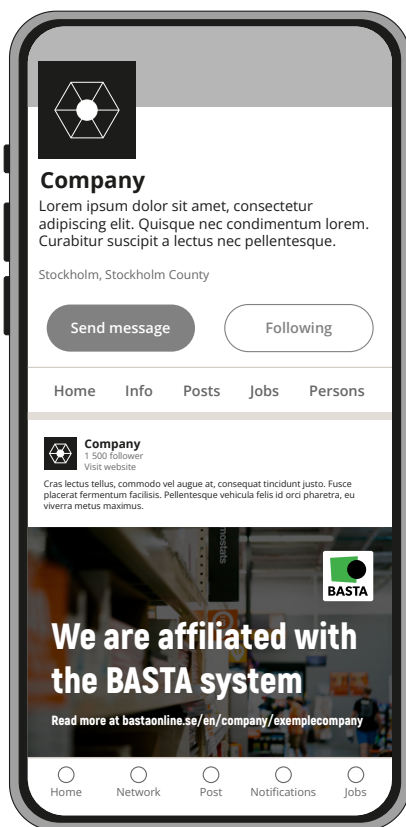
On bastaonline.se/en/companies, each affiliated company has its own page. Here you will also find a QR code that can be used in communication materials, directing the reader straight to the company page. On the company page, the reader can view all registered products and their sustainability information.

Stickers for different needs can be found at bastaonline.se/en/about-us/marketing.

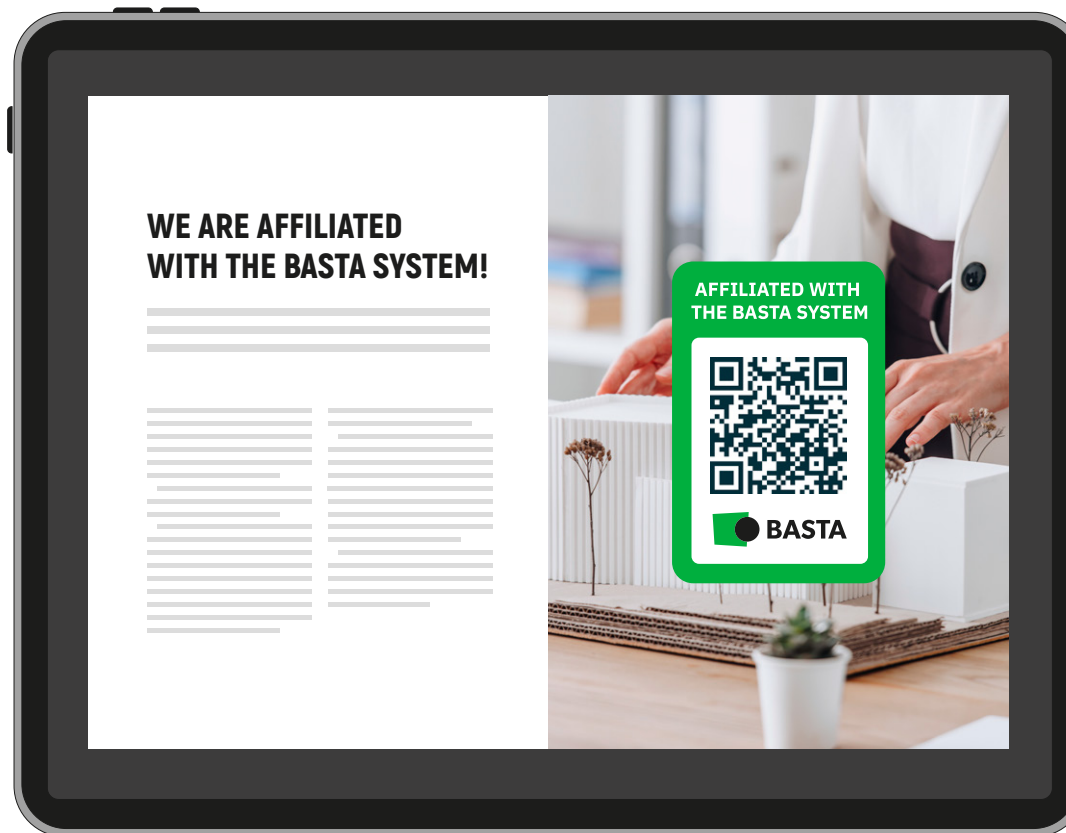


Example

Companies that are affiliated with BASTA system have the right to refer to their affiliation and link to their company page on BASTA. By showcasing your connection, you can demonstrate your commitment and show that you work in a structured way with transparent sustainability information.



The BASTA system logotype and link to company page on BASTA



Sticker with QR code to company page at BASTA

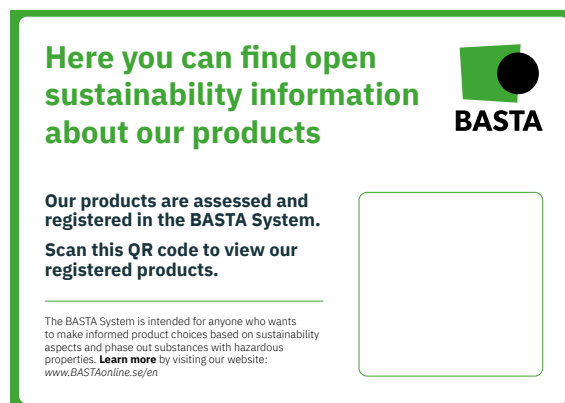


Written in continuous text

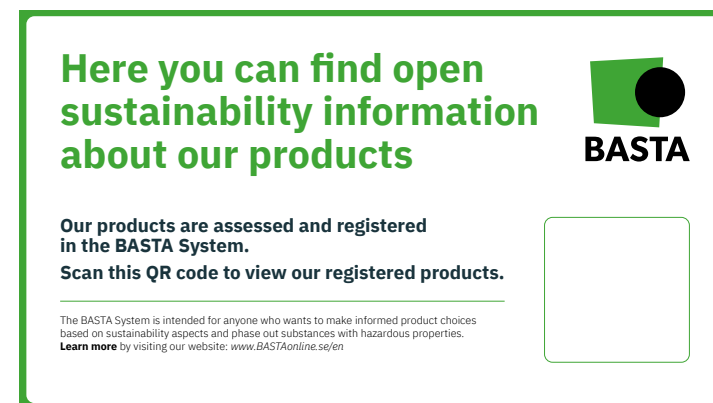
Templates with message

There are PDF templates with ready-made messages where your QR code can be placed:

PRINT



DIGITAL





Showcase your product and all associated sustainability data

With grade

IF PRODUCTS ARE MARKETED AS REGISTERED IN THE BASTA SYSTEM AND HAVE A GRADE, ONE OF THE FOLLOWING OPTIONS MUST BE FULFILLED:

1. Grade logo and link to the product page
2. Grade logo and QR code to the product page
3. In running text, write: "[Product name] is registered in the BASTA system and meets grade XXXX. See bastaonline.se/en for current registration status.

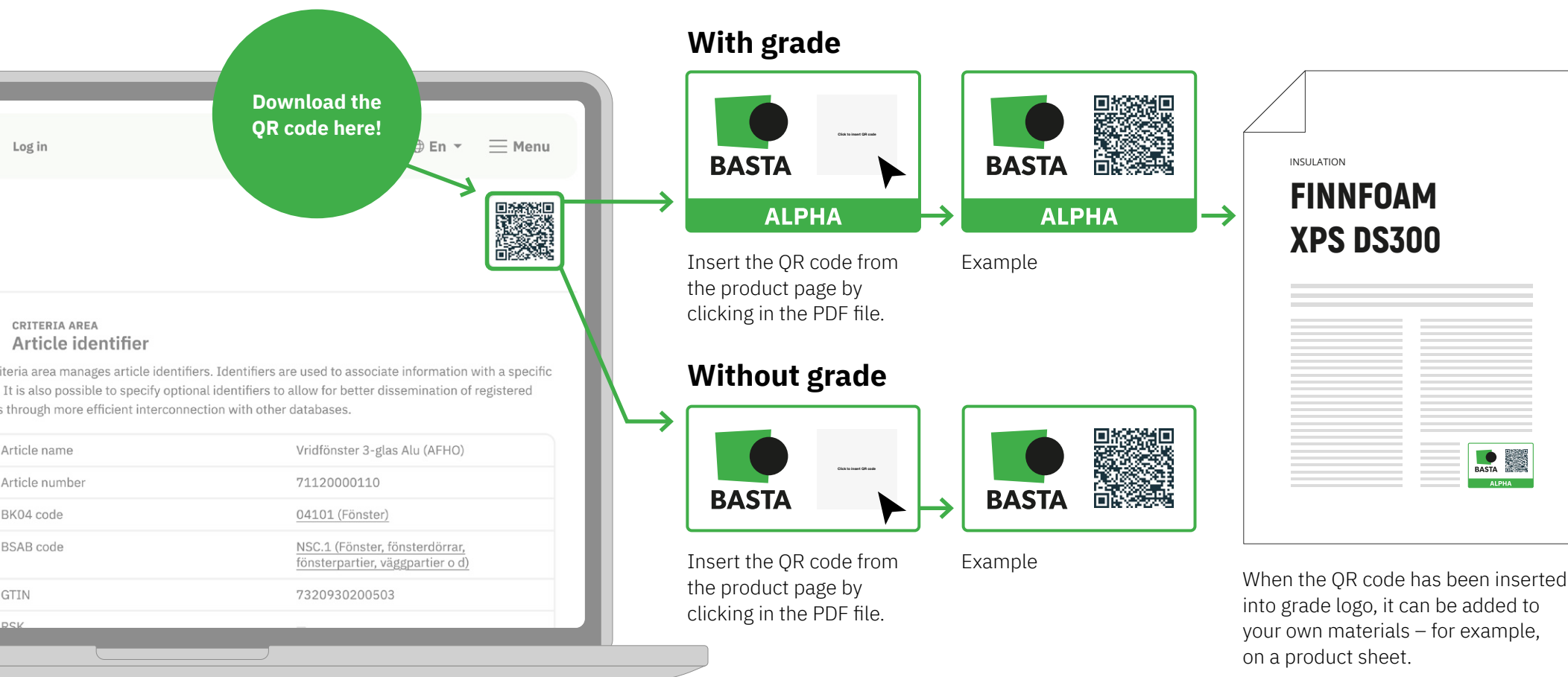
Without grade

IF PRODUCTS ARE MARKETED AS REGISTERED IN THE BASTA SYSTEM BUT DO NOT HAVE A GRADE, ONE OF THE FOLLOWING MUST BE FULFILLED:

1. The BASTA system logo and a link to the product page
2. The BASTA system logo and a QR code to the product page
3. In running text, write: "[Product name]" is registered in the BASTA system. See BASTAonline.se/en for current registration status.

QR code and any applicable grade logo linking to the product page

On bastaonline.se/en, each registered product has its own product page. Here you will also find a QR code that can be used in communication materials, directing the reader straight to the product page.



Example

Referring to the article page ensures updated and detailed information, which strengthens transparency and simplifies sustainable product choices.

STORE

Companies that sell products registered in the BASTA system have the right to refer to the fact that they meet one of the BASTA system's grades, or to the product groups indicating that they are registered in the BASTA system.

COMBINING LOGOS

There must always be a clear space around the rating level logo.

Horizontal placement: The height of all logos should be the same, or give the visual impression of being the same.

Vertical placement: The width of all logos should be the same, or give the visual impression of being the same.

Written in continuous text

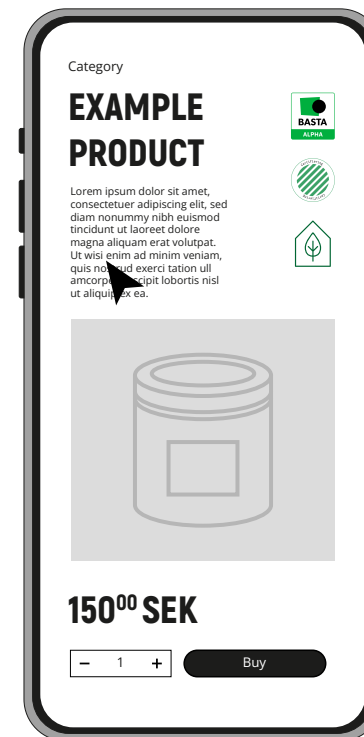
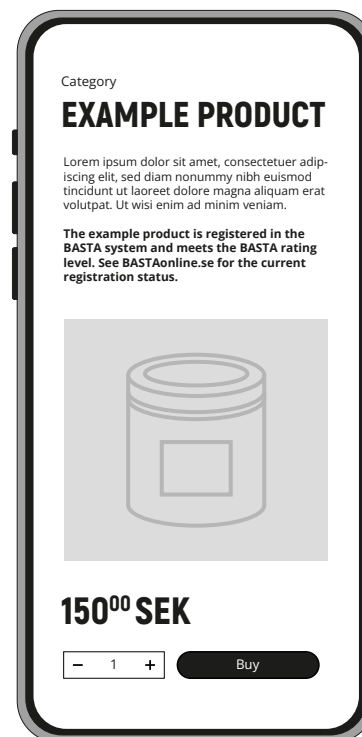
EXAMPLE PRODUCT STORE
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.
The example product is registered in the BASTA system and meets the BASTA level requirements. See BASTAonline.se for current registration status.
150⁰⁰ SEK

Grade logo and a link to the product page on BASTA

EXAMPLE PRODUCT STORE
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.
Read more at [bastaonline.se/examplecompany/exampleproduct](#)
   **150⁰⁰ SEK**

Grade logo and QR code

EXAMPLE PRODUCT STORE
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.
 **150⁰⁰ SEK**



How the logotyp CANNOT be used

The logo may NOT be placed directly on the product, but it may be used on the product sheet.





The BASTA system

Tel: 010-788 65 00

bastaonline.se/en