



# 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](#)

Find stickers at our [marketing page](#)



## Showcase your commitment as an affiliated company

**IF YOU WISH TO PROMOTE YOUR COMPANY AS AFFILIATED WITH THE BASTA SYSTEM, THE FOLLOWING THREE OPTIONS ARE AVAILABLE:**

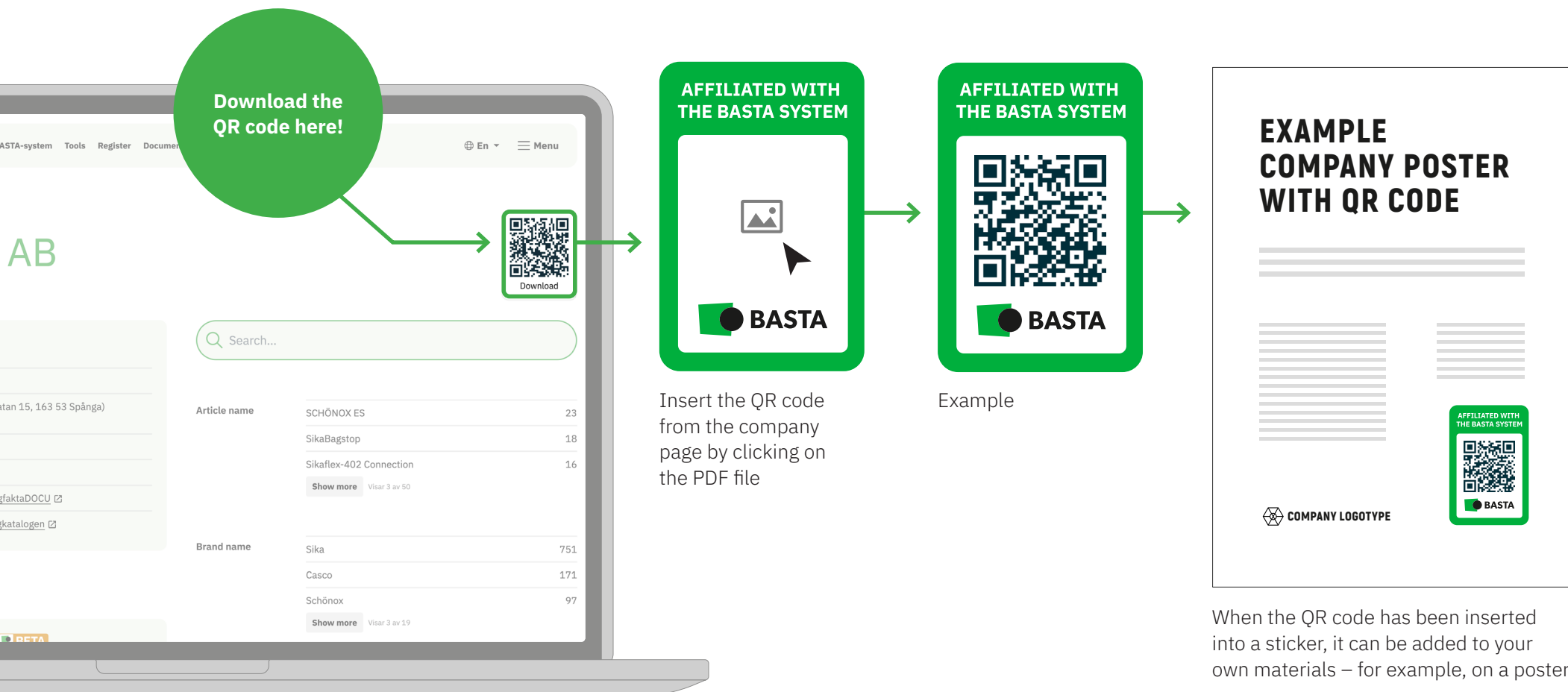
1. Display the BASTA system logo and a link to your company page on BASTA
2. Display a sticker with a QR code linking to your company page on BASTA
3. Include in running text: The company is affiliated with the BASTA system and has registered products; please visit [bastaonline.se](http://bastaonline.se) for the current registration status.

## Sticker with QR code

On [bastaonline.se/en/companies](https://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.

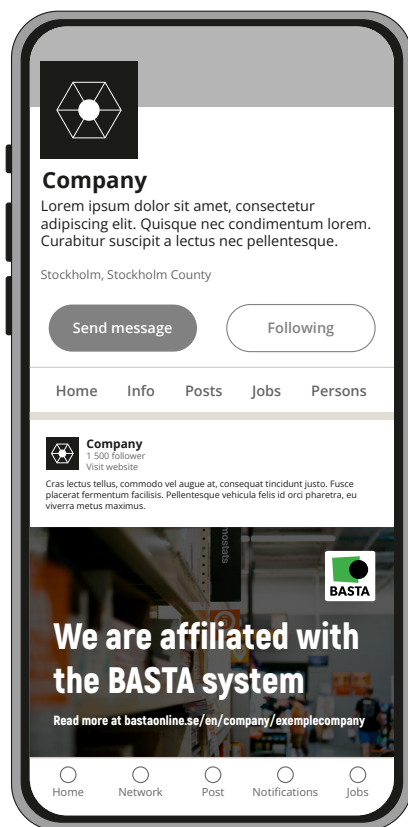
On the company page, the reader can view all registered products and their sustainability information.

Find stickers at our [marketing page](#).

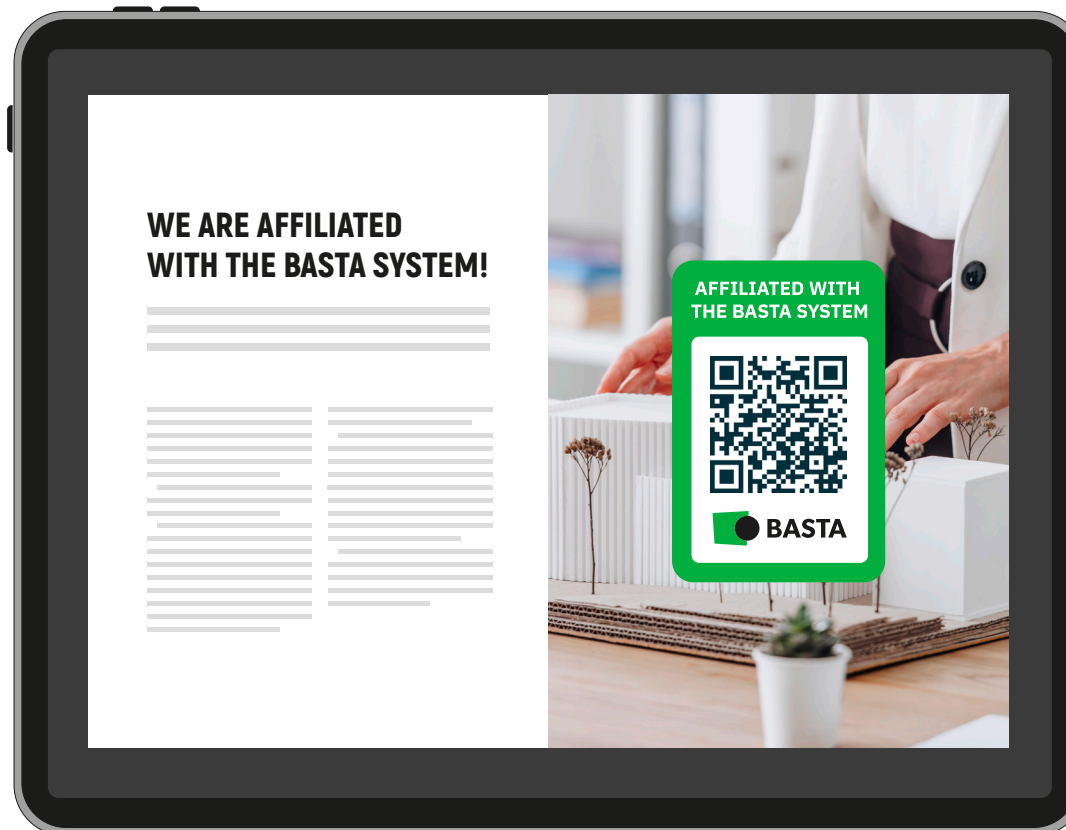


## Example

Companies that are affiliated with the 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


**Here you can find open sustainability information about our products**

**Our products are registered in the BASTA System.**  
**Scan this QR code to view our registered products**

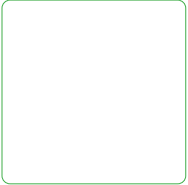


The BASTA System is intended for anyone who wants to make informed product choices based on sustainability aspects and phase out substances with hazardous properties. **Learn more** by visiting our website: [www.BASTAonline.se/en](http://www.BASTAonline.se/en)

**Here you can find open sustainability information about our products**




**Our products are registered in the BASTA System.**  
**Scan this QR code to view our registered products**



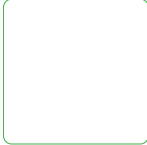
The BASTA System is intended for anyone who wants to make informed product choices based on sustainability aspects and phase out substances with hazardous properties. **Learn more** by visiting our website: [www.BASTAonline.se/en](http://www.BASTAonline.se/en)

### DIGITAL

**Here you can find open sustainability information about our products**



**Our products are registered in the BASTA System.**  
**Scan this QR code to view our registered products**



The BASTA System is intended for anyone who wants to make informed product choices based on sustainability aspects and phase out substances with hazardous properties. **Learn more** by visiting our website: [www.BASTAonline.se/en](http://www.BASTAonline.se/en)



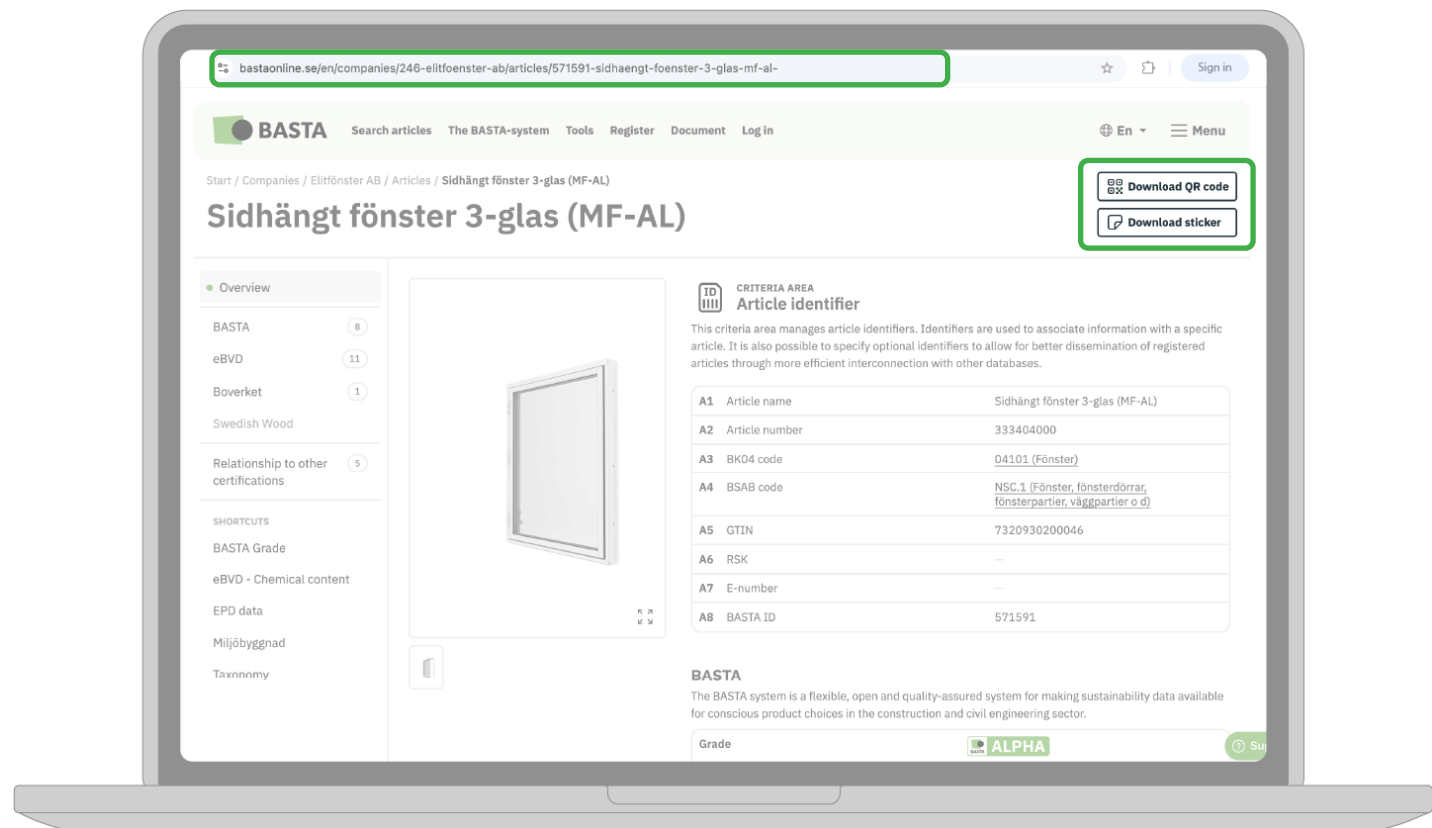
## **Showcase your product and all associated sustainability data**

**HERE YOU WILL FIND INFORMATION ON HOW PRODUCTS REGISTERED IN THE BASTA SYSTEM MAY BE MARKETED ACROSS DIFFERENT CHANNELS:**

- Digital marketing
- Print materials & retail
- On-product labeling

## Product pages and QR codes

On [bastaonline.se/en](https://bastaonline.se/en), each registered product has its own dedicated product page. All product information is gathered in one place, with a unique URL, QR code and sticker generator.



## Digital marketing

Would you like to promote your products digitally?  
Here you will find information on how to do so.

Articles/571591-sidhaengt-foenster-3-glas-mf-al-

system Tools Register Document Log in

En Menu

ster 3-glas (MF-AL)

glas (MF-AL)

**CRITERIA AREA**  
**Article identifier**

This criteria area manages article identifiers. Identifiers are used to associate information with a specific article. It is also possible to specify optional identifiers to allow for better dissemination of registered articles through more efficient interconnection with other databases.

A1	Article name	Sidhängt fönster 3-glas (MF-AL)
A2	Article number	333404000
A3	BK04 code	04101 (Fönster)
A4	BSAB code	NSC.1 (Fönster, fönsterdörrar, fönsterpartier, väggpartier o d)
A5	GTIN	7320930200046
A6	RSK	-
A7	E-number	-
A8	BASTA ID	571591

**BASTA**

The BASTA system is a flexible, open and quality-assured system for making sustainability data available for conscious product choices in the construction and civil engineering sector.

Grade **ALPHA**

### LOGOS

If you wish to promote your product using one of our logos, you may choose between:

1. *Products without a rating:* the BASTA logo + a link to the product (URL)
2. *Products with a rating:* the rating logo + a link to the product (URL)



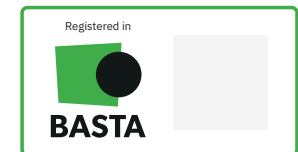
### BODY TEXT

For example, on websites or social media, state that the product is registered in the BASTA system as follows:

- *Products without a rating:* In running text write: “Product name” is registered in the BASTA system; please visit [bastaonline.se](https://bastaonline.se) for the current registration status + link to the product (URL)
- *Products with a rating:* “Product name” is registered in the BASTA system and meets the rating level XXXX; please visit [bastaonline.se](https://bastaonline.se) for the current registration status + link to the product (URL)

### STICKER

You can use our ready-made sticker to show that your product is registered in the BASTA system. Either generate your sticker directly by following the link on the product page, or create your own. If you choose to create your own, download the sticker package titled “Digital” and the QR code from the product’s webpage. Insert the QR code into the sticker using an image editing program.



## Example

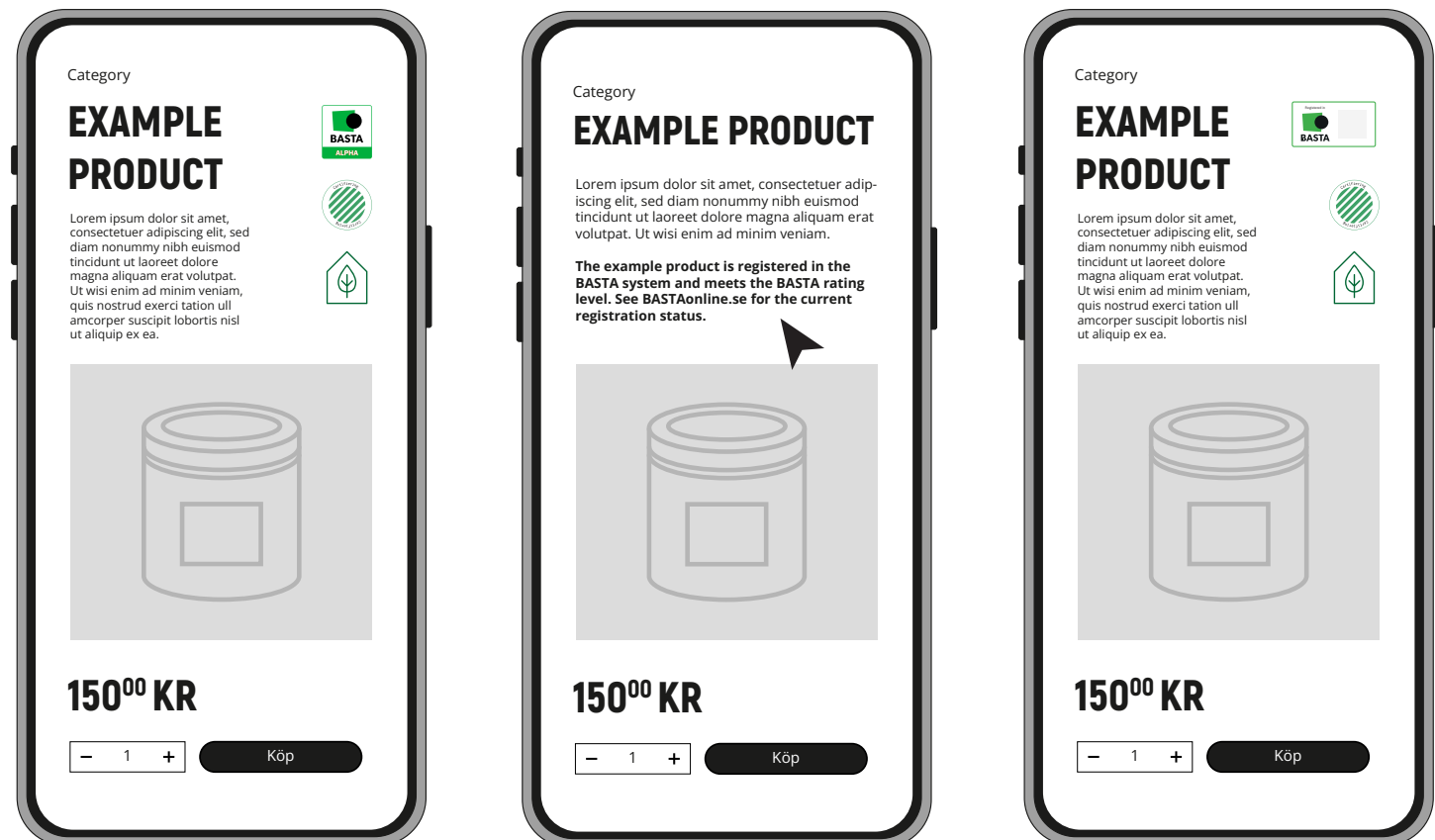
Referring to the article page ensures updated and detailed information, which strengthens transparency and simplifies sustainable product choices.

### 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.



## Print materials & retail

Would you like to promote your products in printed materials such as posters, roll-ups, product sheets, etc.? Here you will find information on how to do so.

articles/571591-sidhaengt-foenster-3-glas-mf-al-

system Tools Register Document Log in

En Menu

Sidskåp glas (MF-AL)

Sidskåp glas (MF-AL)

**ID** CRITERIA AREA  
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A2	Article number	333404000
A3	BK04 code	04101 (Fönster)
A4	BSAB code	NSC.1 (Fönster, fönsterdörrar, fönsterpartier, väggpartier o d)
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Grade **ALPHA**

### LOGOS

If you wish to promote your product using one of our logos, you may choose between:

- *Products without a rating:* the BASTA logo + “Read more at [bastaonline.se/en/exempelforetag/exempelartikel](https://bastaonline.se/en/exempelforetag/exempelartikel)”
- *Products with a rating:* the rating logo + “Read more at [bastaonline.se/en/exempelforetag/exempelartikel](https://bastaonline.se/en/exempelforetag/exempelartikel)”



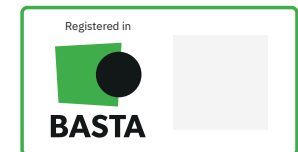
### BODY TEXT

For example, in product sheets or catalogs, state that the product is registered in the BASTA system as follows:

- *Products without a rating:* In running text write: “Product name” is registered in the BASTA system; please visit [bastaonline.se/en](https://bastaonline.se/en) for the current registration status
- *Products with a rating:* “Product name” is registered in the BASTA system and meets the rating level XXXX; please visit [bastaonline.se](https://bastaonline.se) for the current registration status

### STICKER

You can use our ready-made sticker to show that your product is registered in the BASTA system. Either generate your sticker directly by following the link on the product page, or create your own. If you choose to create your own, download the sticker package titled “Print and on product” and the QR code from the product’s web-page. Insert the QR code into the sticker using an image editing program.



# Example – print

Referring to the product page ensures access to up-to-date and detailed information, which enhances transparency and facilitates sustainable product choices.

## Retail

Companies that sell products registered in the BASTA system are entitled to state that their products meet one of the BASTA system’s rating levels or product group criteria, or 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.

Format: poster  
Solution: printed in running text



Format: product information  
Solution: rating logo and QR code



Format: roll-up  
Solution: rating logo and link to the article page on BASTA



## On-product labeling

Would you like to promote your products through physical labeling on the product? Here you will find information on how to do so.

**Download the QR-code here!**

Articles/571591-sidhaengt-foenster-3-glas-  
-system Tools Register Document  
En Menu  
ster 3-glas (MF-AL)  
glas (MF-AL)

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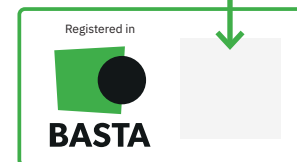
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## Example of product

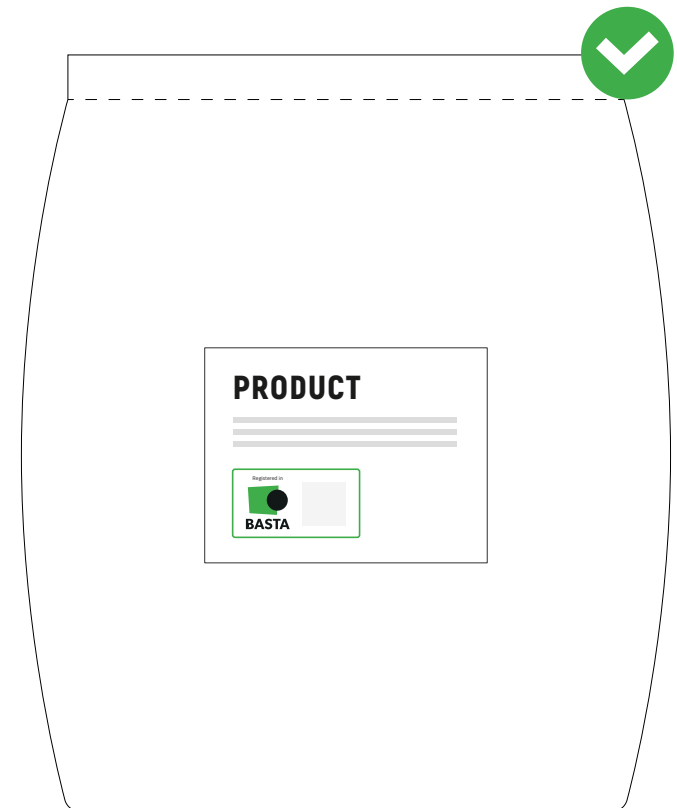
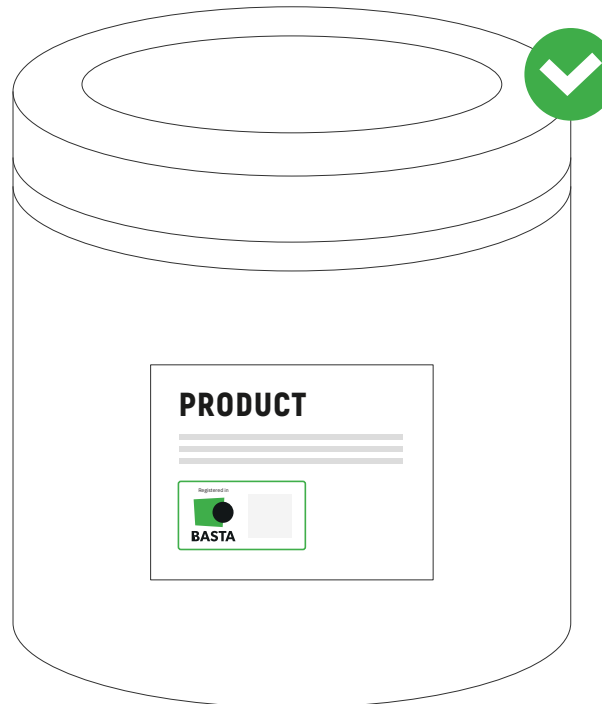
Referring to the article page ensures up-to-date and detailed information, which strengthens transparency and facilitates sustainable product choices.

### COMBINING LOGOS

Horizontal placement: The height of all logos is the same or gives the visual impression of being the same.

Vertical placement: The width of all logos is the same or gives the visual impression of being the same.

It is not permitted to place a rating logo on the product.





**The BASTA system**

**Tel: 010-788 65 00**

**[bastaonline.se](http://bastaonline.se)**