Best Practice Examples for Certipedia

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Case Study 1

Samsung Printer Cartridges

TÜV Rheinland customer Samsung used the Certipedia Premium ID to:

- gain a market advantage by showcasing that genuine Samsung cartridges fulfill the strictest requirements and received the TÜV Rheinland test mark with the keywords “Tested for harmful substances” and “Emission tested”
- set themselves apart from the competion

This resulted in:

- millions of cartridges and their packaging with the test mark with QR code
- consumer-friendly information within the Certipedia Premium ID entry
- Samsung’s intention to certify all genuine Samsung toners within 2014

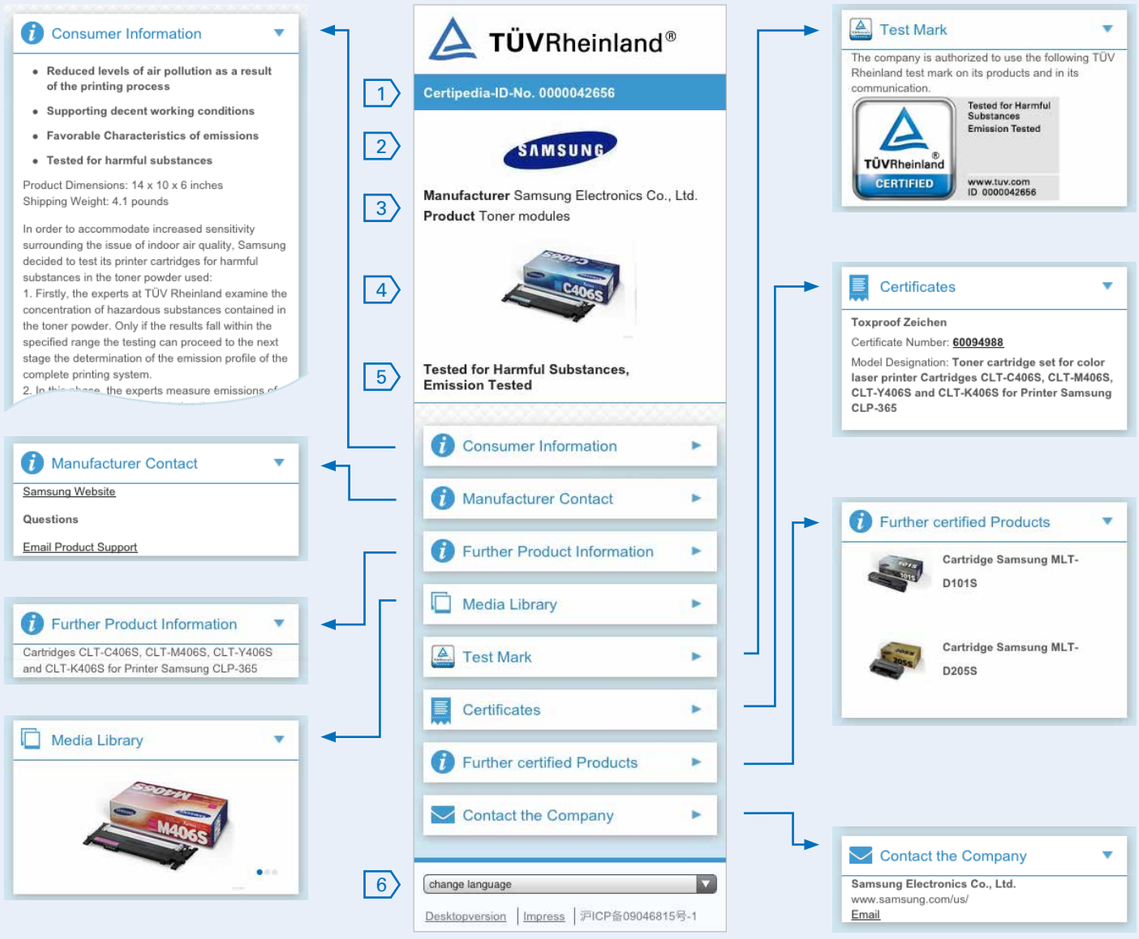
That is how it looks:

Simply scan this QR code and test the Certipedia example directly on your smartphone.

Mobile View

Information elements on the Premium ID page

1 Certipedia ID number
2 Customer logo
3 Manufacturer/product
4 Product image
5 Certified aspects
6 Language selection



Desktop View

Certipedia ID number

Test mark

Consumer information

Information

Media library

Product certificates

Further certified products

Further information

Language selection

Customer logo

Product image

Case Study 2

Bewital Petfood

Pet food manufacturer BEWITAL used the Certipedia Premium ID to:

- emphasize the quality characteristics of their products
- inform potential customers about their family of pet food products
- promote the achievement of the test mark in advertisements and at fairs

This resulted in:

- double-digit growth in sales of the branded products
- thousands of hits to the Certipedia Premium page via smartphones
- other pet food manufactures approaching TÜV Rheinland and asking for this test mark
- an enhancement of TÜV Rheinland's reputation in the pet food industry

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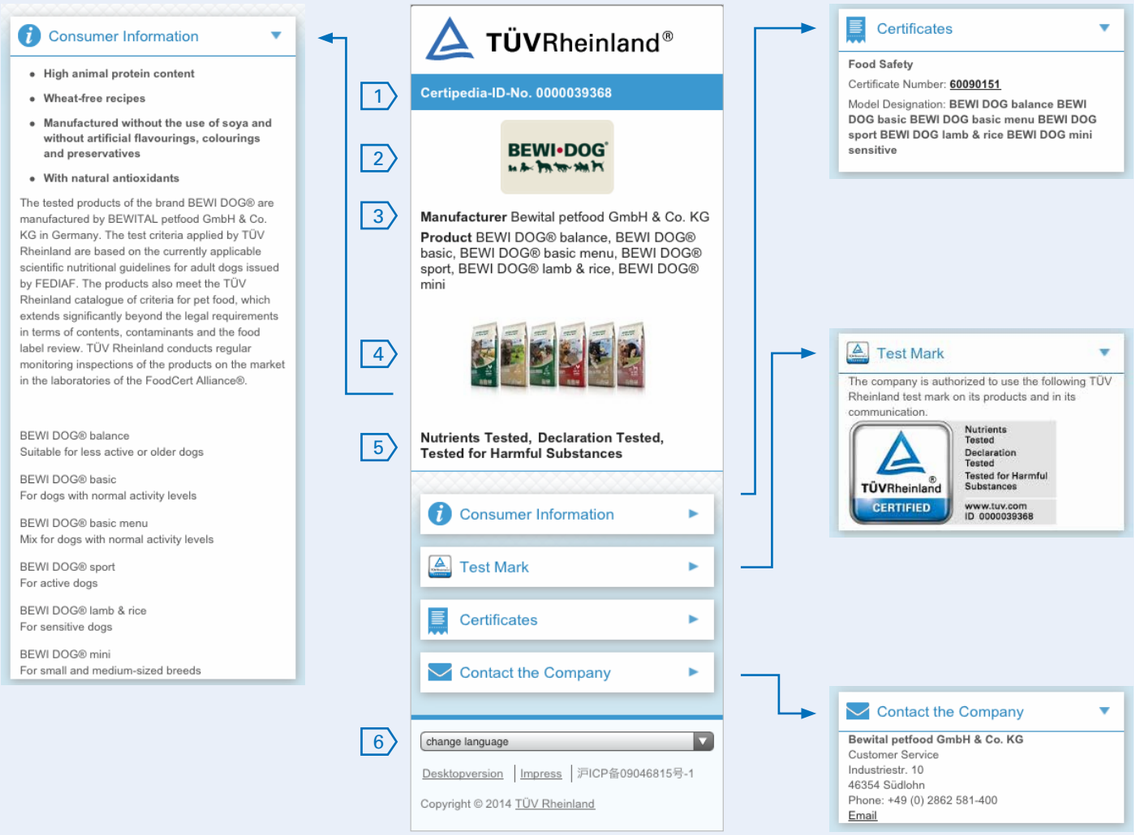
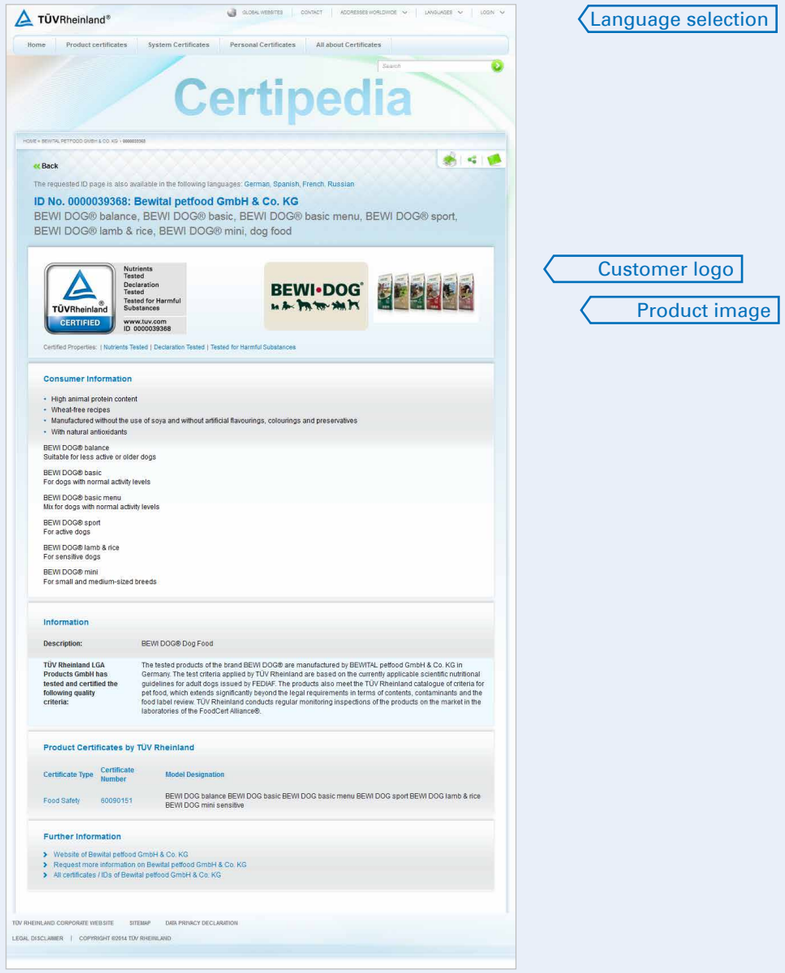
Mobile View

Information elements on the Premium ID page

1 Certipedia ID number
2 Customer logo
3 Manufacturer/product
4 Product image
5 Certified aspects
6 Language selection



Desktop View



Case Study 3

Tierfutter GmbH

Tierfutter GmbH is a fictitious Certipedia ID that is intended to demonstrate the range of possibilities within a Certipedia Premium ID entry such as:

- highlighting specific quality features of the feed product
- providing information about ingredients and the testing of harmful substances
- providing service information
- including market research questions

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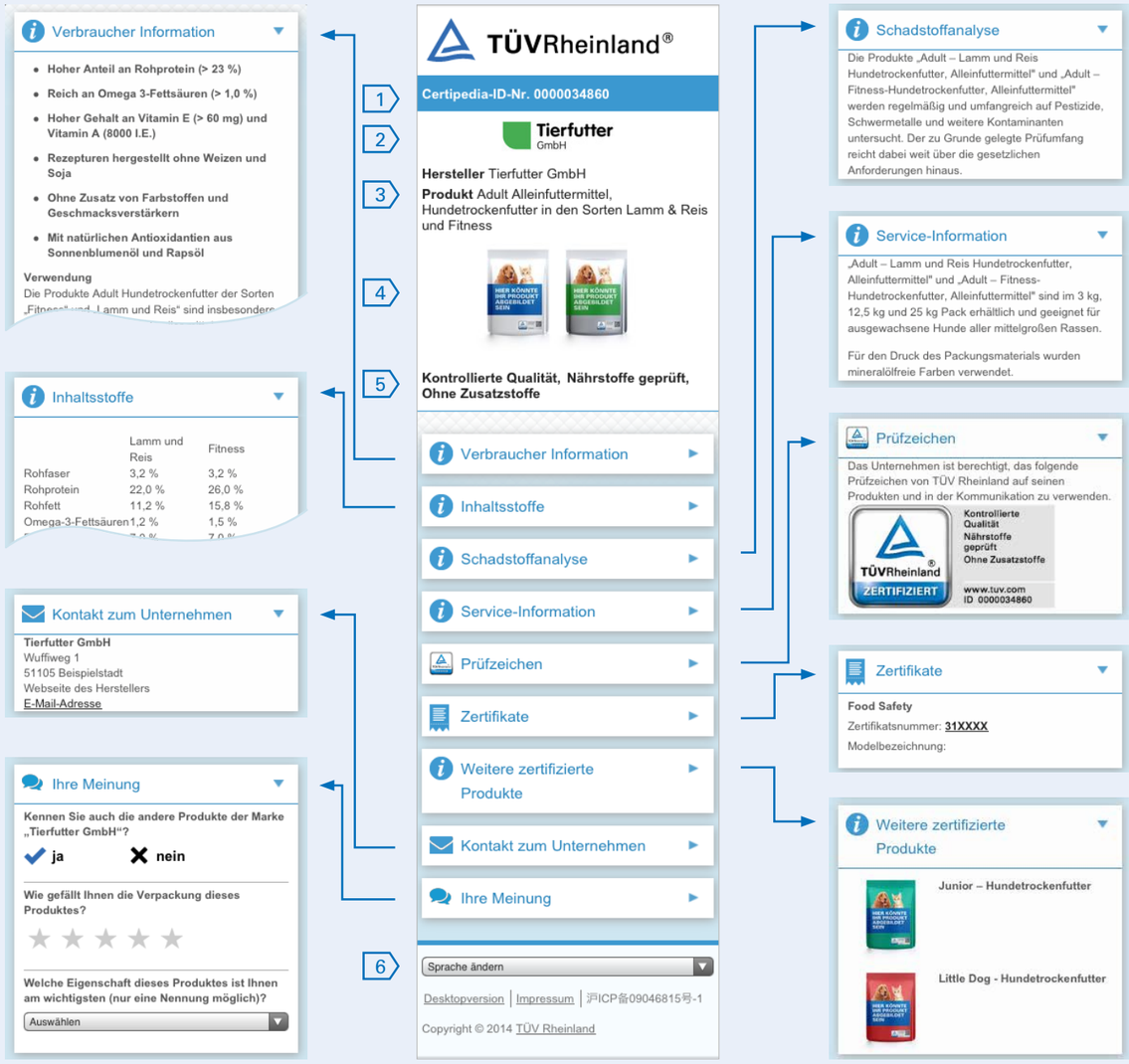
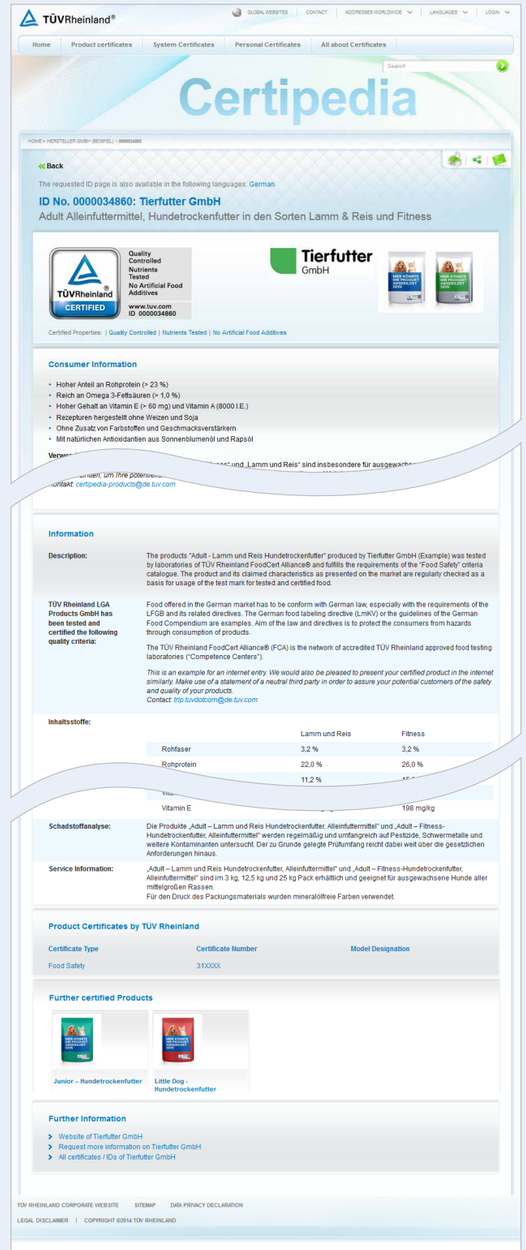
Mobile View

Information elements on the Premium ID page

1 Certipedia ID number
2 Customer logo
3 Manufacturer/product
4 Product image
5 Certified aspects
6 Language selection



Desktop View



Language selection

Certipedia ID number

Customer logo

Product image

Test mark

Consumer information

Information

Product certificates

Further certified products

Further information

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