



# STANDARDISATION MARKS

## STANDARDISATION MARKS

Have you ever observed that there are some products in which certain symbols or marks are found on their package or container? On a Coca-Cola bottle you find FPO mark, on pressure cookers ISI mark, on the package of bread, either Vegetarian or Non-vegetarian mark and a number of other symbols or marks in different products. These are called standardisation marks.

Why are these symbols or marks printed on the label of the products? What messages do these symbols convey to the consumers? As a wise buyer, you must consider the significance of these symbols and marks while buying any item.

Standardisation mark is a mark or symbol given to a product, which meets certain standards with respect to the quality in terms of material used, methods of manufacturing, labelling, packaging and performance.

Following are the various standardisation marks or symbols used on different products.

ISI MARK
AGMARK
FPO
WOOLMARK
ECOMARK
HOLOGRAM
HALLMARK
ISO
EURO II (BHARAT II)

## ISI mark



Let us discuss about marks and their significances.

**IS : 11352**

It is a standardisation mark issued by the Bureau of Indian Standards (BIS) to certify that the products conform to the minimum quality standards. It covers electrical goods, cement, mineral water, paper, paints, biscuits, instant baby foods, gas cylinders, soap and detergent powders etc. Before buying any such goods, you should check whether the product bears ISI certification mark with a number. The mark carries different numbers for different products.

ISI stands for Indian Standard Institute, which was the authorised body of Government of India to prescribe and certify quality standards for various Indian products. The name of this body was changed to Bureau of Indian Standard in 1986.



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### ISO MARK

ISO stands for International Organisation for Standardisation. This organization prescribes quality standards for products, services and authorizes national standard setting bodies (in India it is Bureau of Indian Standards) to use the same standard to issue certificates. The objective of ISO is to make common standards of products and services at international level, which ultimately facilitate foreign trade. The standards set by ISO are applicable to all kinds of organizations. Some of the areas where ISO standards can be applicable are - manufacturing, processing, printing, electronics, steel, banking, telecommunication, hospital, insurance etc. For certification of the quality standards in the case of exportable products, the BIS in India has prescribed standards of 9000 and 14000 series, which confirm to the quality standards adopted in western developed countries.



ISO, an international body, has representation of more than 120 countries. It is located in Switzerland and was established in the year 1947. The national standard setting bodies are its members.

### F.P.O.

You must have noticed F.P.O. marks on the containers of fruit products like jam, jelly, pickles, fruit juices, soft drinks, etc. What does it signify? Actually F.P.O. stands for Food Products Order. This order sets standards for protection of quality of products made from fruits and vegetables. Any manufacturer who wants to produce and sell processed fruits and vegetables also requires license from Government of India.



### AGMARK

It is a logo prescribed by the Agricultural Marketing Department of Government of India for use on agricultural, horticultural, forestry and livestock products. The use of this logo ensures the standard of natural and prescribed products. You must have noticed this logo on oil, fats, cereals, pulses, spices, honey etc.





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### WOOL MARK

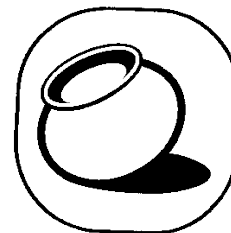
It is a certification mark that appears on woollen garments that use pure quality wool. This quality standard for woollen products is prescribed by the international wool secretariat.



WOOL MARK

### Eco-mark

To keep the environment 'pollution free', BIS has prescribed standards for eco-friendly products. Products that confirm to the standards set by BIS for environmental protection are permitted eco-labeling of their products. An earthen pot is used as a logo for eco-friendly products. This mark indicates that the product is environment friendly as regards to production, use and disposal. The various products in which you may find this eco-mark are paper, packaging materials, textiles



Eco-mark

### Euro II

Today air-pollution has been increasing in many cities due to emission of poisonous fumes from exhaust pipes of motor vehicles. To keep the air pollution under control Government of India has adopted the standards of emission prescribed by the European union. It is known as Euro II norm. A similar emission norm, which is applied to Indian cars is Bharat II.



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### Hologram

You must have observed a small square size plastic sticker generally of silver colour pasted on the package of some products or on the cover page of some books. This is called Hologram. It gives a three-dimensional image of different colours when illuminated by an overhead light. It also changes its appearance when you change the viewing angle. By observing it minutely, you can also find some text written on it. The text may be the name of the company or its logo or any other words/image. The purpose of sticking it on the package of the product is to establish the genuineness of the product.



### Hallmark

While buying any gold jewellery, how can a customer ensure that the articles on which he/she is going to invest huge amount of money, is made of pure gold? Generally, we cannot recognise the purity of gold by looking at it. Normal eye cannot recognize the purity of gold content. This may give jewellers ample scope to deceive the customers. Thus, to protect the customers against victimization by impure gold quality, Bureau of Indian Standard (BIS) has started giving a special symbol on gold jewellery known as 'hallmark'. This mark ensures the purity of gold jewellery by indicating its gold content. In India BIS has established Assaying and Hallmarking centres all over India to evaluate and test the quality of gold content in the jewellery.



Besides the above standardization marks, you also find few other marks or symbols on various products. The followings are some of these marks.

#### i. Vegetarian and non-vegetarian mark

These marks are used to indicate the presence of vegetarian and non-vegetarian ingredients in processed food items. You must have noticed a mark of a small green or red circle inside a square on the package of some products like bread, milk powder, honey, spices, panmasala etc. The red circle indicates that the food item contains non-vegetarian ingredients and the green circle indicates vegetarian ingredients. This helps the consumer to identify the food of their choice. The Government of India has made it mandatory for all packages of processed food items to bear the vegetarian or non-vegetarian mark. This is an identification mark adopted by Government of India from Codex Alimentarius, which is an international organization that prescribes food safety norms.



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### ii. Bar Code

Have you ever noticed that there is a set of black vertical small lines printed on the label of some products? What does it imply. This is called bar code. It consists of a particular numbers of bars of different width along with a number. If you observe it carefully you may find that the width of lines and the numbers written are different from product to product. These lines and numbers indicate the types and price of the product which only a computer can read. This barcode facilitate in preparing bills at the cash counter of shops where computerized bill payment system is in practice. This mark also serves the purpose of preparing a list of products in store. You can observe the utility of bar code in big cities and towns at the time of payment of telephone bill and also at the time of sending registered or speed post letters through computerised post office. If you have not noticed these lines then check right now. You can find bar code marks on the back cover of some books, on the packages of biscuits, spices, soaps, oil and a number of other consumer products.

