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இலங்கை தேயிலை சபை  
SRI LANKA TEA BOARD

574/1

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තේ ප්‍රවර්ධන අංශය தேயிலை பிரச்சார பிரிவு TEA PROMOTION DIVISION

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PROPAGANDA COLOMBO

කොළඹ  
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PROPAGANDA COLOMBO

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Web site : www.pureceylontea.com

Our Ref: TMR/LL/99

23<sup>rd</sup> September, 1999.

**TO ALL REGISTERED EXPORTERS OF TEA**

Sir,

**USE OF LION LOGO**

The Lion Logo is a trade mark owned by the Sri Lanka Tea Board. Any person who wishes to use this Logo should obtain the franchise rights from the Director, Tea Promotion Bureau.

Relevant guide lines which will be effective from 1<sup>st</sup> October, 1999 are enclosed herewith.

Yours faithfully,

(MRS. C.D. BANDARA)  
DEPUTY DIRECTOR (TECHNICAL)  
TEA TASTING UNIT – SRI LANKA TEA BOARD  
Encl:



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தேயிலை பிரச்சார பணியகம் TEA PROMOTION BUREAU

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Web site : [www.lanka.net/teaboard](http://www.lanka.net/teaboard)

## GUIDELINES FOR THE USE OF LION LOGO

01. The "Lion Logo" shall be as depicted as per annexure.
02. These rules shall apply to all 'packers of tea' engaged in using the 'Lion Logo' on tea packets, cans, cartons, canisters, tea bags or in any other form of retail containers for domestic consumption or export.
03. A person or body of persons who possess a valid license for engaging in any packaging of tea in terms of the Sri Lanka Tea Board (Registration of Tea Packers) Regulations of 1986 could make their application for permission to use the "Lion Logo".
04. Only packs containing 100% Ceylon Tea above the ISO 3720 standard and conforming to the relevant specifications for content of quality and packaging will be eligible to use the 'Lion Logo'.
05. A specimen application form for permission to use the "Lion Logo" could be obtained from the office of Director, Tea Promotion Bureau of the Sri Lanka Tea Board. An application shall be forwarded in respect of each pack and accompanied by a sample for which permission is sought, to Director, Tea Promotion Bureau.
06. The approval of Director, Tea Promotion Bureau, for the design for each pack bearing the 'Lion Logo' shall be obtained before printing operations commence.
07. The approval fee payable will be **Rs. 5,712/- per brand for one year** (The cheque should be drawn in favour of **Sri Lanka Tea Board**).
08. Every application forwarded to Director, Tea Promotion Bureau under these regulations shall be sent with a sample pack and the tea contained therein.
09. No person shall market teas using the 'Lion Logo' except under the authority of a letter of approval issued by Director, Tea Promotion Bureau.
10. Any person who wishes to use the 'Lion Logo' on tags attached to tea bags shall also print the 'Lion Logo' on the retail pack.
11. No person engaged in any approved undertaking to whom a letter of approval is issued to use the 'Lion Logo' under these regulations shall export or market locally, tea of a specification different from the original sample unless prior approval has been obtained for a change of content.
12. If a person to whom a letter of approval is issued to use the 'Lion Logo' contravenes or fails to comply with any of these rules, the Director, Tea Promotion Bureau may withdraw such approval without notice.
13. Every person who engages in any approved undertaking using the 'Lion Logo' shall comply with such directions and requirements as may be issued by Director, Tea Promotion Bureau from time to time, and shall maintain such records as required.
14. The frequency of sampling for each pack for which approval has been granted for the use of the 'Lion Logo' shall be as often as considered as necessary by Director, Tea Promotion Bureau.



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இலங்கை தேயிலை யுமை  
SRI LANKA TEA BOARD

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15. Every person who uses the 'Lion Logo' shall ensure that:
  1. The 'Lion Logo' is correctly depicted as below and is enclosed within a rectangle with rounded edges.
  2. The 'Lion Logo' shall be of a size which is in proportion to the package/container.
  3. The 'Lion Logo' is applied in such a manner as it may be easily and clearly visible as a distinct mark on the relevant package/container.
  4. The phrase 'CEYLON TEA - SYMBOL OF QUALITY' is printed in clear and visible letters at the bottom of the Logo and in a size proportional to the rest of the Logo, as seen in the annexure.
16. All the retail packs which are depicted with the Lion Logo should carry a narration "PURE CEYLON TEA - PACKED IN SRI LANKA " and either registration No. or the name of the packer.
17. Contract Packers of tea who wish to obtain approval for use of the Lion Logo should provide the written approval of the relevant authority or from the importer to use the brand applied for.
18. Please note that the use of the Lion Logo is permitted only on consumer packs (i.e. packets, bags, caddies etc). The use of the Lion Logo on any form of packaging containing bulk tea (chests/paper sacks) is not allowed and exporters are hereby requested to refrain from using the Logo on such packaging.
19. The narration in the packs should indicate the contents of the pack in general terms, and not give any description which will be misleading to the consumer, or give a false narration as to the contents.
20. Any narration, photograph or picture on the pack should not depict in any way to tarnish the image of cultural, social or religious background of Sri Lanka.
21. No description or narration or text referring to the "Lion Logo" could be printed on any package without authorization from the Director, Tea Promotion Bureau.
22. If a re-design of the pack is being made or the blend component is changed, all packs which bear the "Lion Logo", prior approval should be obtained from the Director, Tea Promotion Bureau by forwarding new applications for such packs.
23. The use of "Lion Logo" by way of pasting a sticker is not allowed.
24. Since the validity of "Lion Logo" registration expires after ~~one~~ year from the date of registration, all authorized users should renew all "Lion Logo" identified packs prior to the expiry date of the current registration.
25. All the authorised users of Lion Logo should furnish monthly declaration of Tea exports in Packeted form and Tea Bags with the Lion Logo in the Form TPB/EX/LL to the Director, Tea Promotion Bureau on or before 10th day of the following month. This will be for statistical purpose only.  
(Specimen Form TPB/EX/22 annexed herewith).





Name of Company : .....

Form : TPB/EX/LL

To: The Director,  
Tea Promotion Bureau,  
574/1, Galle Road,  
Colombo 03.

Dear Sir,

**STATEMENT OF TEA EXPORTS IN PACKETS AND TEA BAGS WITH LION LOGO  
DURING THE MONTH OF .....**

| Cusdec<br>Lodg.No. | Date of<br>Shipment | PACKETS/CARTONS<br>Brand Name | Destination | Description  | Total<br>Qty.<br>Kgs. | Cusdec<br>Lodg.<br>No. | Date of<br>Shipment | TEA<br>Brand name | BAGS<br>Destinaion | Description | Total<br>Qty.<br>Kgs. |
|--------------------|---------------------|-------------------------------|-------------|--------------|-----------------------|------------------------|---------------------|-------------------|--------------------|-------------|-----------------------|
|                    |                     |                               |             |              |                       |                        |                     |                   |                    |             |                       |
|                    |                     |                               |             | <b>TOTAL</b> |                       |                        |                     |                   | <b>TOTAL</b>       |             |                       |

I/We hereby certify that the above particulars are true and correct.

Date: .....

.....  
Signature and Seal of Exporter



**CEYLON TEA**  
SYMBOL OF QUALITY