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இலங்கை தேயிலை சபை
SRI LANKA TEA BOARD

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Our Ref: TMR/LL/99

23rd 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 1st 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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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.

