



VERIFICATION OF CONFORMITY
PRODUCT DESIGNATION

Products which are been subject to verification of conformity, for purposes of listing, must be fully, unambiguously and uniquely identified.

The term for this product identification is **designation**.

Within a system of product certification and listing, product designation is critical.

Product designation, generally, consists of three (3) main components (fields).

Trade brand or brand name.

Trade brands and brand names are considered to be sufficiently similar in terms of their interpreted definition such that both are acceptable.

In the context of product certification listing, **trade brand is the preferred term.** (Refer background note below)

and

Model or part no. or figure or cat. no. or similar.

Product designations which incorporate series identification must also have unique model designations for each product variation within the product series.

and

Product type.

This is the last designation component that details the classification of the product in terms of such defining criteria as type, sizes, temperatures, sensitivity and purpose.

When determining the designation of a product, it is critical to concentrate on all the details which contribute to the uniqueness of the identification. In general terms, examples of such details requiring attention include the following.

- Correct character case (lower/upper case) ie. 'A' cf 'a'.
- Numeric format. ie. 'i' cf 'I' cf '1'
- Use and placement of dashes, slashes, spaces and periods.

Specific examples (not including the product type field) include the following.

Correct designation	Incorrect designation
Universal®, Model SS-750	Universal®, Model SS 750
Viking®, Model B-2	Viking®, Model B2
AGF, Model 1000	A.G.F., Model 1000
Poz-Lok®, Part No. 910	Poz-lok®, Part No. 910
VESDA®, Model E700 Mk I	VESDA®, Model E700 Mk 1
Olsen, Model T56B Type A	Olsen, Model T56B

Trade name vs Trade brand (background note)

Trade name is a term used in the product labelling and marking requirements of some Australian Standards. Some debate exists in relation to whether a trade name is a suitable component of a product designation.

Reference to 'Australian Law of Trademarks and Passing Off' (pp. 416) provides a reasonably clear definition of trade name, as follows.

"The expression 'trade name' refers here to the business name, company name or other trading style under which a business is carried on. When such a name is used to indicate the trade origin of good or services it functions also as a 'trade mark' within the meaning of the Trade Marks Act...."

In the context of the above definition, a trade name cannot always be considered to be an appropriate component of a product designation. For this reason the terms 'trade brand' or 'brand name' are considered to be a more appropriate (i.e. less ambiguous) definition of a product label or device which uniquely identifies a manufacturer's/supplier's product or range of products.

Many businesses, operating under a particular trade name, may use a number of trade brands (over which they have proprietary) to market similar or identical products in their range.

The following table of examples is illustrative only and is only for the purposes of demonstrating the differences of meaning/application of the terms 'trade name' and 'trade brand'.

Trade name (refer to note below)	Trade brand
IBM Corporation	IBM®
PSA Products Pty Ltd	Lifesaver®
Microsoft Corporation	Microsoft®
Pyrozone Manufacturing Pty Ltd	Pyrozone™
Vision Fire & Security Pty Ltd	VESDA®

Note:

The examples in the above table are exclusively for the purpose of demonstrating a point. Actual trade names retaining proprietary use of a trade brand through trademark and/or goodwill may be different.

Trademarking or registered trademarking of trade brands or devices is not necessarily essential to protect a company's proprietary use of that name or device. In some cases, such as a trade brand using words of 'everyday use', trademarking may not be possible. However, not trademarking a product does not necessarily exclude access to legal remedy in the case of misrepresentation or misuse of an established trade brand or device.