



ශ්‍රී ලංකා තේ මණ්ඩලය
இலங்கை தேயிலை யுமை
SRI LANKA TEA BOARD

574 / 1 { තේ මාරු, කොළඹ 3, ශ්‍රී ලංකාව
காணி எறிது. கொழும்பு 3, இலங்கை
Galle Road, Colombo 3, Sri Lanka

තේ ප්‍රවර්ධන කාර්යාංශය தேயிலை பிரச்சார பணியகம் **TEA PROMOTION BUREAU**

දුරකථනය දුරකථන Telephone	{ 582121 582122	ම. ලේ. ப. அ.உ. P.O. Box	{ 295	ෆැක්ස් கனம் Fax	{ 587341	විදුලි ප්‍රේමණ தொலைபேசி Telegrams	{ 587341	ප්‍රචාරක பரப்பாக்கல் PROPAGANDA	කොළඹ கொழும்பு COLOMBO
--------------------------------	--------------------	-------------------------------	-------	-----------------------	----------	---	----------	---------------------------------------	-----------------------------

E-Mail : tbureau@sri.lanka.net

Web site : www.lanka.net/teaboard

- 2 -

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 propotional 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.
- 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 three years 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).