



ශ්‍රී ලංකා තේ මණ්ඩලය
இலங்கை தேயிலை சபை
SRI LANKA TEA BOARD

574 / 1

තාප් පාර, කොළඹ 3. ශ්‍රී ලංකාව
காலி வீதி, கொழும்பு 3. இலங்கை
Galle Road, Colombo 3, Sri Lanka

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

දුරකථන දුරකථන Telephone	582121 582122	ප. ම. ප. P.O. Box	295	ෆැක්ස් Fax	587341	විදුලි පුවරු Telegrams	ප්‍රචාරක PROPAGANDA	කොළඹ COLOMBO
-------------------------------	------------------	----------------------	-----	---------------	--------	---------------------------	------------------------	-----------------

E.Mail : tbureau@sri.lanka.net

Web site : www.lanka.net/teaboard

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,

CLIFFORD RATWATTE

CHAIRMAN

Encl:

- c.c. 1. Director General, Customs
2. Tea Commissioner, Tea Commissioner's Division
3. Director, Tea Promotion Bureau
4. Deputy Tea Commissioner, Tea Exports Division
5. Chairman, Colombo Tea Traders' Association
6. Chairman, Tea Exporters' Association
7. Chairman, Colombo Brokers Association
8. Chairman, Tea Small Holding Development Authority
9. Secretary General, Planters' Association of Sri Lanka
10. O/R Division, S.L.T.B.



ශ්‍රී ලංකා තේ මණ්ඩලය
இலங்கை தேயிலை சபை
SRI LANKA TEA BOARD

574 / 1 { ගාලු පාර, කොළඹ 3, ශ්‍රී ලංකාව
காலி வீதி, கொழும்பு 3, இலங்கை
Galle Road, Colombo 3, Sri Lanka

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

දුරකථනය දුරකථන Telephone	582121 582122	ෆැක්ස් P.O. Box	295	ෆැක්ස් Fax	587341	විදුලි පුවරු நகல் Telegrams	ප්‍රචාරකයන් பரப்பாக்கள் PROPAGANDA	කොළඹ கொழும்பு COLOMBO
--------------------------------	------------------	--------------------	-----	---------------	--------	-----------------------------------	--	-----------------------------

E-Mail : tbureau@sri.lanka.net Web site : 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. 3,000/- per brand for three years. (The cheque should be drawn in favour of Ceylon Tea Promotion Bureau).
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



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).



ශ්‍රී ලංකා තේ මණ්ඩලය
இலங்கை தேயிலை சபை
SRI LANKA TEA BOARD

574 / 1 { ගාල්ල පාර, කොළඹ 3. ශ්‍රී ලංකාව
காவியி தெ. கொழும்பு 3. இலங்கை
Galle Road, Colombo 3. Sri Lanka

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

දුරකථනය தொலைபேசி Telephone	582121 582122	ප. ම. ප. த. ம. ப. P.O. Box	295	ෆැක්ස් கெக்ஸ் Fax	587341	විදුලි පුවරු தந்தி Telegrams	ප්‍රචාරක பரப்பாக்கம் PROPAGANDA	කොළඹ கொழும்பு COLOMBO
----------------------------------	------------------	----------------------------------	-----	-------------------------	--------	------------------------------------	---------------------------------------	-----------------------------

E.Mail : tbureau@sri.lanka.net

Web site : www.lanka.net/teaboard

- 3 -

26. Reference standards for the use of Lion Logo are available for examination at the Tea Tasting Unit of the Tea Promotion Bureau. for the following countries. Packers are kindly requested to examine the samples to ensure that the tea content in the packs carrying the Lion Logo is akin to the respective reference standard. Teas having any adverse character eg. Out of condition, Mouldy, Musty, Flat, Old, Fruity, Burnt, Smoky, Stewy, Tainted, Sour, will not be permitted to carry the Lion Logo. All teas must have a clean liquor.

AUSTRALIA
CHEZ REPUBLIC
EGYPT
IRELAND
ITALY
KUWAIT
MALDIVES
POLAND
SINGAPORE
TUNISIA

CHINA
DENMARK
FRANCE
ISRAEL
JAPAN
LEBANON
NEW ZEALAND
RUSSIA-CIS
SWEDEN
TURKEY

CHILE
DUBAI
GERMANY
IRAN
JORDAN
LIBYA
OMAN
SAUDI ARABIA
SYRIA
YEMEN

U.K.
U.S.A.
SWITZERLAND
IRAQ
CANADA
HONG KONG
FIJI
TAIWAN
ITALY
YUGOSLAVIA
GREECE
HOLLAND

27. In respect of other markets any main grade or a primary dust with a neat appearance and clean liquor would be considered for the use of the Lion Lgo and exporters are kindly requested to submit samples prior to negotiation and packing to obtain necessary approval.

* *

Any further clarification of the above guide lines could be obtained from the undersigned or Tea Tasting Unit of the Tea Promotion Bureau by calling telephone no: 593270.

Hasitha De Alwis

HASITHA DE ALWIS
DIRECTOR
CEYLON TEA PROMOTION BUREAU

Encl:
22nd September, 1999.



CEYLON TEA

SYMBOL OF QUALITY