

WHAT IS THE TRADEMARK VETRO ARTISTICO® MURANO?

It is a proof of origin provided by the Veneto Region in compliance with the law 70, passed on December 23 1994. It certifies that products have been made on the island of Murano, according to glass making tradition. It is managed by Consorzio Promovetro.

WHY IS THE TRADEMARK NECESSARY?

To protect the image of Murano glass and also to guarantee the customer about the origin of the product and that it has been made using traditional artistic methods born and developed over a thousand years in the island of Murano.

WHAT DOES THE TRADEMARK GUARANTEE?

The security that the product is genuine Murano Glass, made on Murano island, according to glass making tradition.

WHO CAN DISPLAY IT?

Only companies producing artistic glass on the island of Murano can apply for the trademark to the Veneto Region: if granted, they become a "concessionary company" of the Vetro Artistico® Murano trademark.

HOW DOES IT WORK?

Concessionary companies apply a special stick-on label anticounterfeit label to their products. It is produced with various security and traceability elements, to guarantee, without any doubt the origin of the product.

WHAT DOES THE STICK-ON LABEL LOOK LIKE?

The label displays the trademark's logo and can either be produced with red and gold colours or blue and gold colours according to the different kind of glass making techniques. On the top there is the Concessionary Company's code. Since 2016 the sticker has presented a serial number and a datamatrix code that unequivocally identify the product and represent its "identification card".

HOW CAN I IDENTIFY THE AUTHENTICITY OF THE PRODUCT THROUGH THE STICKER?

Through the reading of the datamatrix code with any dedicated app; with the official app Original Murano Glass, or alternatively through the Vetro Artistico® Murano web site, at the [dedicated page](#).

WHERE CAN THE PRODUCTS WITH THE TRADEMARK BE FOUND?

Products with the Vetro Artistico® Murano trademark are sold all around the world, but for information about our authorised shops, please visit [shop page](#).

