



The role of JMM in product branding
Certify Locally...Compete Globally!

Jamaica-Made Mark (JMM) Programme



Authentic

Quality

Truly Jamaican

Jamaica-Made Mark (JMM) Programme



- ☀ **Voluntary** certification programme
- ☀ License is valid for **2 years**.
- ☀ **legally registered** with the Jamaica Intellectual Property Office (JIPO) and **gazette** under the Standard Marks Regulations, 2007

Jamaica-Made Mark (JMM) Programme



- ☀ Developed to assist in:
 - ☀ **facilitating trade**
 - ☀ **protecting consumers**
 - ☀ **strengthen “brand Jamaica’ reputation**
 - ☀ **contributing to the establishment of a “national brand.”**

Jamaica-Made Mark (JMM) Programme



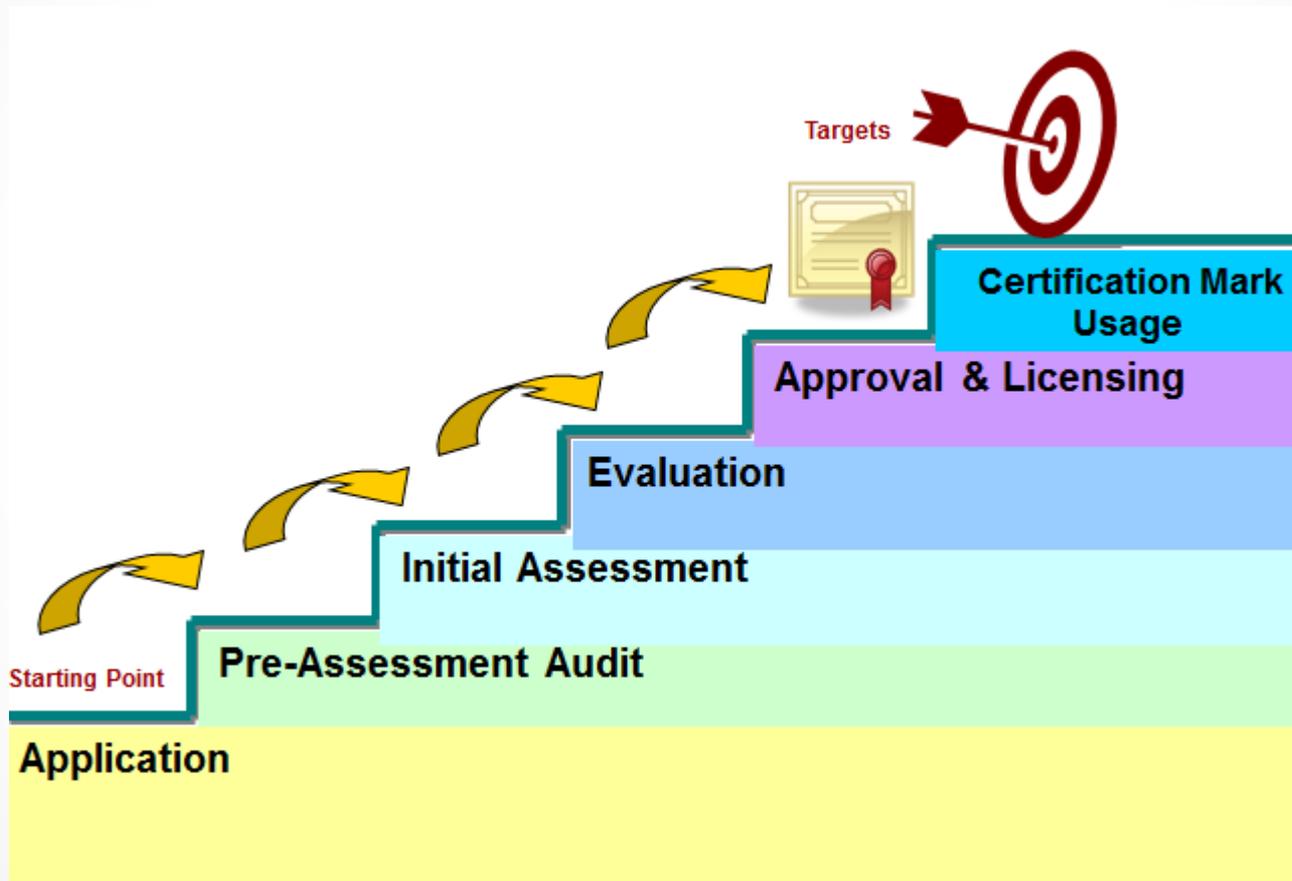
- ☀️ Jamaica Made Mark is used to indicate compliance with standards and product characteristics pre-established by the owner (Bureau of Standards Jamaica)
- ☀️ Certification of Jamaican product(s) which contains a minimum of:
 - ✓ **51% Jamaican Raw Material**
 - OR**
 - ✓ **70% Jamaican Input**

Jamaica-Made Mark (JMM) Programme



- ☀ Certifies **Authentic Jamaican** product(s) made at a company/facility that **has a demonstrated Quality system**.
- ☀ Product(s) must also **conform to established national, regional or international standards**.
- ☀ products must be **produced in Jamaica**

THE CERTIFICATION PROCESS



BENEFITS

- ☀ Increase consumer confidence in the authenticity, safety and quality of products.
- ☀ Add credibility to certified companies; increase consumer trust in certified products
- ☀ Easily distinguishes authentic Jamaican products of quality.

BENEFITS

- ☀ Enhance international competitiveness of Jamaican products.
- ☀ Adds value to the cultural uniqueness of the product.
- ☀ Acts as a guarantee and enhancer for an organization brand positioning strategy.

Thank You For Listening



A person wearing a dark blue suit jacket and a white shirt is holding a rectangular white sign with both hands. The sign is centered in the frame and features the word "QUESTIONS?" in a large, bold, dark blue, sans-serif font. The person's hands are visible at the bottom corners of the sign, with fingers slightly curled. The background is a plain, light gray color.

QUESTIONS?

NCBJ...Certify Locally...Compete Globally



Contact the NCBJ and we'll help you transform your business through certification:

National Certification Body of Jamaica

6 Winchester Road, Kingston 10

Tel: (876) 618-5793/618-5789

Website: www.ncbj.org.jm

Facebook.com/nationalcertificationbodyofjamaica