



RADON WARNING LABEL

An initiative of the BC Lung Association's
RadonAware Program



June 2015

RADON WARNING LABEL PARTNERSHIP OPPORTUNITY

The BC Lung Association (BCLA), as part of its RadonAware program, has designed and produced a standardized Radon Warning Label that is being applied to radon vent pipes by new home builders and inspectors in British Columbia (BC) as required by the **2012 BC Building Code Section 9.13.4.3.3.b.iii**.

A number of organizations have expressed strong interest in ensuring a common radon warning label be applied to radon vent pipes in Canadian housing to facilitate standardization and mutual understanding across the industry and with consumers. BCLA's view is the best way to achieve this result is by enabling its Radon Warning Label design be used by partners working in the radon industry. The first partnership has been with the Canadian Home Builders' Association of BC.

The BCLA is open to additional partnerships with organizations interested in distributing the label in BC and other provinces. To facilitate distribution partnerships the BCLA has prepared the following guidelines.

PARTNERS

- Share a common goal with the BCLA to raise awareness of the health risk of radon.
- Have knowledge, experience and credibility on radon as a health issue.
- Have an ability to distribute labels to consumers including homeowners, the residential construction industry, inspectors, certified radon mitigators, permitting authorities, real estate agents and others.
- Able to arrange printing and pay for printing and shipping costs.
- Able to sign a Radon Warning Label Usage Agreement with the BCLA.

DISTRIBUTION GUIDELINES

The BCLA requires the following guidelines be observed when distributing the label:

- The purpose of the label is for distribution to residential housing.
- Labels are intended for distribution within Canada only.
- Labels are intended to be provided to consumers at no cost.
- There are no restrictions on print or distribution quantities.

CONTACT

The BCLA looks forward to continued partnerships to increase public awareness of radon as a serious health risk.

For further information about partnership opportunities and to receive a Radon Warning Label Usage Agreement please contact the RadonAware Program Manager Toll free at 1.800.665.LUNG (5864) or radonaware@bc.lung.ca

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DESIGN AND PRINT GUIDELINES

The Original Radon Label design is to be used unaltered except for the designated design zones as shown in Figure 1. For example,

- The BCLA and RadonAware logo remain on the label. The exception is replacing the BCLA logo with the national Lung Association logo by agreement of BCLA.
- The URL RadonAware.ca remains on the label unless replaced by the URL lung.ca by agreement of BCLA.
- Only one partner logo may be featured in each Partner logo zone.
- Partner logos (with title) may be used.
- Additional wording may be allowed on the label with text and position agreed to by BCLA.
- Any additional logo must not exceed the BCLA logo or RadonAware logo in size.

PRINT SPECS

- Size/Shape: 2.25" x 15" square corner rectangle
- Substrate: YELLOW vinyl
- Adhesive: standard permanent
- Ink Colour (s): 1 standard spot (black)
- Bleed: NO
- Protective Coating: YES – lamination
- Finishing: SINGLES with score tab

Figure 1: RADON WARNING LABEL

Original Radon Label



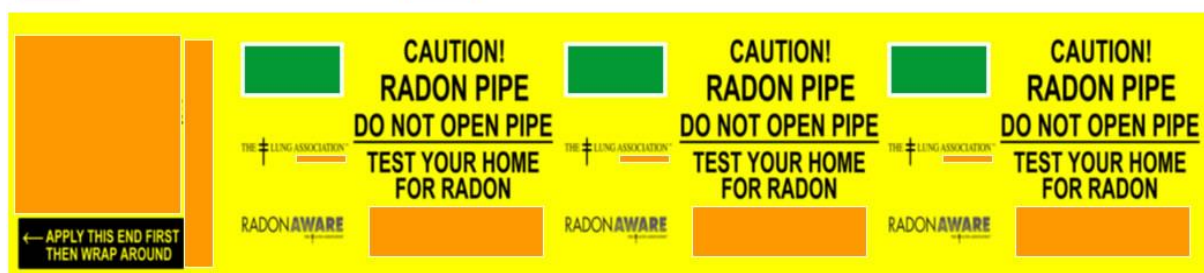
Design Zones - Label to remain unmodified excepting



Partner logo



With express consent to change by BCLA



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AGREEMENT

The BC Lung Association (BCLA) is pleased to enter into an agreement with _____ (Partner organization) to distribute the BCLA’s Radon Warning Label. The Radon Warning Label is an initiative of the RadonAware program and is funded by the BC Ministry of Health. This agreement describes the relationship between the parties.

SUMMARY

BCLA has agreed to share its Radon Warning Label to be used on Radon Reduction Systems in residential housing and the partner organization has agreed to partner with BCLA to distribute the Radon Warning Label to the residential housing sector. The parties agree to the following:

BCLA AGREES TO:

- (a) Transfer an electronic file of the Radon Warning Label to the partner organization.
- (b) Review the final design of the Radon Warning Label once the partner’s logo has been added.
- (c) Place no limits on the quantity of the Radon Warning Labels the partner prints or distributes within Canada.
- (d) Provide the Radon Warning Label design and electronic file to the partner at no cost.

PARTNER ORGANIZATION AGREES TO:

- (e) Use BCLA’s required Design, PRINT SPEC and Print Guidelines.
- (f) Transfer a draft electronic file to BCLA of the Radon Warning Label design with the partner’s logo for approval by BCLA.
- (g) Only distribute the Radon Warning Label within Canada.
- (h) Not make any additional changes to the Radon Warning Label unless the parties mutually agree on the changes.
- (i) Offer the Radon Warning Label to its markets at no cost.
- (j) Cover all printing costs of the Radon Warning Label.

NAME AND ADDRESS OF PARTNER ORGANIZATION

SIGNATURE of PARTNER REPRESENTATIVE

DATE: _____

SIGNATURE of BCLA REPRESENTATIVE

DATE: _____