

MICHIGAN TECHNOLOGICAL UNIVERSITY is a member of the Collegiate Product Labeling Group which is comprised of over 30 institutions with "independent" licensing programs. The group was organized to create and utilize one representative label for its members and to relieve the burden on manufacturers of having to deal with many different labels for the various "independent" institutions.

The purpose of the label is really twofold. First it identifies the product as an officially licensed product of the represented institution to the buying public. Secondly, it is a valuable tool in assisting the member institutions with their enforcement of the retail market.

The University requires the label shown on the attached page to be affixed to all licensed merchandise in the marketplace. However, this label is primarily designed for soft goods and larger hard goods. Smaller licensed items, such as buttons and keychains are not required to have the label affixed to their product or packaging. Displaying the label on these items' product displays and/or point of purchase material is acceptable.

The Collegiate Licensed Product label may be combined with other such licensing labels, eg. NFL, etc. on a single hang tag if the manufacturer so desires. The University will not allow this label to be used with labels of other independent collegiate institutions that are not members of the labeling group.

Each licensee is required to print its name on the group label unless the manufacturer's name is identified somewhere on the product, such as on the neck tag or included in the screen design.

The following companies have been identified as potential suppliers of the product label. You may work with your own printer, provided that the label is reproduced correctly.

Bankers Advertising Company

P.O. Box 2060

Iowa City, IA 52244

Contact: Brian Johnson or Brenda Severson

Phone: 319/354-1020

Fax: 319/338-0943

Label Tech

1100 East Seymour Street

Muncie, IN 47302

Contact: Jay Sumner or Kirk McShurl

Phone: 800/359-2155

Fax: 317/747-1236

If you have any further questions or concerns, please feel free to call Robin Kolehmainen, Technology & Economic Development, at (906) 487-1927. Thank you for your cooperation.