"Swissness" – clear rules for the "Swiss Made" brand

The new "Swissness" legislation strengthens the "Swiss Made" designation and the Swiss cross. It provides clear rules for use of the Swiss indication of source when used for marketing purposes, which in turn contributes to preventing any wrongful use of the "Swiss Made" brand. This ensures the long-term value of the label.

How you can use the "Swiss Made" brand

What should a product contain to be able to labelled "Swiss Made"?

› Criteria for determining origin

Swiss cross or Swiss coat of arms?

› What's the difference?
Fighting wrongful use

Enforcing the "Swiss Made" brand
  Fighting wrongful use

Defending the "Swiss Made" brand
  The IPI's role

The "Swissness" legislation
Who benefits from "Swissness"

New instruments on protecting the "Swiss Made" brand

› Legal basis
› Industry ordinances
› Greater protection for geographical indications