



Simply Excellent.

RAL Deutsches Institut für
Gütesicherung und Kennzeichnung e. V.

und

RAL gemeinnützige GmbH

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53757 Sankt Augustin

www.ral.de

We set standards. Since 1925.

Consumers, companies, industry and trade have been placing their trust in RAL for over 90 years.

Our mission is to gain your trust. RAL Simply Excellent.
Further information is available at: www.ral.de



RAL QUALITY MARKS A reliable choice

RAL QUALITY MARKS (RAL GÜTEZEICHEN) signal the particularly high level of quality of products and services to consumers. At the same time, they stand for clearly defined values: Companies that use RAL QUALITY MARKS (RAL GÜTEZEICHEN) promise fair, honest and exemplary behaviour. They assume responsibility for their products and services and are thus reliable partners for consumers.



RAL COLOURS The language of the world of colour since 1927

RAL COLOURS are the world's leading colour standard for all professional users of colour in industry, trade, architecture and design. The 2328 colour tones deliver the highest level of precision and a varied choice. RAL COLOURS are marketed via our own sales partners in over 40 countries.



RAL ENVIRONMENT The awarding body for the Blue Angel ecolabel for almost 40 years

Consumers require reliable information in order to act in an environmentally conscious manner. Ecolabels like the "Blue Angel" or the "EU Ecolabel" stand for environmentally friendly goods and services, which are only permitted to carry the environmental label once they have passed a strict testing process. The testing process and the awarding of the environmental labels have been carried out by RAL ENVIRONMENT since 1978.



RAL LOGO LICENCE Brand marketing and monitoring

RAL LOGO LICENCE guarantees the worth of the tests carried out by Stiftung Warentest by monitoring and licensing advertising that uses the test results. Consumer deception and false advertising are prevented and the tests remain objective and independent. In addition, RAL LOGO LICENCE is available to institutions and companies that want to independently market and/or monitor their brand.



RAL ACADEMY High quality communication of knowledge

At our seminars, workshops, presentations and talks, we pass on our specialist knowledge to interested parties and a variety of occupational groups. Further high quality training of colour designers is a key focus of the RAL ACADEMY.