

Vörumerkið *Iceland*



Sjávarútvegsraðstefnan 2017, Bergþóra Halldórsdóttir


  @atvinnulifid



Vörumerki eru verðmæti



Verðmætasta vörumerki heims

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology



Apple

Apple **Apple** Apple *Apple* APPLE **Apple**
Apple *Apple* Apple Apple APPLE Apple
Apple Apple **Apple** Apple *Apple* Apple

Evrópuskráning Iceland



Iceland

Iceland

- 7: Dishwashers; washing machines; domestic machines; parts and fittings for all the aforesaid goods; all included in class 7.
- 11: Apparatus for heating, cooking, refrigerating, drying or ventilating; freezers, refrigerators, combined freezers and refrigerators, microwave ovens; parts and fittings for all the aforesaid goods; all included in class 11.
- 16: Paper, cardboard, paper articles, cardboard articles, wrapping and packaging materials; bags of paper or plastics, all for packaging; toilet paper, paper tissues, carrier bags, plastic bags, paper and plastic sacks; closures for bags; labels; pens and pencils; transfers; price tags and tickets and holders in the nature of envelopes; printed matter, periodical publications and stationery; all included in class 16.
- 29: Meat, poultry and game, meat extracts; preserved, dried and boiled fruit and vegetables; jellies, jams; eggs, milk and milk products; edible oils and fats; meat and vegetable preserves; all included in class 29.
- 30: Coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flour and preparations made from cereals, bread, pastry goods, and confectionery, edible ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces, salad sauces; spices; refreshing ice; all included in class 30.
- 31: Agricultural, horticultural and forestry and grain products, not included in other classes; fresh fruits and vegetables; seeds; natural plants and flowers; animal feeds, malt; all included in class 31.
- 32: Beers, mineral and carbonated waters and other non-alcoholic beverages; fruit drinks and fruit juices; syrups and other preparations for making beverages; all included in class 32.
- 35: The bringing together for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a supermarket; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a convenience store; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a food, drink and household supplies retail stores; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a food, drink, household supplies and household electrical appliance retail stores; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a food, drink, and household supplies retail stores; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods in a food, drink, household supplies and household electrical appliance retail stores, the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet web site specialising in the marketing of food products, drink products, household supplies and household electrical appliances; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from an Internet web site (including an Internet web site being accessible via a computer, computer networks, Internet enabled mobile phones, televisions, pagers, and electronic organisers) specialising in the marketing of food products, drink products, household supplies and household electrical appliances; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from food products, drink products, household supplies and household electrical appliances catalogue by mail order or by means of telecommunications.

Notkun á *Iceland* í alþjóðlegri markaðssetningu

Made in Iceland

BIOEFFECT



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ESSENCE
of ICELAND



skyn
ICELAND®

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— BY —
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 Mounfaineers of Iceland

TREK
ICELAND



Aukin vitund um Ísland

WORLD FACTS

The 25 Safest Countries In The World

The 2016 Global Peace Index cites mostly European countries among its list of the safest worldwide.



The
Economist

World politics

Business & finance

Special report: The sea ▼

An Icelandic success

A model way to catch and keep fish



Iceland Ranks First on Gender Gap

By [Douglas A. McIntyre](#) October 28, 2014 6:43 am EDT

Iceland Has the World's Cleanest Electricity

By MARK HALPER / REYKJAVIK | Sunday, Jan. 23, 2011

Letters

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For the world's cleanest air, head to Iceland



Aukin verðmæti í vörumerki Íslands

10 Best Performing Nation Brands



Iceland

1 Rank 2017: **88** 2016: **101** ↑
BV 2017: **\$26bn** +83%
BV 2016: **\$14bn**
Brand Rating: **AAA-**



Cyprus

2 Rank 2017: **100** 2016: **108** ↑
BV 2017: **\$15bn** +57%
BV 2016: **\$10bn**
Brand Rating: **AA-**



Spain

3 Rank 2017: **12** 2016: **14** ↑
BV 2017: **\$1,410bn** +46%
BV 2016: **\$966bn**
Brand Rating: **AA**



China

4 Rank 2017: **2** 2016: **2** →
BV 2017: **\$10,209bn** +44%
BV 2016: **\$7,087bn**
Brand Rating: **AA**



Vietnam

5 Rank 2017: **45** 2016: **50** ↑
BV 2017: **\$203bn** +43%
BV 2016: **\$141bn**
Brand Rating: **A+**

Skiptir máli að tengja vöruna Íslandi

28.09.2015 - 15:37 Innlent · Viðskipti



Mynd: RÚV

Leggja á áherslu á gæði fremur en verð þegar íslensk matvæli eru markaðssett erlendis. Mikilvægt þykir að tengja vöruna við upprunalandið, Ísland. Þetta er meðal þess sem Íslandsstofa hefur komist að í greiningarvinnu í tengslum við útflutning matvæla.

HREFNA RÓS MATTHÍASDÓTTIR

Fréttastofa RÚV

[Senda skilaboð](#)

Aukin verðmæti í tengingu við Ísland

Icelandic Style Nonfat Yogurt

September 23, 2017 in Category: What's New



1944 nr. 34 17. júní

[Lög um þjóðfána Íslendinga og ríkisskjaldarmerkið]¹⁾

¹⁾ L. 67/1998, 13. gr.

■ 12. gr. Enginn má óvirða þjóðfánann, hvorki í orði né verki.

□ Óheimilt er að nota þjóðfánann sem einkamerki einstaklinga, félaga eða stofnana eða auðkennismerki á aðgöngumiðum, samskotamerkjum eða öðru þess háttar. [Óheimilt er að nota fánann í firmamerki.]¹⁾

□ [Heimilt er að nota hinn almenna þjóðfána í merki, sbr. þó 2. mgr., eða á söluvarning, umbúðir um eða auglýsingu á vöru eða þjónustu sé vara eða starfsemi sú sem í hlut á íslensk og fánanum ekki óvirðing gerð.

□ Vara telst íslensk ef hún er:

a. framleidd hér á landi úr innlendu hráefni,

b. framleidd hér á landi úr innfluttu hráefni að hluta eða öllu leyti, enda hafi hún hlotið nægilega aðvinnslu hérlandis.

□ Þrátt fyrir b-lið 4. mgr. telst vara ekki íslensk ef hún er framleidd úr innfluttu hráefni sem telst vera einkennandi hluti vörunnar og er eðlislikt:

a. búvöru, þ.m.t. afurðum eldisfiska, sem er ræktað hér á landi,

b. vöru sem er framleidd hér á landi á garðyrkjubýli, gróðrarstöð eða garðyrkjustöð,

c. nytjastofnum sjávar sem veiddir eru af íslenskum skipum innan íslenskrar fiskveiðilandhelgi.

□ Hönnunarvara telst íslensk ef hún er hönnuð af íslenskum aðila undir íslensku vörumerki þótt hún sé framleidd erlendis úr erlendu hráefni, enda sé ekki um að ræða hráefni sem er eðlislikt innlendu hráefni sem telst hafa séríslenskan uppruna, einkenni eða eiginleika. Ef hönnunarvara er framleidd erlendis skal framleiðsluland vörunnar jafnframt koma fram.

Aukin verðmæti í tengingu við Ísland

Iceland rebrands store ahead of Euro 2016 showdown with England

June 27, 2016 by Khidr Suleman , Be the first to comment

The supermarket Iceland has changed the name of one of its stores to 'England or Iceland' ahead of the knockout game between the two countries during Euro 2016.

News



SHARES 0



England or Iceland: The frozen food chain's Leicester store



Meanwhile, groups of supporters were also photographed wearing the Iceland carrier bags in France and the supermarket is encouraging fans to do so using the hashtag #BagsOnTour

Það eru fleiri fiskar í sjónum





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ATVINNULÍFSINS

