



“Traditional tastes dating  
back into the mists of time”

CANON provides organized support to the production procedure and the products of monastery communities and of small and very small producers in order to protect them from any other products that find their way in the market, without any control, under the term 'Monastery products' or 'Monastic products' or 'Small Producers' products' without this being the case, breaching thus the concept of fair competition

It has been observed that communities are cognizant of and support the products produced by monastic communities and small producers. However, the lack of an organized procedure restricts their distribution to a limited local level without the possibility of their expansion into a supralocal market with all the benefits this could entail.

For this reason, CANON provides consulting to monastic communities and small producers, through appropriate actions and synergies, on how to get organized for optimal distribution of those products, benefiting both producers and consumers. CANON also undertakes the responsibility for labeling those products.



### **Granting the CANON trade mark to monastery products and small producers' products**

The need of consumers and producers-mainly small ones-and of the numerous Orthodox Monastic Communities for a pure, quality product should be ensured for both sides. In this context, CANON undertakes the role of labeling so that products' brand awareness be certified both in the local and supralocal market.

The civil non-profit partnership CANON is the outcome of the fruitful cooperation between the Interparliamentary Assembly on Orthodoxy and the Hellenic Confederation of Professionals, Craftsmen and Merchants (GSEVEE). CANON operates as a civil non-profit partnership, in direct cooperation with the members of the Interparliamentary Assembly on Orthodoxy, aimed at coordinated actions for the attainment of its purposes both at local and international level.

CANON is Orthodoxy's fundamental principle and concept, being internationally recognized by all states sharing the same religious dogma

- The Interparliamentary Assembly on Orthodoxy constitutes the official body of the Parliaments of orthodox countries with the same religious dogma
- GSEVEE is the main Social Partner expressing and supporting the interests of very small and small businesses in the country



The CANON trade mark awarded to producers for the labeling of their products distinguishes them from any party possibly intending to violate the term Monastic or Monastery product or Small Producers Products.



Using the CANON trade mark constitutes a benchmark safeguarding both the production procedure and the product itself made available to the domestic and the international market.



Granting CANON trade mark is conditional on the relevant provisions and procedures of the approved regulation, governed by transparency and simplicity.



The trade mark CANON is graphically rendered by Byzantine Script, with the Greek letters 'Α' and 'Ω' prevailing to showcase the Orthodox origin of products bearing said labeling.



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