



Let the World Know: Promoting Your Participation in the UL Authorized Label Supplier Program

Congratulations on becoming a UL Authorized Label Supplier! Now that you've made the investment to become a UL Authorized Label Supplier, we encourage you to leverage this important credential in your marketing and advertising efforts to differentiate your company from your competitors.

Some examples of how you can promote your participation in the Authorized Label Supplier Program:

- Feature in your print and digital advertising
- Include in your web site
- Announce on your social channels
- Mention in your sales collateral
- Promote at trade shows you attend
- Illustrate or include a message in your company video
- Issue a news release
- Promote in your email signature
- Promote on your vehicles, on or in your building, or on your building signage

In communicating about your participation in this program, we request that you do so accurately and completely. This information provides guidelines on how to promote your

participation in the program and discusses limitations on how you may use the UL Mark in promoting your services. We also invite you to contact UL for a review of your promotional material.

In communicating about your participation in the Authorized Label Supplier Program, we ask that you:

- Use full program name: UL Authorized Label Supplier Program
- Clearly identify a specific printing location participating in the UL Authorized Label Suppliers Program, if your company operates multiple printing locations e.g., Northbrook, IL
- Consider utilizing your LP file number, e.g., LP012345, in your promotions. This will help your potential customers quickly identify your company in our Online Certifications Directory at [UL.com/database](https://ul.com/database) and iQ™ for Labels database at iQ.UL.com/labels.

Sample References to Authorized Label Supplier Program

Correct references

- We are a UL Authorized Label Supplier Program participant.
- Our ABC facility in City, State, participates in the UL Authorized Label Supplier Program participant under LP01234 file number.
- Our printing facilities participate in the UL Authorized Label Supplier Program. [Note: use this option only if all facilities are participants.]

Incorrect references

- This facility is Approved by UL.
- This facility is Certified by UL.
- This facility is Listed [or Classified or Recognized] by UL.
- Agency Approved Labels.

For more information W: ul.com/contactus



Additionally, in promoting your participation in Authorized Label Supplier Program, we ask that you follow these guidelines:

- For participants in the UL Authorized Label Supplier Program, UL authorizes the use of our registered Certification Marks only as a complement to a sample ALSP reference noted above. Use of our registered Certification Marks to promote participation in the Authorized Label Supplier program may continue as long as your company complies with the requirements of UL's Authorized Label Supplier Program.
- In your promotional materials, refrain from using our registered Certification Marks in close association with products or services other than the Authorized Label Supplier Program. Never use our registered Certification Marks to suggest that a product or other service is UL certified.

- When using a UL registered Certification Mark on promotional label or packaging materials, always include the word “void,” “sample” or “specimen” printed over the UL Mark to avoid unintended uses of the UL Mark on products. Please see examples below:



- Manufacturers also participating in UL's marking and labeling Component Recognition program are to follow the **promotion and advertising guidelines** for the UL Recognized Component Mark.

*For more information, please contact your **local customer service representative** and ask to speak with the regional marketing director.*