



# UL VERIFICATION

Customers around the globe demand more transparency from the brands they choose. In a market crowded with competing declarations, UL Verification helps you cut through the clutter with independent confirmation of your marketing claims, setting your brand apart and driving business advantage.

## DISTINCTIVE AND CREDIBLE PROOF OF MARKETING CLAIM

Independent, objective, science-based assessment confirms and communicates the accuracy of a marketing claim.

## DIFFERENTIATED PROGRAM AND CLAIM LANGUAGE

With scientific rigor, UL evaluates the validity of specific advertising or promotional statements, providing a way to separate fact from fiction.

## COMPETITIVE AND TANGIBLE UL VERIFIED MARK

The makeup of the Verified Mark relays a description of UL Verified marketing claim, and provides a unique identifier enabling buyers to look up more information about a specific UL Verified claim.

## CONFIDENCE AND SIMPLICITY AROUND BUYING PROCESS

Makes customer decision making easier and relays reliability, performance or feature benefits to customers and end consumers.

- Available for products, systems, processes, facilities and more
- Broad use of the UL Verified mark on product, packaging and promotion
- Online database listing with information about UL Verified marketing claims available at [verify.UL.com](http://verify.UL.com) and iOS app

## ANATOMY OF THE MARK:

A unique, distinctive mark to differentiate your brand, the UL Verified Mark contains the following:

The word "VERIFIED"

**VERIFIED**

Marketing claim verified by UL

Claim language goes here.

Unique identifier

V 1 2 3 4 5 6



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