

# It's A Crowded Market, How Do You Differentiate?



## UL Verification Is The Answer

Customers around the globe demand more transparency from the brands they choose.

UL marketing claim Verification helps cut through the clutter with independent confirmation of marketing claims, setting your brand apart and driving business advantage.

- Differentiates products from those with self-declared claims
- Delivers confidence to product buyers and makes customer decision-making easier
- Showcases commitment to delivering on product claims
- Leverages UL Brand to bring credibility to product claims



The UL Verification Mark builds consumer confidence in their buying decisions

Learn more at [verify.ul.com](https://verify.ul.com) or contact us at [waterinfo@ul.com](mailto:waterinfo@ul.com)



## Empowering Trust™

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