Certification achievement kit

2021 | Confidential – for UL product certification customer use only

Overview

Congratulations on completing your review from UL for your product or service. Communicating this achievement can help you win in the market by strengthening your product's presence and differentiating it from competitors.

This presentation provides guidance on marketing and promotions to represent a product evaluated by UL. To clarify, applying this marketing guidance is only appropriate if:

- You work for a company that is a customer of UL.

- UL has confirmed that your evaluation work has been completed and the decision has been given.

- You have read and understood all of UL's Customer Marketing Guidelines.

Channels

The following channels are effective for communicating your evaluation achievement.
Click into each for examples of promotional content:

- [Press release](#)
- [Social media promotion on your company's owned social channels](#)
- [Video/brand-level commercials](#)
- [Trade shows](#)
- [Sales collateral and product catalogs](#)
- [Product web presence](#)
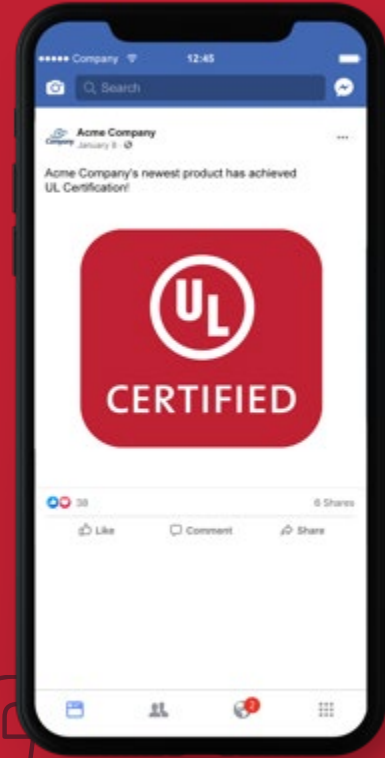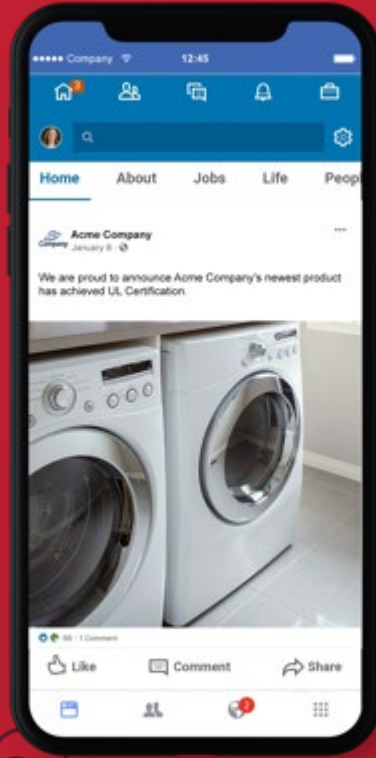- [Internal communications to employees](#)
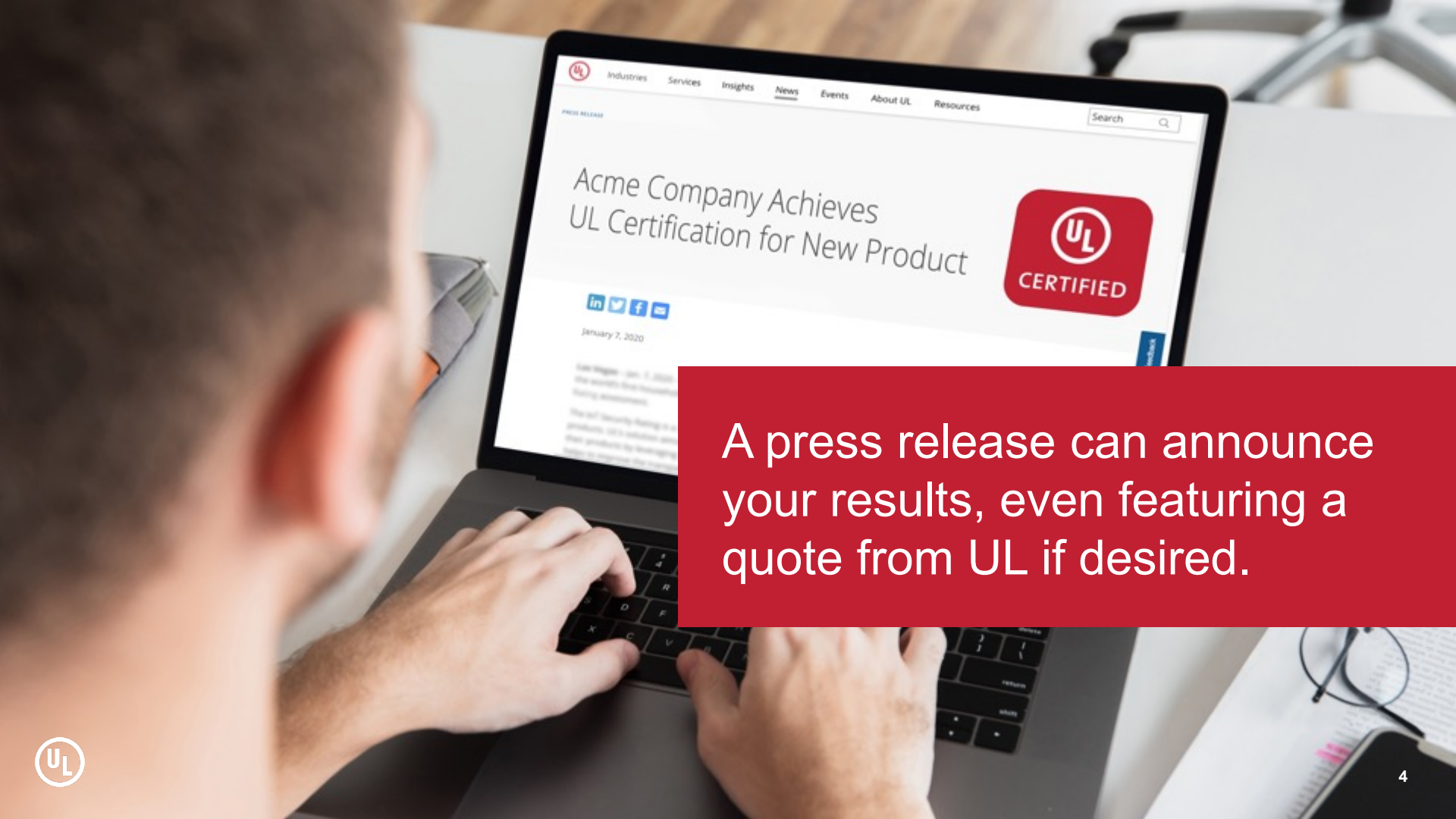
A press release can announce your results, even featuring a quote from UL if desired.
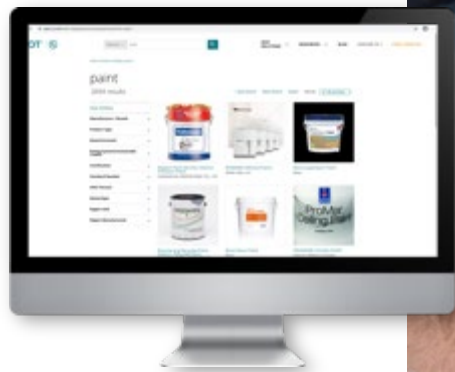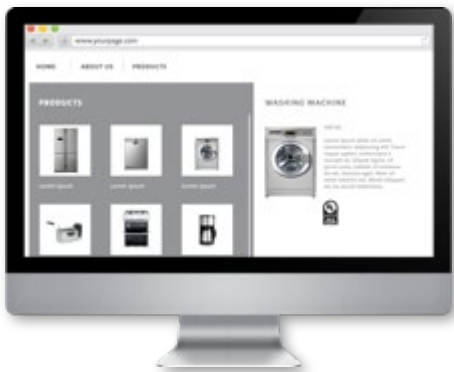
Social media

Maximize your achievement by sharing it on social media with your followers.

Add the hashtag **#InnovationWithUL** to any social post to demonstrate market leadership and differentiate from your competitors.

Product web presence

Create a landing page on your company's website to promote the achievement. Consider using this page to explain the rigor and credibility of the certification for your products. Showcase your product's UL certification on relevant UL databases such as UL SPOT® or Product iQ™.

Video

Develop a video ad or commercial showcasing the achievement of UL certification.

Trade shows

Consider sharing your product's certification achievement at in-person or virtual trade shows with social media promotion and/or sales collateral.

Create an internal email or intranet post featuring achievement of UL certification.

Sales collateral

Customers that achieved UL product certification can request placards from their sales representative.

Artwork and assets

Download product certification mark artwork at this link, or visit the UL Marks Hub to download your product's Enhanced UL Certification Mark and badges.

Marketing do's and don'ts

In scope	Out of scope for UL references/badge
• Use of badge for promotional purposes for products using the enhanced Mark	• Use of the UL report or certificate in promotional materials • UL certification Mark or badge larger than product or manufacturer logo
• Accurately describing the scope of certification	• Use of the badge in conjunction with your products that are not UL Certified • Use of the badge in conjunction with any products using the UL Listed, UL Classified or UL Recognized Marks

• Product manufacturer logo must be larger than UL certification Mark
   • Make the badge large enough to be legible
   • Make the logo larger than our badge
	• Use in company stationery, email signatures, business cards, signage, vehicles, as a favicon or within internet domains

• Use of the artwork provided by UL	• Creating artwork in a similar style to UL artwork
• Use in all relevant marketing channels: advertising collateral, websites, news releases, trade shows, social channels, internal communications, etc. • Mark can be used in these channels in conjunction with the UL Certified product	• Use of certification artwork in irrelevant channels where intent or meaning could be misconstrued

See detailed guidelines at www.UL.com/marketing.

Limitations and restrictions of use

Customers are able to promote their UL work according to our Customer Marketing Guidelines after their UL work has been completed and a conformity decision made. Customers may not promote that they are "working" with UL or that their UL project is "in process." Customers of our certification services can also feature the Enhanced UL Certification Mark that they have earned in their marketing activities. Customers are never permitted to use our enterprise logo to promote their UL work.

Requirements for customer co-marketing:

- Signed Global Service Agreement (GSA) with appropriate service terms or other appropriate signed service contract

- All work completed and a conformity decision rendered, if necessary

- Aligned with customer marketing guidelines

- Retire use of UL's brand assets and Enhanced UL Certification Mark as defined in the marketing guidelines

- UL Marks can only be used by certification customers. Enhanced Mark and legacy certification Mark camera-ready artwork is available online

- No use of UL's enterprise logo

Sample text references for product certification achievement

Acceptable example	Out of scope
We worked with UL to obtain third-party, science-backed certification for our [specific product name]. Learn [more]().	UL certification means our products are safe and risk-free.
We have achieved UL's _____ certification, which helps to demonstrate our scientific approach to confirming the _____. Learn [more]().	Our brand is UL Certified.

Thank you

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