

# Promotional Kit

Guidelines for promoting your UL testing,  
inspection and auditing work

2021 | Confidential – For UL testing, inspection or auditing customer use only



# Overview

Congratulations on your work with UL! You have completed an important step in delivering confidence to your customers. Communicating this achievement can help differentiate your brand with the credibility of third-party review.

This presentation provides guidance on marketing and promoting your testing, inspection and auditing work. 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 test, inspection or auditing program has been completed and the results delivered to you.
- You have read and understood all of [UL's Customer Marketing Guidelines](#).



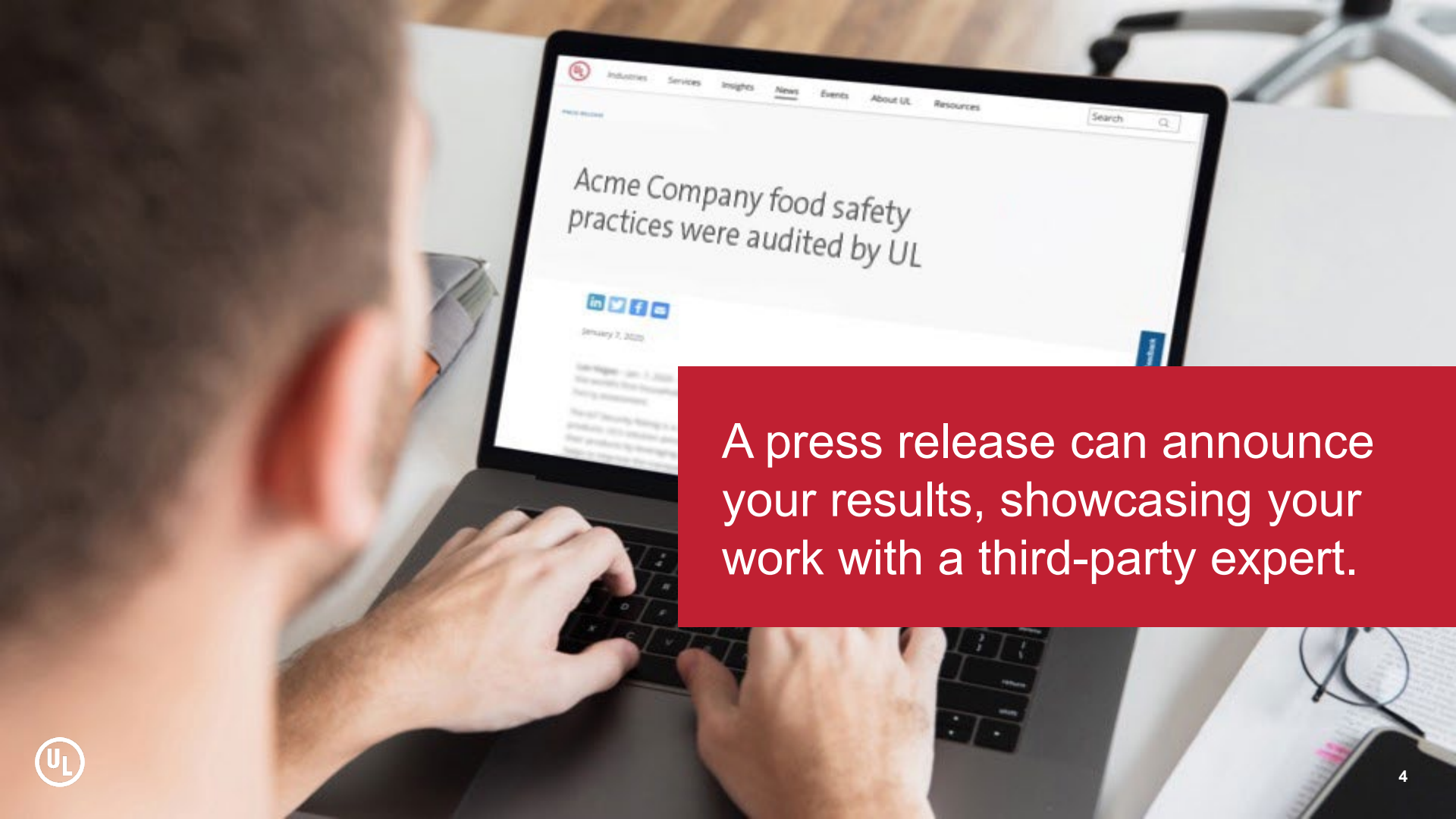
# Channels

The following channels are effective for communicating your achievement.

Learn more from each each of these 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](#)





## Acme Company food safety practices were audited by UL



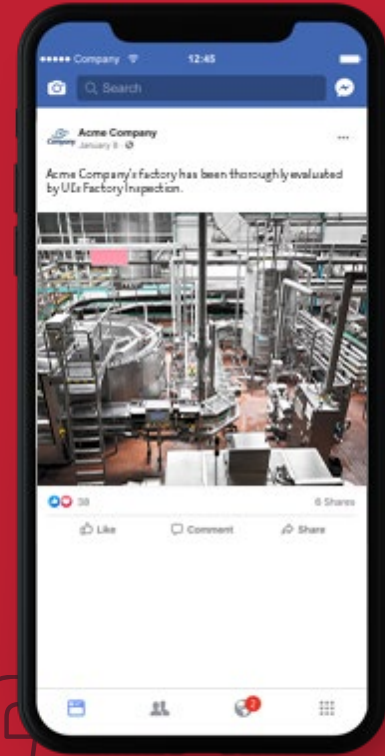
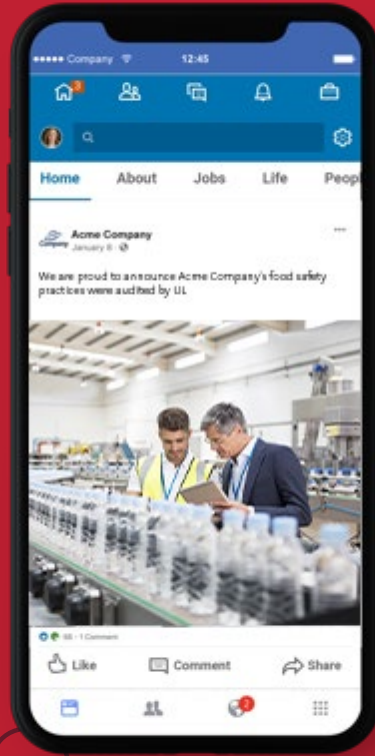
January 7, 2020

A press release can announce your results, showcasing your work with a third-party expert.

# Social media

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

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



## Video

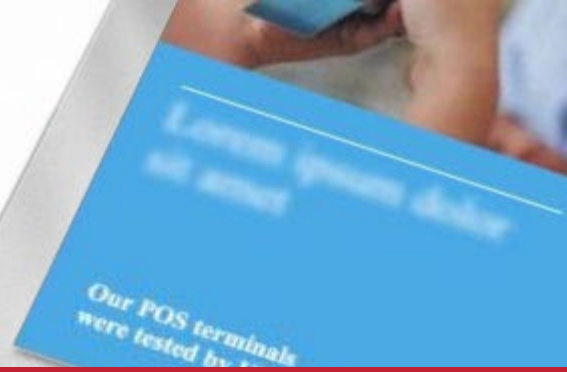
Develop a video ad or commercial to showcase the achievement of your evaluation.





## Trade shows

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



## Sales collateral

Create sales collateral that showcases your successful UL evaluation.



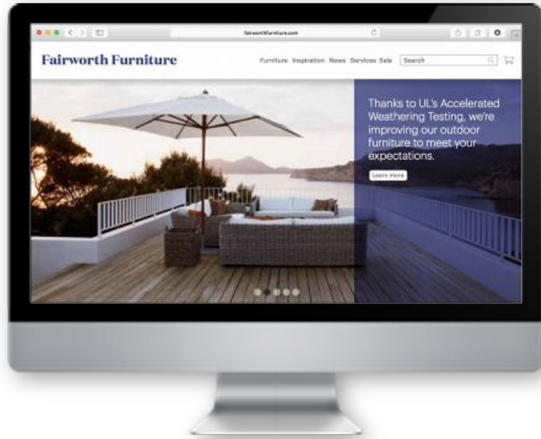
Look for the  
prod



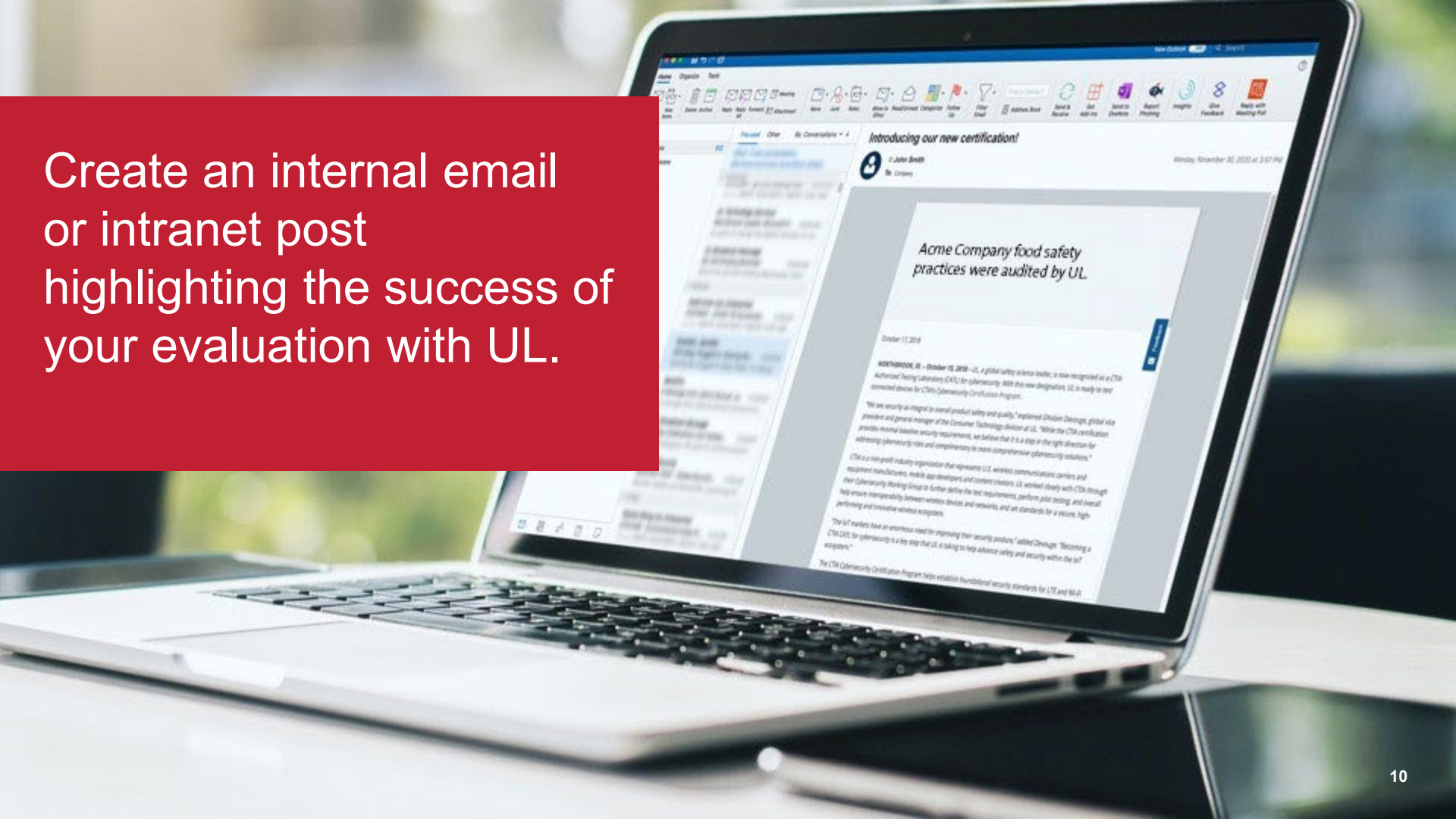
# Web presence

Create a landing page on your company's website to promote your successful UL evaluation.

Consider using this page to explain the rigor and credibility of the evaluation for your assessed product, process or place.



Create an internal email or intranet post highlighting the success of your evaluation with UL.



# Marketing considerations

## Specificity is key

Rather than say you're a UL customer, identify the exact product, process, place, etc., that was assessed.

For greater credibility and a stronger connection to UL, include a link to the specific service you've used, e.g., Analytical Testing.

## Be as accurate as possible

Make sure you're correctly and clearly communicating the partnership and its benefits. For example, UL is a third-party service provider that does not guarantee safety or make your offering the "best," so avoid these types of statements.

Marketing copy and references to UL don't last forever. For auditing, testing, inspection and advisory services, please reference UL no longer than six months following the end of your UL project.

Once it has expired, feel free to give us a call to continue the partnership.

See detailed guidelines at [www.UL.com/marketing](http://www.UL.com/marketing).



# Sample marketing copy for testing achievements

Acceptable example	Out of scope
<p>We've reviewed/assessed/examined/evaluated our ____ [insert product that UL assessed] using UL's ____ [insert UL test].</p> <p><i>Example – We've assessed our outdoor furniture using UL's Accelerated Weathering Testing.</i></p>	<p>Our ____ [name of product that UL assessed] is UL certified.</p> <p><i>Example – Our outdoor furniture is UL Certified.</i></p>
<p>We're using UL's ____ [insert name of UL testing service] to improve our ____ [insert product that UL assessed].</p> <p><i>Example – We're using UL's Accelerated Weathering Testing to improve our outdoor furniture.</i></p>	<p>Our products are tested by UL.</p>
<p>Thanks to UL's ____ [insert name of UL testing service], we're enhancing/advancing/improving our ____ [insert product that UL assessed] to meet your expectations.</p> <p><i>Example – Thanks to UL's Accelerated Weathering Testing, we're improving our outdoor furniture to meet your expectations.</i></p>	<p>Thanks to UL's ____ [name of UL testing service], our ____ [product that UL assessed] is now safe.</p> <p><i>Example – Thanks to UL's Accelerated Weathering Testing, our outdoor furniture is now safe.</i></p>



# Sample marketing copy for inspection achievements

Acceptable example	Out of scope
<p>Our ____ (insert product, process or place that UL assessed) was inspected by UL.</p> <p><i>Example – Our factory was inspected by UL.</i></p>	<p>We are UL inspected.</p>
<p>We're using UL's ____ [insert name of UL inspection service] to improve our ____ [insert product, process or place that UL assessed).</p> <p><i>Example – We're using UL's Factory Inspection to improve our factory.</i></p>	<p>Our products are inspected by UL.</p>
<p>Thanks to UL's ____ [insert name of UL inspection service), we're strengthening/enhancing/advancing/improving our ____ [insert product, process or place that UL assessed) to meet your expectations.</p> <p><i>Example – Thanks to UL's Factory Inspection, we're improving our factory to meet your expectations.</i></p>	<p>Thanks to UL's ____ [insert name of UL inspection service), our ____ [insert product, process or place that UL assessed) is now safe.</p> <p><i>Example – Thanks to UL's Factory Inspection, our factory is now safe.</i></p>



# Sample marketing copy for auditing achievements

Acceptable example	Out of scope
<p>Our ____ [insert product, process or place that UL assessed] was audited by UL.</p> <p><i>Example – Our food safety practices were audited by UL.</i></p>	<p>Our ____ [insert product, process or place that UL assessed] is UL certified.</p> <p><i>Example – Our food safety practices are UL certified.</i></p>
<p>We're using UL's ____ [insert name of UL audit service] to improve our ____ [insert product, process or place that UL assessed].</p> <p><i>Example – We're using UL's Everclean® Food Safety Audit to improve our food safety practices.</i></p>	<p>Our brand is UL certified.</p>
<p>Thanks to UL's ____ [insert name of UL audit service], we're strengthening/enhancing/advancing/improving our ____ [insert product, process or place that UL assessed] to meet your expectations.</p> <p><i>Example – Thanks to UL's Food Safety Audit, we're strengthening our food safety practices to meet your expectations.</i></p>	<p>Thanks to UL's ____ [insert name of UL audit service], our ____ [insert product, process or place that UL assessed] is now safe.</p> <p><i>Example – Thanks to UL's Food Safety Audit, our food safety practices are now safe.</i></p>



# Limitations and restrictions of use

After their UL work has been completed and results delivered, customers can promote their work with UL according to our [Customer Marketing Guidelines](#). Customers may not promote that they are “working” with UL or that their UL project is “in process.” Customers are never permitted to use our enterprise logo to promote their UL work.

## Requirements for customer comarketing:

- Signed Global Service Agreement (GSA) with appropriate service terms or other appropriate signed service contract
- All work completed and an assessment made, if necessary
- Aligned with [customer marketing guidelines](#)
- Retire use of UL’s brand assets as defined in the [marketing guidelines](#)
- No use of UL’s enterprise logo





Thank you!

**Empowering Trust<sup>®</sup>**