



# Component Recognition Achievement Kit

2022 | For UL Solutions Recognized Component customer  
use only

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# Overview

Congratulations on achieving certification from UL Solutions for your component. 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 UL Solutions Recognized Component. To clarify, applying this marketing guidance is only appropriate if:

- You work for a company that is a customer of UL Solutions.
- UL Solutions has confirmed that your Component Recognition has been completed and the conformity decision has been given.
- You have read and understood all the [UL Solutions Customer Marketing Guidelines](#).

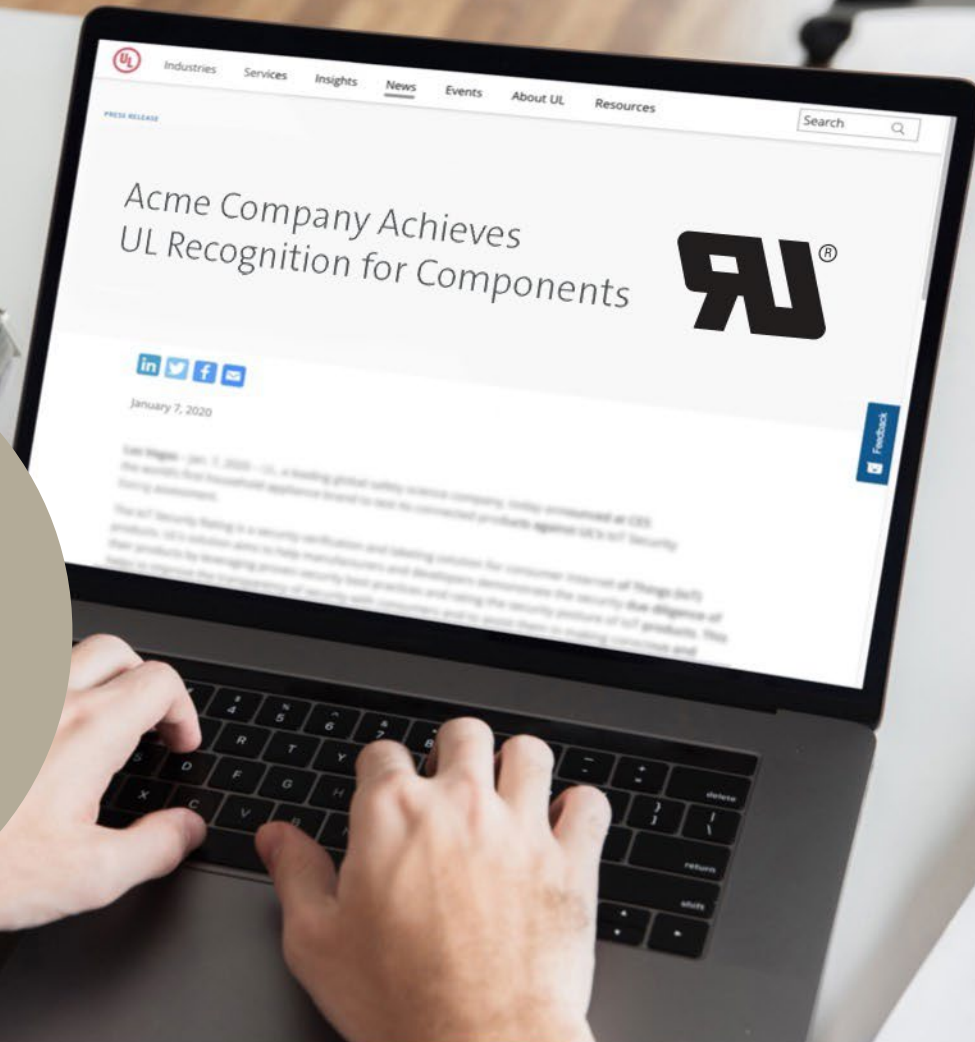
# Channels

The following channels are effective for communicating your certification achievement.

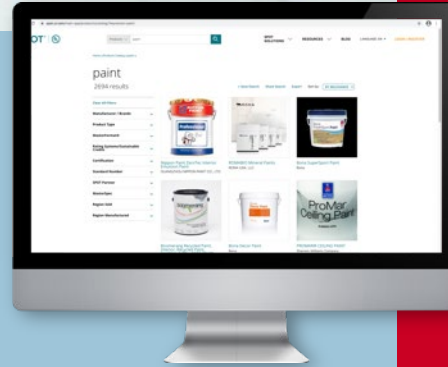
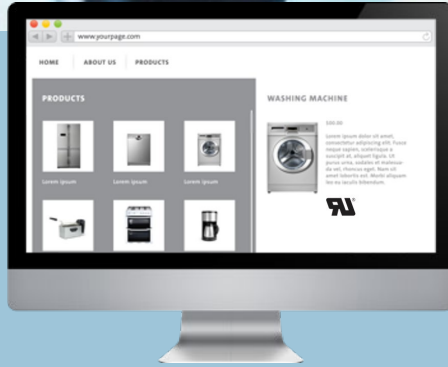
Click into each for examples of promotional content:

- [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 component recognition, even featuring a quote from UL Solutions if desired.



# 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 UL Solutions recognition of your components. Ensure your Recognized Components are listed on Product iQ®.

# Video

Develop a video ad or commercial showcasing the achievement of UL Solutions Component Recognition.



# Trade shows

Consider sharing the achievement of UL Solutions Component Recognition at in-person or virtual trade shows with social media promotion and/or sales collateral.

Create an internal email or intranet post featuring your UL Solutions Recognized Component.





## Sales collateral

Customers that achieved UL Solutions Component Recognition can request placards from their sales representative.

Find the trusted  
UL Mark on  
our products



# Artwork and assets

Download Recognized  
Component Mark artwork  
at this [link](#).



# Marketing do's and don'ts

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## In scope

- Accurately describing the scope of certification
- Product manufacturer logo must be larger than UL Solutions Recognized Component Mark
- Use of the artwork provided by UL Solutions
- 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 Solutions Recognized Component

## Out of scope for UL Solutions references/badge

- Use of any UL Solutions report in promotional materials
- Products using the UL Solutions Recognized Component Mark are never permitted to use a promotional badge.
- UL Solutions Recognized Component Mark larger than product or manufacturer logo
- Use of the UL Solutions Recognized Component Mark in conjunction with your products that are not UL Certified
- Use in company stationery, email signatures, business cards, signage, vehicles, as a favicon or within internet domains
- Creating artwork in a similar style to UL Solutions artwork
- Use of UL Solutions Recognized Component artwork in irrelevant channels where intent or meaning could be misconstrued

# Limitations and restrictions of use

Customers can promote their UL Solutions work according to our customer marketing guidelines after their UL Solutions work has been completed and a conformity decision made. Customers may not promote that they are “working” with UL Solutions or that their UL Solutions project is “in process.” Customers are never permitted to use our enterprise logo to promote their UL Solutions work.

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## 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 Solutions brand assets and any UL Mark as defined in the customer marketing guidelines
- UL Marks can only be used by certification customers
- No use of the UL Solutions enterprise logo

# Sample text references for product certification achievement

Acceptable example	Out of Scope
<p>We worked with UL Solutions to obtain third-party, science-backed certification for our [specific product name]. Learn <a href="#">more</a>.</p>	<p>UL Solutions Recognition pending</p>
<p>This [component or material] is Recognized by UL Solutions. Representative samples of this component have been evaluated by UL Solutions and meet applicable UL Solutions requirements</p>	<p>Our brand is UL Solutions Certified</p>
<p>UL Recognized Component</p>	<p>Meets UL Solutions requirements</p>



# Thank you

[UL.com/Solutions](https://www.ul.com/Solutions)

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