



UL Marketing Claim Verification

Our UL Marketing Claim Verifications help brands deliver trust to those looking to make tough buying decisions.

Customers around the world are seeking to cut through complicated advertising and want trusted information to make informed purchasing decisions. In a crowded market, our independent confirmation of your marketing claim sets your brand apart and drives business advantage.

With information so readily available today, buyers form opinions about your offering, and your company, well in advance of engaging directly with your product, system, process or facility. By using UL Solutions to verify your marketing claim, we work with you to provide your customers with a first impression of how your product can stand out in a crowded marketplace.

Achieve a distinctive and credible marketing claim

We provide an independent, objective, science-based assessment that confirms and communicates the accuracy of a marketing claim to separate fact from fiction.

Create unique claim language that differentiates

Enables you to feature your specific advertising or promotional statements to showcase your investment in exceeding minimum certification requirements.

Receive tangible proof of performance

Provides transparency and creates trust based on independent, credible proof that a product, system, process or facility will perform as intended.

Deliver confidence and simplicity around buying process

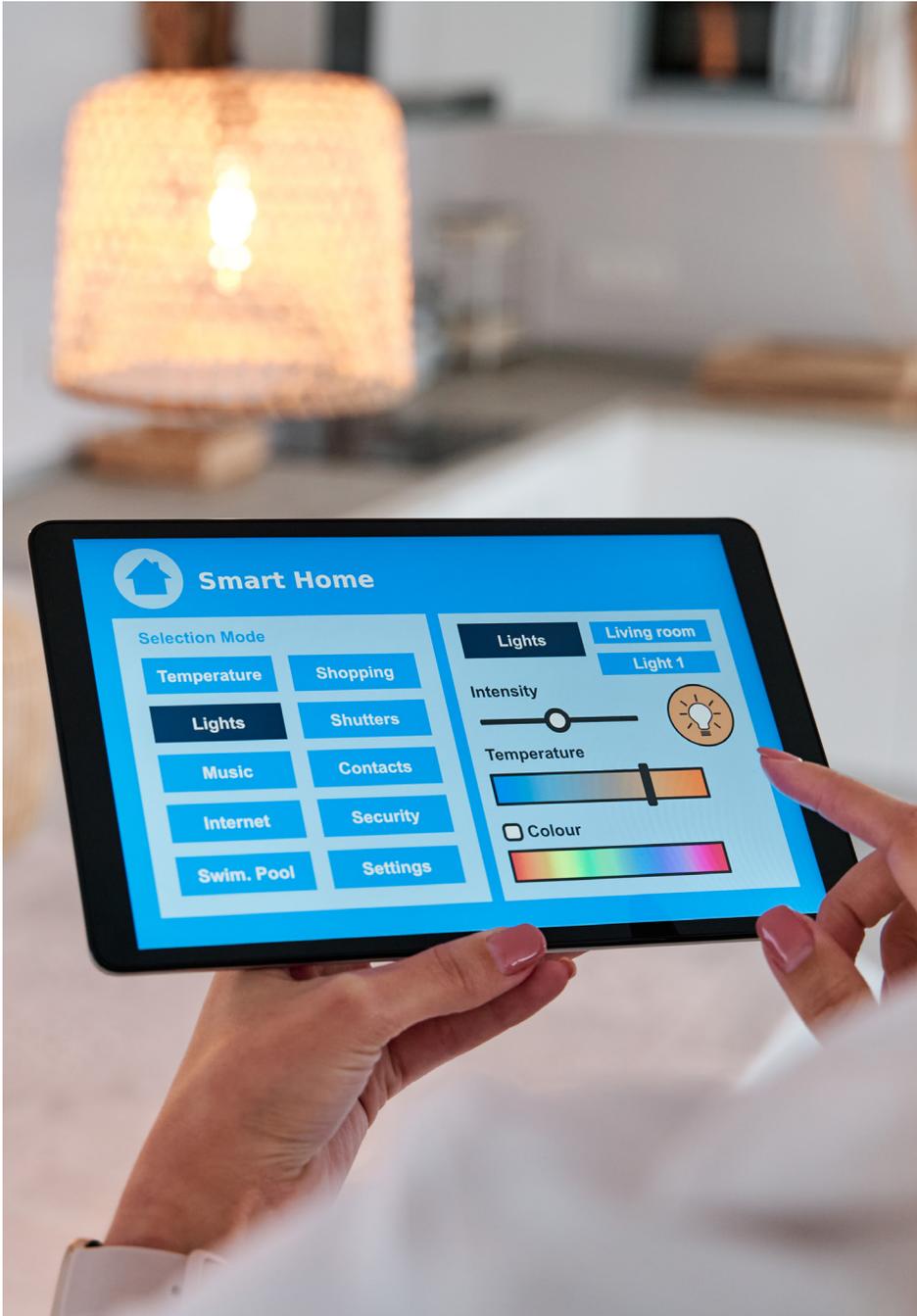
Makes customer decision-making easier and relays reliability, performance or feature benefits to customers and end consumers.



Available for products, systems, processes and facilities

Broad use of the UL Marketing Claim Verification Mark on product, packaging and promotion

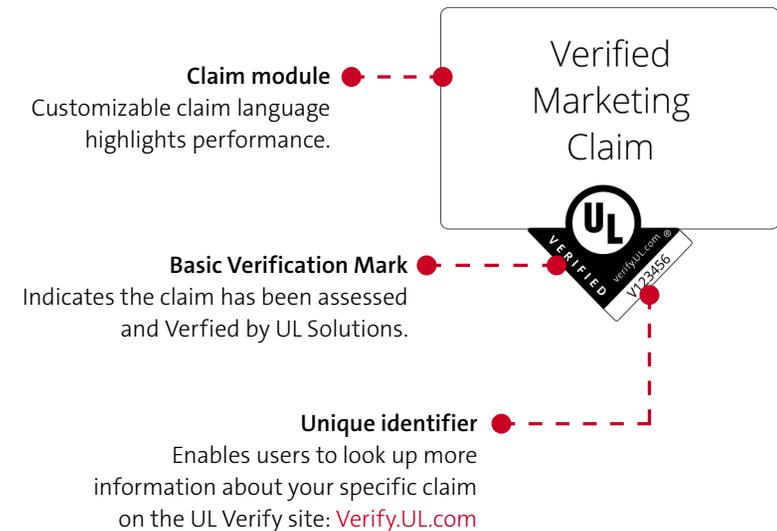
Online database listing with information about UL Marketing Claim Verifications available at verify.UL.com



What is a UL Marketing Claim Verification Mark?

UL Marketing Claim Verification is an objective, science-based assessment that confirms the accuracy of marketing and performance claims.

A Marketing Claim Verification Mark is issued upon the successful verification of a marketing claim through testing, auditing or inspection.



A UL Marketing Claim Verification supplements UL Certification

Address safety requirements and promote outstanding performance achievements.

Adding a UL Marketing Claim Verification to your existing UL Certification demonstrates your commitment to both the safety and performance attributes of your product, process, system or facility and delivers a reassuring message to skeptical or first-time buyers considering your brand.

Combining these two services allows your product and marketing teams to meet their objectives for safety and performance while distinguishing your brand in the marketplace. Our evaluations provide a way to separate fact from fiction and showcase your commitment to selling quality products, processes, systems or facilities.



Visit verify.UL.com to learn more about UL Marketing Claim Verification or if you'd like to start a conversation for your own UL Marketing Claim Verification please contact your local lighting team.

In the Americas: LightingInfo@UL.com

In China: GC.LightingSales@UL.com

In Japan: ULJ.AHL@ul.com

In South Korea: Sales.KR@UL.com

In South Asia: Sales.IN@UL.com

In Europe: AppliancesLighting.EU@UL.com

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In the Association of Southeast Asian Nations (ASEAN): UL.ASEAN.AHLSales@UL.com

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Safety. Science. Transformation.™