

OVERVIEW OF UL MARKETING CLAIMS VERIFICATION



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In today's cluttered markets, claims of superiority and performance are often indistinguishable or unreliable.

Self-declared claims of product performance often lead to market confusion and Buyer or Consumer doubt.

There are limited channels available to manufacturers who wish to promote the performance achievements of their products in a reliable and believable way.

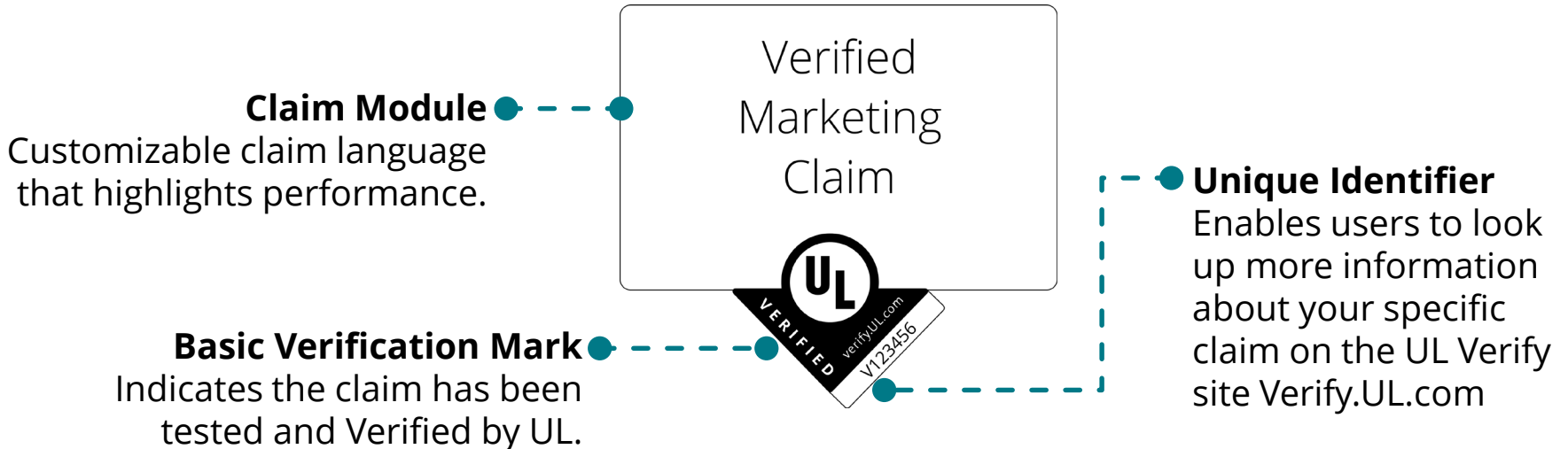
To offer manufacturers the opportunity to demonstrate performance through 3rd party, independent means, UL created the Marketing Claim Verification Program

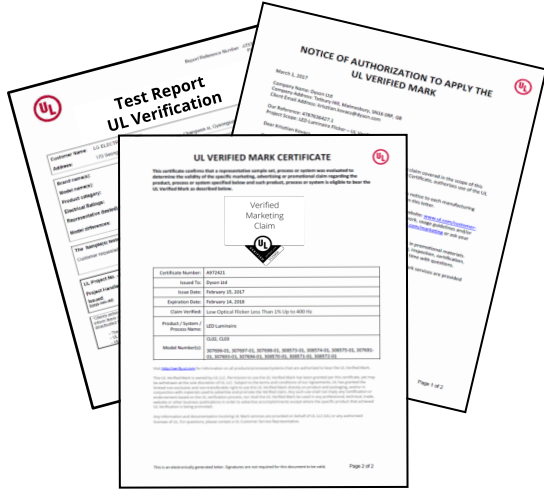


WHAT IS UL MARKETING CLAIM VERIFICATION?

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

Successful verification of a marketing claim through testing, auditing and/or inspection results in the issuance of a **Claim Verification Mark**

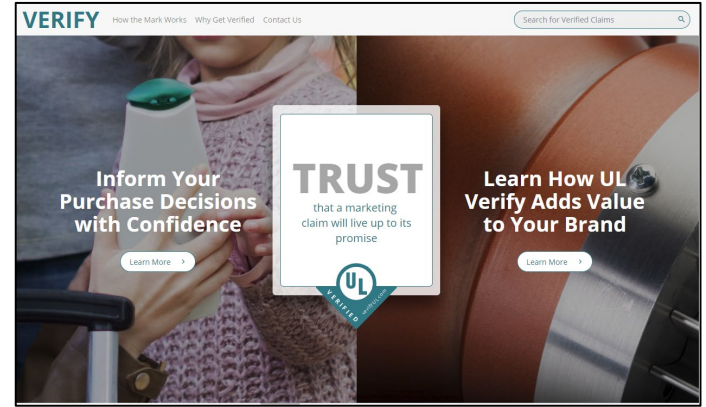




**Letter Report, Certificate
& Notice of Authorization**



**Verification Mark
Graphics File**



**Searchable record on
Verify.UL.com**

The Claim Verification Mark is issued as a graphic which can be applied to the product, product packaging, and used in marketing collateral.

KEY CLAIM VERIFICATION PROGRAM DETAILS

Four Claim Types

Product, Process, System, and Facility

Off-the-shelf and custom programs

Programs can be offered to an industry as a whole or created as a custom offering for a client

Test protocols can come from any source

Including UL Standards, other third parties and even clients

Claims are not exclusive

If two clients want to Verify the same claim, the claim requirements and assessment process must be identical

Additive to Certification

UL can both certify safety compliance and Verify performance for the same object

Expiration or surveillance

Verifications can either expire (usually after 1 year) or a program can use surveillance to determine ongoing claim accuracy

Offers a UL Mark opportunity where Certification opportunities do not exist

But cannot be offered as an alternate or replacement to safety or other Certification programs offered at UL or by a third party when the scope of conformity assessment is the same or substantially similar

Verification Mark



Certification Mark



WHAT'S SIMILAR

- Both have defined requirements
- Products can carry both Marks
- Both are conformity assessment programs

Claim language goes here



- Starts with Marketing Claim First
- Custom to Client or Offered to an Industry as a Whole
- Above & Beyond Performance
 - Surveillance or Expiration
- Test Protocol Sources Can Vary

- Starts with Product Requirements First
- Requirements are Fixed and Offered to Industry as a Whole
- Meet a Minimum Set of Requirements
 - Follow-up Service
- Test Protocols Based on Standards



QUESTIONS?

Verified
Marketing
Claim



COMMENTS?



THANK YOU!