



WIRE AND CABLE

## Product Promotion Through UL's iQ™ Family of Databases

Leverage the UL iQ™ family of databases to reach over 50,000 registered designers, engineers, and suppliers.

The UL iQ™ databases have been helping users find and source certified components for over 12 years. It is an industry leading certification database that is accessed over 2,400 times a week. To help users connect with suppliers quickly and enhance their experience, we now offer a new service specifically for wire and cable manufacturers that enables them to expand upon their UL Certification listing in the Online Certifications Directory by adding a product information link.

The product information link allows potential customers to quickly and easily learn more about UL Certified products by linking directly to the company website, product page, contact page, brochure, data sheet, or flyer.

### Key benefits of iQ™ database listing:

- Gain instant results with the direct link to your company website or webpage of your choice
- Ability to target designers, purchasing engineers and suppliers
- Product link is accessible 24 hours, 7 days a week
- Low-cost advertising opportunity
- Update and change product link information easily

### Frequently Asked Questions

#### What is the iQ™ database?

The iQ™ family of databases ([www.iq.ul.com](http://www.iq.ul.com)) is a suite of relational databases that enable users to search for UL Certified Components (e.g. Power Supply Cord, Flexible Cord, Appliance Wiring Material) and view important safety certification information.

#### What promotional information is added to my Online Certifications Directory information?

A single website link is added to the existing content so users of the database can click the link and be redirected to any website you specify, such as your company webpage, product brochure/flyer, contact information page, or other webpage. Each Certification page / card can have one unique product link.



For more information, please us at [wirequote@ul.com](mailto:wirequote@ul.com)



## Frequently Asked Questions (continued)

### My Online Certifications Directory information has several products on it. Can each product be assigned separate hyperlinks?

If so desired, individual product types can be assigned separate hyperlinks for an additional fee.

### Is there a fee for this service?

There is an initial set-up fee, as well as a fee for each Certification category. In addition, a yearly subscription fee that covers the ongoing cost of link maintenance within the iQ™ database will be charged. Please contact UL to learn more.

### Can I update my product information link periodically?

Yes. Included in the yearly subscription fee, updates to your product information link in the Online Certifications Directory can be made.

### What is the process for requesting the product information link?

The submittal process is straightforward and can be done in 4 easy steps:

- Submit request for quote by contacting the appropriate regional representative listed in the red box.
- Accept quote; UL will send submittal form.
- Complete submittal form with desired information.
- iQ™ database will be updated to include the information provided on client submittal form.

### What product types are eligible?

This service is available for many wire and cable categories including, but not limited to the list below. Please contact us to discuss additional categories of interest or to confirm availability for additional categories:

CATEGORY	CCN
Communications Cable	DUZX
Local Area Network Cable Verified For Transmission Performance In Accordance With National Or International Specifications	DVBI
Community Antenna Television Cable	DVCS
Data Processing Cable	EMRB
Nonpower-Limited Fire Alarm Cable	HNHT
Power-Limited Fire Alarm Cable	HNIR
Instrumentation Tray Cable	NYTT
Network-Powered Broadband Communications Cable	PWIP
Optical Fiber Cable	QAYK
Power-Limited Circuit Cable	QPTZ
Flexible Cord	ZJCZ
Machine-Tool Wire	ZKHZ
Photovoltaic Wire	ZKLA
Thermoset-Insulated Wire	ZKST
Thermoplastic-Insulated Wire	ZLGR
Polymeric Materials for Use in Wire, Cable and Flexible Lighting Products	QMTT2
Plenum Cable Compounds	QMTM2

## FOR QUESTIONS OR TO GET STARTED, PLEASE CONTACT:

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