How can you tell if a product is truly UL Listed or is counterfeit?

The production of counterfeit goods continues to be a problem around the world as end users struggle to determine product authenticity. UL has identified an innovative technique to enable the recognition of “authentic” products to help ensure genuine quality, uncompromised safety, and ultimate brand protection.

UL’s Authentication Platform is a mobile platform that facilitates reliable product information and offers a multitude of solutions to product manufacturers and end users. It complements UL’s Online Certifications Directory by providing quick and convenient access to relevant information that is specific to a single order (i.e. unit) of a UL Listed Product. UL’s Authentication Platform identifies “authentic” products and can instantly expose counterfeit products in the marketplace.

UL Listed products can carry a non-repeatable smart tag, encompassing a quick response (QR) code and a unique URL. Scanning the QR code with a mobile device or inputting the URL in a web browser will grant end users free access to the UL Authentication Platform, which will reveal product-specific information. The platform will verify unique attributes for the given item (including a serial number, supply chain traceability, address of installation, etc.) If the product is a counterfeit, it will be exposed on the spot. This also addresses concerns about forged paperwork or tampered marking. Within the design/build industry, this results in tremendous time savings to code & building officials and expedited approval that benefits the building owner.

Product manufacturers, suppliers and distributors can use the Authentication Platform to create a clear differentiation between original and fake products, secure the integrity of the supply chain and protect their brand.

Authorized professionals can profile inspection reports to the UL Authentication Platform that outline the performance and maintenance history for a specific product since it left the factory. Retrieving the unique smart tag on the product gives facility managers, current and future building owners, insurance professionals, and code and building officials access to these records at any point in the future.

The Authentication Platform offers multiple language support and automatic unit conversion capabilities. Flexibility, ease of use and convenience further complement UL’s proficiency in offering global market access.

For more information contact us at authentication@UL.com or 1-877-UL-HELPS (1-888-854-3577). Please visit us at authentication.UL.com
UL Authentication Platform

How it works:

• Applicants for UL Listed products are granted access to the platform

• Manufacturers apply a unique smart tag on each manufactured unit (or a given set of products)

• Authorized suppliers and distributors augment supply chain and installation location information

• Public access is granted securely at no cost by retrieving the smart tag (either by scanning the QR code with a mobile device or inputting the unique URL in a web browser)

• End users obtain direct access to relevant and reliable product information

The platform also includes:

• Automatic unit conversion (US/Metric)

• Multiple language support (available in English, Arabic, Mandarin and German)* other languages in development

• Inspection information revealing performance and maintenance history of the installed product

Present Product Application:

• Centrifugal Stationary Pumps for Fire-Protection Service

• Diesel Engines for Driving Stationary Fire Pumps

Coming Soon

• Fire Pump Motors & Controllers

• Fire Doors

• Fire Dampers

• Suppression Products & Extinguishing Systems

• Building Material & Roofing Products

• Fire-Resistive Products

• Fire Alarms

• HVAC Products

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