



UL MARKETING CLAIM VERIFICATION

Customers around the globe demand more transparency from the brands they choose. In a market crowded with competing declarations, UL Marketing Claim Verification helps you cut through the clutter with independent confirmation of your marketing claims, setting your brand apart and driving business advantage.

DISTINCTIVE AND CREDIBLE PROOF OF MARKETING CLAIM

Independent, objective, science-based assessment confirms and communicates the accuracy of a marketing claim.

DIFFERENTIATED PROGRAM AND CLAIM LANGUAGE

With scientific rigor, UL evaluates the validity of specific advertising or promotional statements, providing a way to separate fact from fiction.

COMPETITIVE AND TANGIBLE UL MARKETING CLAIM VERIFIED MARK

The makeup of the Verified Mark relays a description of UL Verified marketing claim, and provides a unique identifier enabling buyers to look up more information about a specific UL Verified marketing claim.

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, facilities and more
- Broad use of the UL Marketing Claim Verified mark on product, packaging and promotion
- Online database listing with information about UL Verified marketing claims available at verify.UL.com and iOS app

ANATOMY OF THE MARK:

A unique, distinctive mark to differentiate your brand, the UL Verified Mark contains the following:

The word "VERIFIED"

VERIFIED

Marketing claim verified by UL

Claim language goes here.

Unique identifier

V 1 2 3 4 5 6

Claim language goes here.



Marketing Claim Discussion

Protocol Development

Claim Testing / Evaluation

Promote Your Verification

Market Surveillance / Expiration

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