



# Promotional Kit

Guidelines for promoting your UL Solutions testing, inspection and auditing work

2022 | For UL Solutions testing, inspection or auditing customer use only

**Safety. Science. Transformation.™**

© 2022 UL LLC. All rights reserved.

# Overview

Congratulations on your work with UL Solutions! You have completed an important step in delivering confidence to your customers. Communicating this achievement can help differentiate your brand with the credibility of third-party review.

This presentation provides guidance on marketing and promoting your testing, inspection and auditing work. To clarify, applying this marketing guidance is only appropriate if:

- You work for a company that is a customer of UL Solutions
- UL Solutions has confirmed that your test, inspection or auditing program has been completed and the results delivered to you.
- You have read and understood all of [UL Solutions' Customer Marketing Guidelines](#).

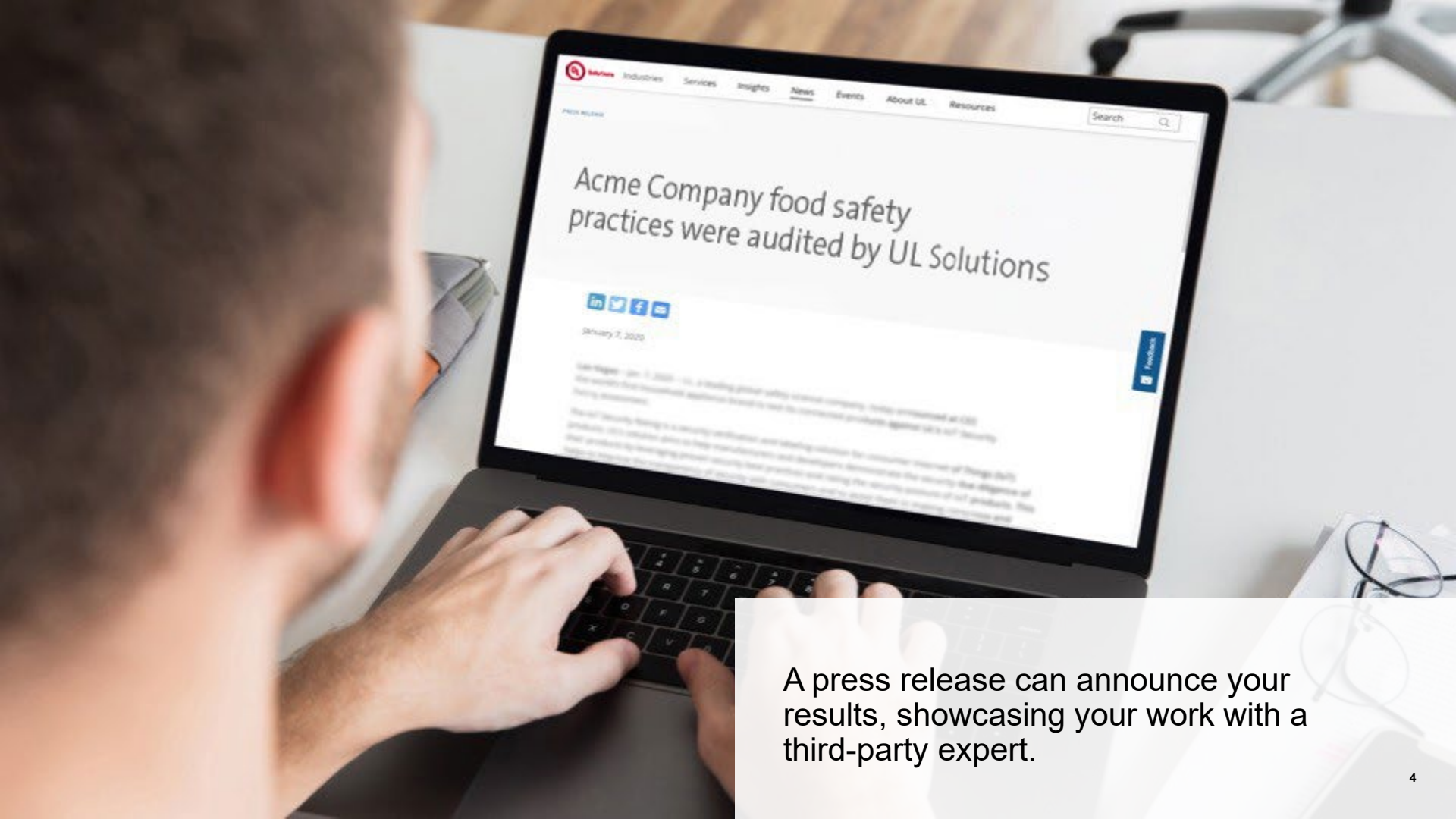
# Channels

The following channels are effective for communicating your achievement.

Learn more from each each of these examples of promotional content:

- [Press release](#)
- [Social media promotion on your company's owned social channels](#)
- [Video/brand-level commercials](#)
- [Trade shows](#)
- [Sales collateral and product catalogs](#)
- [Product web presence](#)
- [Internal communications to employees](#)





# Acme Company food safety practices were audited by UL Solutions



January 7, 2020



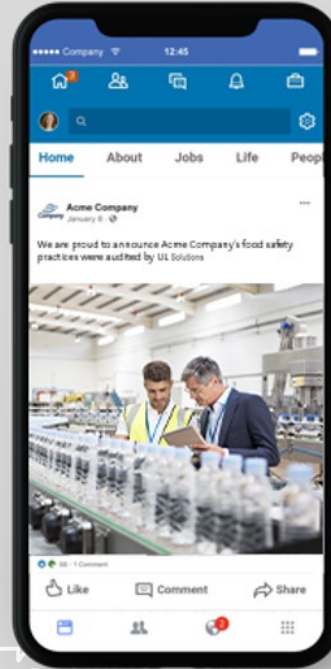
**San Diego** Jan. 7, 2020 — UL, a leading global safety, security, and quality solutions provider, announced an ISO 22000 food safety audit of Acme Company, a leading food manufacturer, to ensure the company's food safety practices are in compliance with the requirements of the ISO 22000 standard. The audit was conducted by UL's Food Safety experts, who are part of the UL Solutions Food Safety team. The audit results were positive, and the company was found to be in compliance with the requirements of the ISO 22000 standard. This is a significant achievement for the company, as it demonstrates its commitment to food safety and quality. The audit was conducted by UL's Food Safety experts, who are part of the UL Solutions Food Safety team. The audit results were positive, and the company was found to be in compliance with the requirements of the ISO 22000 standard. This is a significant achievement for the company, as it demonstrates its commitment to food safety and quality.

A press release can announce your results, showcasing your work with a third-party expert.

# Social media

Maximize your achievement by sharing it with your followers on social media.

Add the hashtag **#InnovationWithULSolutions** to any social post to demonstrate market leadership and differentiate from your competitors.



# Video

Develop a video ad or commercial to showcase the achievement of your evaluation.





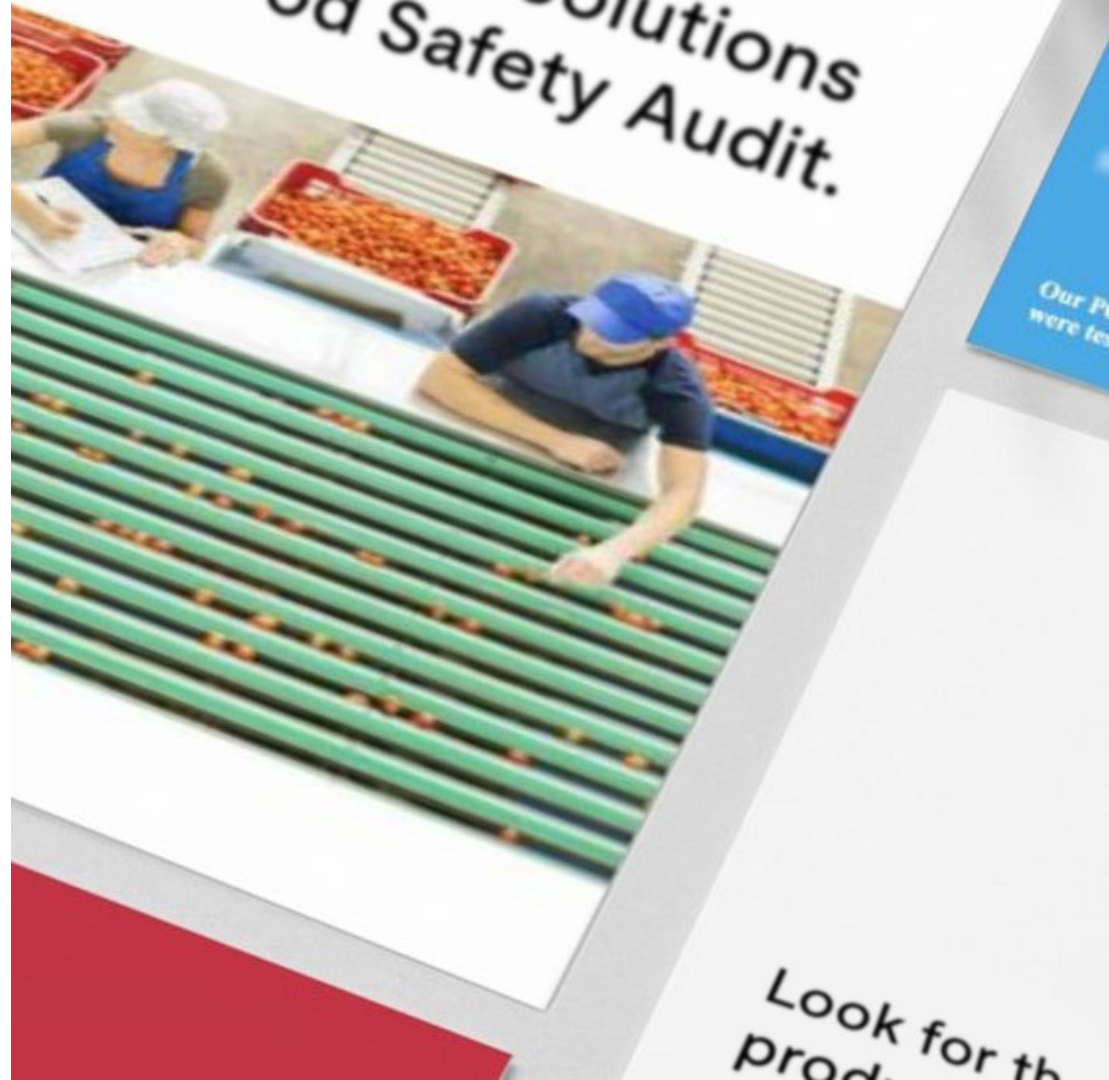
# Trade shows

Consider sharing your achievement at in-person or virtual trade shows with social media promotion and sales collateral.



# Sales collateral

Create sales collateral that showcases your successful UL Solutions evaluation.



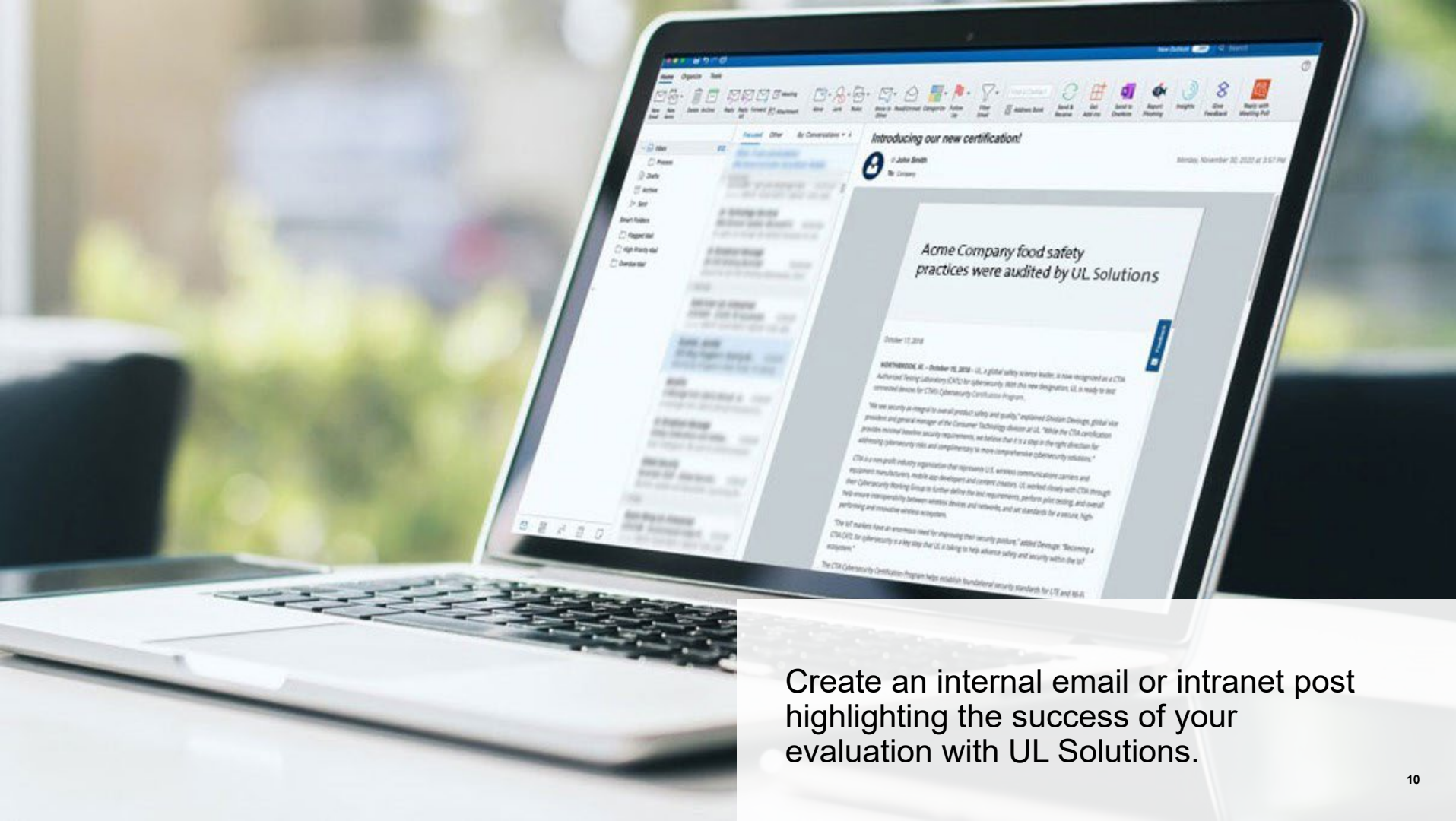


# Web presence

Create a landing page on your company's website to promote your successful UL Solutions evaluation.

Consider using this page to explain the rigor and credibility of the evaluation for your assessed product, process or place.





Create an internal email or intranet post highlighting the success of your evaluation with UL Solutions.

# Marketing considerations

## Specificity is key

Rather than say you're a UL Solutions customer, identify the exact product, process, place, etc., that was assessed.

For greater credibility and a stronger connection to UL Solutions, include a link to the specific service you've used, e.g., Analytical Testing.

## Be as accurate as possible

Make sure you're correctly and clearly communicating the partnership and its benefits. For example, UL Solutions is a third-party service provider that does not guarantee safety or make your offering the "best," so avoid these types of statements.

Marketing copy and references to UL Solutions don't last forever. For auditing, testing, inspection and advisory services, please reference UL Solutions no longer than six months following the end of your UL Solutions project.

Once it has expired, feel free to give us a call to continue the partnership.

See detailed guidelines at [www.UL.com/marketing](http://www.UL.com/marketing).

# Sample marketing copy for testing achievements

Acceptable example	Out of scope
<p>We've reviewed/assessed/examined/evaluated our ____ [insert product that UL Solutions assessed] using UL Solutions' ____ [insert UL Solutions test].</p> <p>Example – We've assessed our outdoor furniture using UL Solutions' Accelerated Weathering Testing.</p>	<p>Our ____ [name of product that UL Solutions assessed] is UL Solutions certified.</p> <p>Example – Our outdoor furniture is UL Solutions Certified.</p>
<p>We're using UL Solutions' ____ [insert name of UL Solutions testing service] to improve our ____ [insert product that UL assessed].</p> <p>Example – We're using UL Solutions' Accelerated Weathering Testing to improve our outdoor furniture.</p>	<p>Our products are tested by UL Solutions.</p>
<p>Thanks to UL Solutions' ____ [insert name of UL Solutions' testing service], we're enhancing/advancing/improving our ____ [insert product that UL Solutions' assessed] to meet your expectations.</p> <p>Example – Thanks to UL Solutions' Accelerated Weathering Testing, we're improving our outdoor furniture to meet your expectations.</p>	<p>Thanks to UL's ____ [name of UL testing service], our ____ [product that UL Solutions assessed] is now safe.</p> <p>Example – Thanks to UL Solutions' Accelerated Weathering Testing, our outdoor furniture is now safe.</p>

# Sample marketing copy for inspection achievements

Acceptable example	Out of scope
<p>Our ____ (insert product, process or place that UL Solutions assessed) was inspected by UL Solutions.</p> <p>Example – Our factory was inspected by UL Solutions.</p>	<p>We are UL Solutions inspected.</p>
<p>We're using UL Solutions' ____ [insert name of UL Solutions' inspection service) to improve our ____ [insert product, process or place that UL Solutions assessed).</p> <p>Example – We're using UL Solutions' Factory Inspection to improve our factory.</p>	<p>Our products are inspected by UL Solutions.</p>
<p>Thanks to UL Solutions' ____ [insert name of UL inspection service), we're strengthening/enhancing/advancing/improving our ____ [insert product, process or place that UL assessed) to meet your expectations.</p> <p>Example – Thanks to UL Solutions' Factory Inspection, we're improving our factory to meet your expectations.</p>	<p>Thanks to UL Solutions' ____ [insert name of UL Solutions inspection service), our ____ [insert product, process or place that UL Solutions assessed) is now safe.</p> <p>Example – Thanks to UL Solutions' Factory Inspection, our factory is now safe.</p>

# Sample marketing copy for auditing achievements

Acceptable example	Out of scope
<p>Our ____ [insert product, process or place that UL Solutions assessed] was audited by UL Solutions.</p> <p>Example – Our food safety practices were audited by UL Solutions.</p>	<p>Our ____ [insert product, process or place that UL Solutions assessed] is UL certified.</p> <p>Example – Our food safety practices are UL Solutions certified.</p>
<p>We're using UL Solutions' ____ [insert name of UL Solutions audit service] to improve our ____ [insert product, process or place that UL Solutions assessed].</p> <p>Example – We're using UL Solutions Everclean® Food Safety Audit to improve our food safety practices.</p>	<p>Our brand is UL Solutions certified.</p>
<p>Thanks to UL Solutions' ____ [insert name of UL Solutions audit service], we're strengthening/enhancing/advancing/improving our ____ [insert product, process or place that UL assessed] to meet your expectations.</p> <p>Example – Thanks to UL Solutions' Food Safety Audit, we're strengthening our food safety practices to meet your expectations.</p>	<p>Thanks to UL Solutions' ____ [insert name of UL Solutions audit service], our ____ [insert product, process or place that UL Solutions assessed] is now safe.</p> <p>Example – Thanks to UL Solutions' Food Safety Audit, our food safety practices are now safe.</p>



# Limitations and restrictions of use

After their UL Solutions work has been completed and results delivered, customers can promote their work with UL Solutions according to our [Customer Marketing Guidelines](#). Customers may not promote that they are “working” with UL Solutions or that their UL Solutions project is “in process.” Customers are never permitted to use our enterprise logo to promote their UL Solutions work.

## Requirements for customer comarketing:

- Signed Global Service Agreement (GSA) with appropriate service terms or other appropriate signed service contract
- All work completed and an assessment made, if necessary
- Aligned with [customer marketing guidelines](#)
- Retire use of UL Solutions’ brand assets as defined in the [marketing guidelines](#)
- No use of UL Solutions’ enterprise logo



# Thank you

[UL.com/Solutions](https://UL.com/Solutions)

**Safety. Science. Transformation.™**

© 2022 UL LLC. All rights reserved.