



# UL Verified Mark

Trust is essential for building brand relationships.

Precision marketing plays an important role in winning the trust of consumers and maintaining the trust between consumers and brands.

Trust is very important for the establishment of brand relationships, and it also drives consumers' purchase decisions. But in the face of various marketing promotions in the market, who will fairly evaluate the advertising? Who will help consumers dispel doubts and choose with confidence? The answer is — [UL Verification Mark](#).

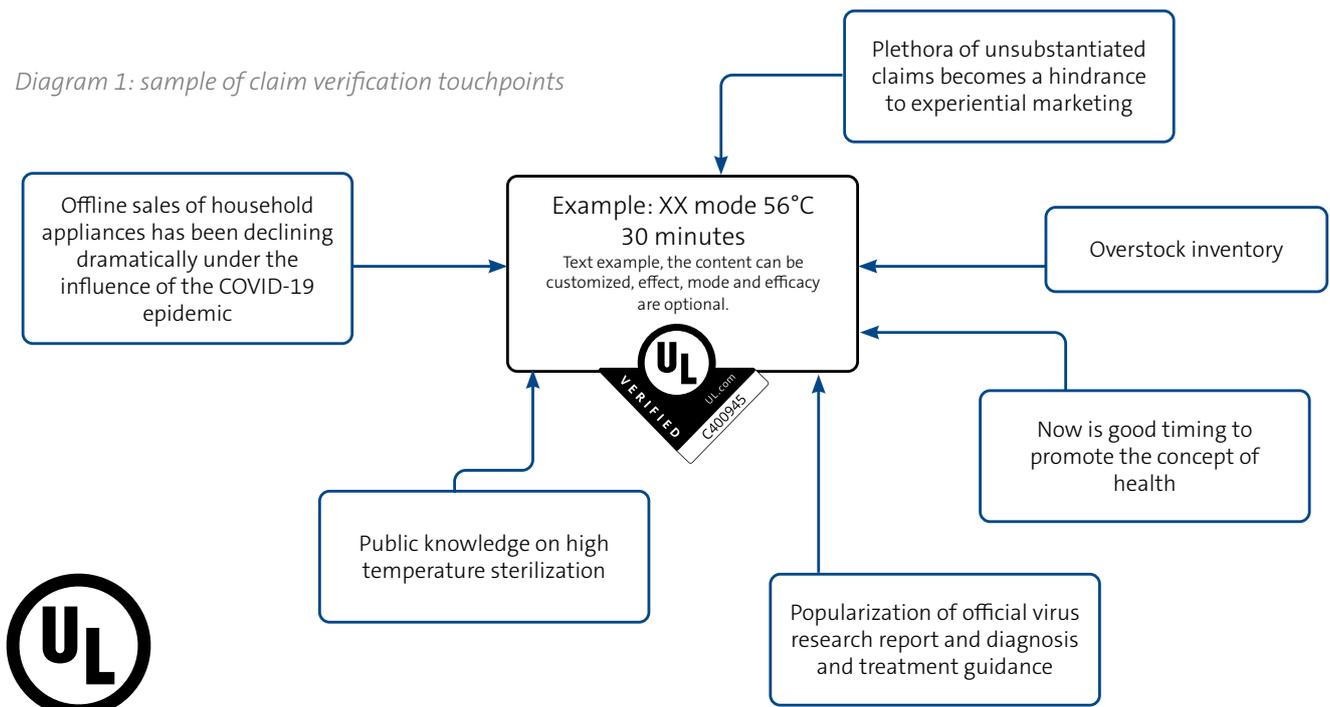
Once tested and verified by UL, the manufacturer will have a credible [differentiation advantage](#), which is the meaning of the UL Verified Mark.

The UL Verified Mark will help you win the trust of consumers, keep your products at the forefront of the market, protect core competitiveness and create product differentiations.

### UL verified marketing claims:

1. A washing machine maintains X°C for Y minutes in Z operation mode (Diagram 1)
2. A washing machine in operation mode Z reduces XX.XX% of wash load bacteria\*
3. Air conditioners in cleaning mode Z reduces <component name> trapped bacteria by XX.X% after Y cleaning cycles

Diagram 1: sample of claim verification touchpoints



\*Note that the washing machine claims are independent of the detergent used in the machine.



Our diverse customers are based in more than 100 countries.



UL serves more than 60% of the Fortune 500 companies



Committed to making the world a safer place since 1894



UL has developed more than 1,600 standards that define safety, security and sustainability



Science-based global safety experts



UL's software services are used by 10,000 organizations across nearly every industry.



UL mark can be seen on tens of billions of products worldwide



From electricity to nanotechnology, UL provides technical support for a century of innovation

## Your brand and product will benefit from:

Cover a wide range of product categories	Can be applied to popular categories: Such as: washing machines, dryers, dishwashers, air conditioners, etc.
Application	UL Verified Mark can be used on products, packaging, advertising and promotions. Can be used for online promotion globally.
High flexibility	Verification and the Verified Mark can be used on the stocked product items (no changes needed on the product side). Claim can be customized according to product features.
Technical Support	A third-party, scientific inspection report highlights technical expertise and provides objective, scientific inspection data support for brand marketing and claims.
Brand interaction	Brands receive more credibility when they work with a third-party testing, inspection and certification company to back up their marketing claims.

## After tested and verified by UL, you will receive:

- Customized UL Verified Mark
- A summary report of evaluation results
- Authorization letter authorizing the use of UL Verified Mark
- A certificate (applicable to the verification plan)
- Guidelines for use of UL verification on products, packaging, advertising and promotions

All UL verification information is kept in the UL verification database at [Verify.UL.com](http://Verify.UL.com). The iOS app is now available for consumers to download. Search for "UL Verify" in the App Store to download.

## Contact information:

For more information, please email us at [AppliancesLighting.EU@ul.com](mailto:AppliancesLighting.EU@ul.com) or visit [Verify.UL.com](http://Verify.UL.com).



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