

# ETL CERTIFICATION MARK USAGE GUIDE

Simple Guidelines On Using Your Product Certification Mark

You've done the hard work in developing a product that complies with applicable standards and have been authorized to apply the ETL Certification Mark. Now what? You should merchandise the mark to add value to your product and your brand.



## Making the Mark Work For You

Congratulations! Your certification is complete and the terms and conditions of your certification have been met.

The ETL Mark is evidence to your customers and the Authorities Having Jurisdiction (AHJ) that your product meets applicable standards and that a program of ongoing audits has been set in place. Your ETL Certification can help build confidence in you and your business; we encourage you to display the ETL Mark proudly in advertising, sales literature, and user documentation. Properly used, it can be a powerful marketing aid.

## General Guidelines for Using the ETL Mark

Ensuring proper usage of the mark is the responsibility of the Applicant, and oversight/surveillance in the marketplace is regularly conducted by Intertek to protect its trademarked assets. Please remember:

- **The terms and conditions of your certification take precedence over any other Mark usage information.**

## Use of the ETL Mark On Your Product

ETL artwork for a certified product that you create and print yourself – or have a printer outside of Intertek print for you – will need to consist of the following three items:

- The ETL certification mark
- The control number issued by Intertek for the applicant and manufacturer combination appearing on the test report
- The wording for the standards to which the product was tested (e.g. "Conforms to UL STD XXXX" or "Certified to CSA STD XXXX").

The artwork can be, but is not limited to, a sticker-like label, metal nameplate, laser etch, and stamp. The ETL mark, control number, and wording for the standards should be visible after the product is installed.

Any requests for additional label/marketing requirement information, ETL certification marks, and reviewing label artwork should be sent to [etlcert.helpdesk@intertek.com](mailto:etlcert.helpdesk@intertek.com) or call 844-385-2378.



## Use of the ETL Mark On Literature, Advertising, And Other Marketing Material

The ETL Mark may be incorporated into a wide variety of marketing materials, ranging from trade show displays and direct marketing, to print and electronic brochures, user manuals, coupons, websites, news releases, newsletters, and much more.

Care must be taken to ensure that all applications of the ETL Mark in your promotional material refer only to a current, valid certification.

There are a few easy-to-follow rules on the use of the Mark:

- You may enlarge or reduce the Mark proportionally, but it cannot be changed in any other way. On literature, the minimum size of reproduction should be 25mm (1") wide.
- Be sure that it's clear to a reader/buyer which product is being referred to as "certified". Do not place the mark at random on a catalog page full of products – some of which may be ETL certified and others that are not. Make it abundantly clear so as to not confuse the reader.
- Do not claim your product as "UL Certified by Intertek" or "CSA certified by Intertek" simply because the product was tested to UL or CSA standards. Those certification marks are the trademarked property of UL LLC and CSA Group, respectively.
- When the Mark is placed on a product or package, 100% black or white printing is always acceptable, or engraved/embossed onto the product, as suits the location of the Mark on the product.
- If you wish to include text that refers to the Mark, or make reference to Intertek, you must submit it to Intertek for approval. Submit request to [icenter@intertek.com](mailto:icenter@intertek.com) with draft samples of usage, proposed web pages and locations, and any other pertinent information.



The ETL Certification Mark should be prominently displayed on your product's packaging so customers will know that you've taken the appropriate steps for testing, inspection, and certification.

## Packaging

When the Mark is included on packaging, it clearly conveys the message that the model/product itself bears the Mark.

Nevertheless, please remember that it is not a substitute or replacement for the required model/product marking, unless agreed with the local certification office.

## Help Yourself

Take advantage of your model/product certification. It is a marketing tool for you! We are ready to supply you with the artwork and the usage approvals you need. If you have any questions, please contact us.

Remember, to be eligible for your product to bear Intertek's ETL certification you will need:

- Tests and evaluations (completed)
- Certification Agreements (completed, signed, dated and returned to Intertek)
- Any required Initial Factory Inspection (completed and successful)
- Authorization to Mark certificate / Mark License (signed, dated and received by the applicant)

To get copies of the artwork, contact your local certification office.

## FOR MORE INFORMATION



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