



Let the World Know: Promoting Your Connection to the UL Data Acceptance Program

Congratulations on becoming a participant in the UL Data Acceptance Program! Now that you've made the investment in equipment and personnel to generate product test data to our exacting requirements, we encourage you to leverage this important capability in your marketing and advertising efforts to differentiate your company from your competitors.

Some examples of how you can promote your participation in a UL Data Acceptance Program:

- Feature in your print and digital advertising
- Include in your web site
- Announce on your social channels
- Mention in your sales collateral
- Promote at trade shows you attend
- Illustrate or include a message in your company video
- Issue a news release
- Promote in your email signature
- Promote on your vehicles, on or in your building, or on your building signage

In communicating about your participation in a UL Data Acceptance Program, we ask that you:

- Use full name of the specific UL Data Acceptance Program, e.g., UL Client Test Data Program, UL Total Certification Program, etc.
- Clearly identify a specific location participating in a UL Data Acceptance Program, if your company has multiple locations

Sample references:

“We are a UL Client Test Data Program participant.”

“Our Acme facility participates in the UL Total Certification Program.”

“Our test facilities are participating in the UL Client Test Data Program.”

Additionally, in promoting your participation in a UL Data Acceptance Program, we ask that you refrain from:

- Using the UL enterprise logo or a UL certification mark
- Promoting or including references on your company letterhead, company business card or in your web site domain name
- Positioning your company or facility as having been accredited, certified or approved by UL, or designated as a UL test facility

For more information, please contact your local UL Data Acceptance Program coordinator.