ENHANCED AND SMART UL MARKS AND BADGES

THE UL MARK
NOW ENHANCED FOR THE FUTURE

ENHANCED MARK

SMART MARK

The Enhanced and Smart UL Certification Mark* and badge system delivers greater clarity and helps drive acceptance in the market by responding to changing marketplace needs and the evolving nature of product certification. As products shrink and achieve more certifications, the enhanced and smart UL Mark and badge system offers a means to communicate in a single Mark the scope of UL's certifications.

All customers using any variation of the UL Listed and UL Classified Marks can convert to the enhanced and smart UL Mark system at no cost.

* Enhanced and Smart UL Certification Marks no longer use four-character control numbers except for products covered under Multiple Listing. Although no longer part of the Mark, certain additional information — such as the product name — may also be required on the product in close proximity to the Mark, depending on the product and the category.

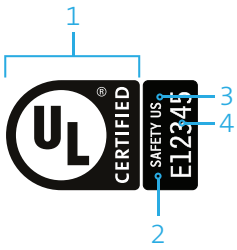
BENEFITS

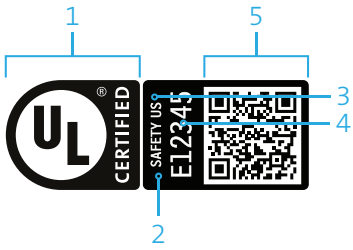
- Enhances clarity and acceptance
- Delivers greater transparency into a product's compliance
- Bundles multiple certifications into a single Mark
- Promotes compliance within the marketplace
- Deploys faster

COMPOSITION OF THE ENHANCED AND SMART UL CERTIFICATION MARK

The enhanced and smart UL Mark system uses custom-built, modular artwork to create each unique Mark for UL certification customers. The enhanced and smart UL Mark consists of four main elements: the basic Mark, certification attributes, relevant country codes and a unique identifier.

HORIZONTAL





VERTICAL

1. BASIC UL CERTIFICATION MARK

The basic UL Mark consists of the familiar UL lettering within a circle, the word CERTIFIED that describes the service UL delivered and the registered trademark symbol.

2. ATTRIBUTES

To describe a product's UL certification, the following attributes may now appear in the enhanced and smart UL Marks. Depending on the product and its certifications, one or more of these attributes may appear in the module of the Mark. In addition, some attributes are used in conjunction with the SAFETY attribute within the module.

SAFETY
Certified in accordance with applicable safety requirements.

FS [FUNCTIONAL SAFETY]
Certified in accordance with the functional safety requirements marked on the product.

MARINE
Certified for marine use in accordance with applicable marine requirements.

HEALTH EFFECTS
Certified in accordance with applicable health effects/toxicological requirements.

WELLNESS
Certified for contribution to building program standards that focus on wellness.

PERFORMANCE
Certified in accordance with performance requirements marked on the product.

SECURITY
Certified in accordance with applicable security product requirements.

SANITATION
Certified in accordance with applicable sanitation/cleanability requirements.

SIGNALING
Certified in accordance with applicable signaling product requirements.

ENERGY
Certified in accordance with applicable energy efficiency requirements.

3. COUNTRY CODES

The enhanced and smart UL Mark design uses a two-digit ISO country code to indicate the geography whose standards are used for certification. Products certified for multiple geographies will use multiple country codes in the Mark. In some cases depending on the certification program, a country code may not be used. Please refer to the appropriate product category for more information.

AU = Australia CA = Canada CO = Colombia CN = China EU = Europe
JP = Japan UK = United Kingdom US = United States

4. UNIQUE ID

In most cases, each UL Mark will have a unique identifier or a file number. This aids with traceability and provides more information about a product's certification. This information is available at www.ul.com/database. Please note: in some rare circumstances, a unique identifier or file number may be located separately from the Mark in another location on a product or may be omitted.

5. QR CODE

For those customers opting to use the smart version of the enhanced Mark or badge, a QR code is embedded in each. When scanned using a smart device, the QR code links a user to additional information regarding a product's certification.

PROMOTIONAL BADGES

BASIC

ATTRIBUTE

SMART

PROMOTIONAL BADGES

The Enhanced and Smart UL Certification Mark system also includes a promotional badge that can be used on the front of products, product packaging, and marketing collateral and other channels promoting a UL certified product. Separating the promotional badge from the required certification or compliance information makes it more flexible and simpler to use for marketing a UL certified product. Customers have the option to use a promotional badge with or without an embedded QR code pointing to a UL-hosted product page.

PLEASE NOTE: A badge can only be used to promote a product using an enhanced or smart UL Mark. It cannot be used in place of the certification Mark nor can a badge be used for a product carrying a UL Listed or Classified Mark except in certain unique circumstances.

BADGE COLOR TREATMENT OPTIONS

FLAT

MOLDED

SILVER

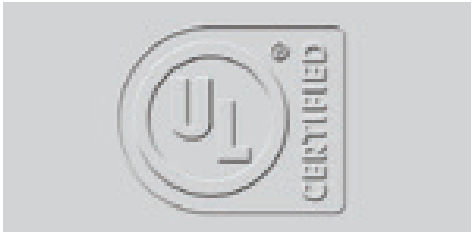
ENHANCED AND SMART UL CERTIFICATION MARK VARIATIONS

ENHANCED AND SMART UL MARK VARIATIONS

Enhanced and smart UL Marks can be used in one of the three variations below, depending on the printing technique and substrate:

STANDARD
For all printing, silk screening or label applications.

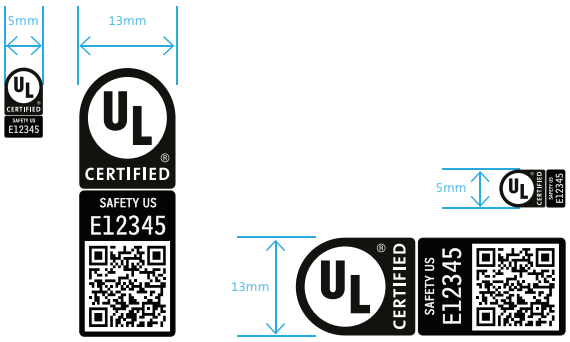
REVERSE
For all printing on dark materials or substrates.



POSITIVE
An alternative to the standard and reverse options. Best choice for stamped or embossed Marks. If stamping or embossing, refrain from using the smart Mark version.

ENHANCED AND SMART UL MARK MINIMUM SIZE

The minimum size of the enhanced UL Mark is 5mm, provided the text in the Mark and modules is legible. Each customer is responsible for ensuring that all text appearing in the UL Mark is legible. The minimum size of the smart Mark is 13mm to ensure it can be scanned accurately by a smart device.



MARKS HUB OVERVIEW

BUILD REVIEW DOWNLOAD

UL customers use the UL Marks Hub to create their customized Enhanced and Smart UL Certification Mark. The Marks Hub features:

DYNAMIC ARTWORK TOOL

Build and preview enhanced and smart UL Mark and badge designs, and have them reviewed by UL before using them.

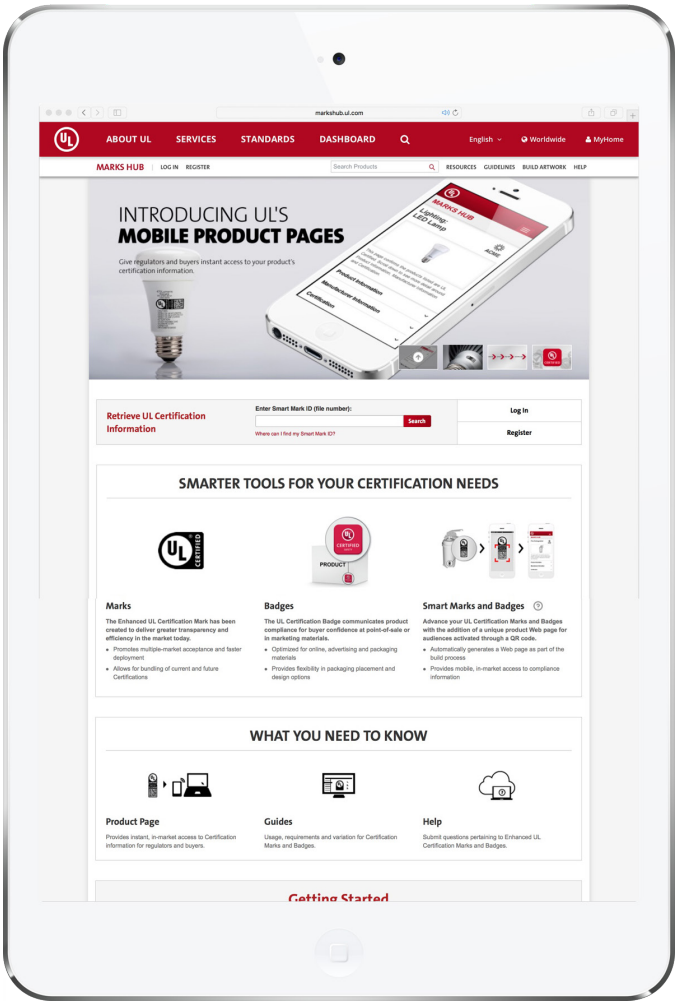
ENHANCED AND SMART UL MARK GUIDELINES

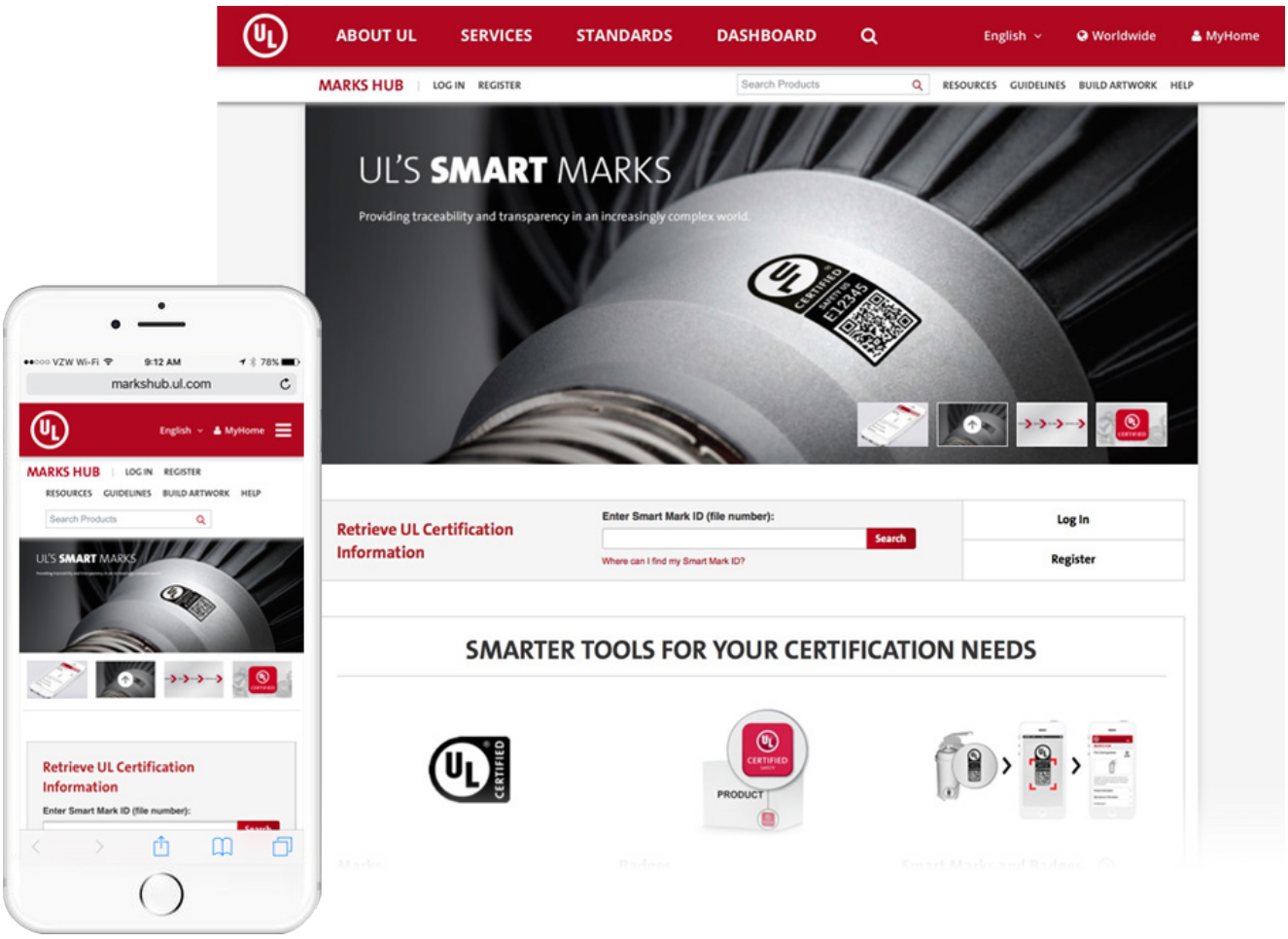
Review acceptable uses, requirements and variations of UL's enhanced and smart Marks and badges.

FAQS AND HELP

A comprehensive list of questions and answers assists customers throughout the enhanced and smart Mark creation and review process. The integrated Help Desk enables customers to ask questions specific to their unique labeling scenarios.

The FAQ on the Marks Hub Help tab provides more information regarding specific application and labeling methods. Registration is required to access the Marks Hub, and access is limited to UL customers and those working on their behalf.





SMART MARK AND BADGE PRODUCT PAGE

The Marks Hub is also where UL customers create product pages for Smart UL Certification Marks and badges. The product page is a feature of the smart UL Mark and badge. By scanning the QR code or searching the unique ID found in a smart UL Mark or badge, users can access the product page hosted by UL. This page contains UL product certification details and customer contact information.

CREATING A PRODUCT PAGE

Using the UL Marks Hub, customers building a smart UL Mark or smart badge are guided through the process to configure a product page. Once the smart UL Mark or badge is approved by UL, the product page is made live. The page is hosted on UL.com in perpetuity. FAQs on the product page creation process are available on the Marks Hub.

ACCESSING A PRODUCT PAGE

Most users will access the mobile version of a product page by scanning the QR code in the smart UL Mark or badge with their smart device. Desktop computer users can also access the product page by entering the unique ID found in a smart UL Mark or badge in the Marks Hub product search. No registration is required for users to access a product page.

BENEFITS

- Provides fast access to or confirmation of a product's UL certification details
- Enables greater transparency for authorities, retailers and consumers
- Confirms compliance and delivers peace of mind to consumers
- Provides mobile, in-market access to compliance information

TRANSITIONING TO THE ENHANCED AND SMART UL CERTIFICATION MARK

The images below describe how legacy UL Marks will move to the Enhanced and Smart UL Certification Mark system.

LEGACY

ENHANCED & SMART*

*Alternate Country Codes may appear in the module.

LEGACY

ENHANCED & SMART*

*Alternate Country Codes may appear in the module.

LEGACY

ENHANCED & SMART*

For products evaluated to health effects standards.

Note: SAFETY will appear in the UL Mark of products also certified for safety.

For products evaluated to Performance Standards.

Note: PERFORMANCE will appear in the UL Mark of products also certified for performance.

*Alternate Country Codes may appear in the module.

LEGACY

ENHANCED & SMART*

For products evaluated to sanitation standards.

Note: SAFETY will appear in the UL Mark of products also certified for safety.

For products evaluated to health effects standards.

Note: SAFETY will appear in the UL Mark of products also certified for safety.

*Alternate Country Codes may appear in the module.

LEGACY

ENHANCED & SMART*

For products evaluated to health effects standards.

Note: SAFETY will appear in the UL Mark of products also certified for safety; PERFORMANCE will appear in the UL Mark of products also certified for performance.

PLEASE NOTE: All variations of UL's existing Listing and Classification Marks remain valid.

*Alternate Country Codes may appear in the module.

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PLEASE NOTE: All variations of UL's existing Listing and Classification Marks remain valid.

FOR MORE INFORMATION
Visit: www.ul.com/markshub
Email: ulmarks@ul.com

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