

## Show the ULC Mark -- Another benefit of ULC certification



A ULC Mark on a product means that ULC has tested representative samples of your product and determined that they meet ULC's requirements. These requirements are based primarily on ULC's published and nationally recognized Standards for Safety. This page will assist you in accurately promoting your ULC product certification. It also discusses limitations on how you may use the ULC Mark in promoting your products or business.

*NOTE: You can find information about other UL Marks on [The UL Mark](http://www.ul.com/mark/index.html) page of the UL web site (<http://www.ul.com/mark/index.html>).*

### General guidelines and rules for clients with ULC product certification

The general guidelines and rules listed below will help you accurately and properly promote your ULC product certification. They apply to advertisements, product packaging, brochures, fliers, catalogs, news releases, Web sites, and any other promotional communication.

Please note that references to ULC in promotional materials are not substitutes for the complete ULC Listing Mark on your products or their packaging. Advertising references are informational and are not proof of ULC Listing.

- References to ULC can only be made once your product is ULC Listed and you have completed a formal agreement. To obtain the ULC Mark, please contact our Customer Service Department by one of the methods below.
- The ULC Mark should never appear more prominently in any advertising or packaging than the name of the company manufacturing or selling the product.
- Products certified by other organizations, tested to ULC Standards, cannot bear any ULC Mark on or in connection with these products or their advertising.
- Do not use the ULC Mark or reference your ULC product certification on your company stationery, business cards or signs. Use of these references on such materials could incorrectly imply more than a third-party safety certification relationship between your company and ULC, or incorrectly imply that all products you manufacture have been certified by ULC.
- If you use a ULC Mark on your Web site, you must ensure that visitors to your Web site are able to clearly identify which of your products have been certified by ULC and which have not.
- You can not indicate the degree of certification, such as "Exceeds," "First," or "Only" Listing. No degree of acceptability, safety or protection should be implied in advertising.
- If your ULC product certification is withdrawn for any reason, all material that refers to this certification must be immediately removed from distribution, and you must discontinue any further use of any ULC Marks.
- If some of your products appearing in a Web site, brochure, ad or catalog are entitled to bear the ULC Mark but others are not, you must ensure the wording and placement of ULC references make it clear which products are in fact certified by ULC and which are not. Do not use the ULC Mark in general advertising or promotional material to suggest that non-certified products have, in fact, been certified.
- The ULC symbol and any words used to describe your product certification must be large enough so that they can be clearly recognized and read by your customers.
- Promotional materials, ads and packaging should only illustrate uses of your product that are consistent with its ULC Listing.
- You may use any color to display the ULC Mark on your promotional materials. However, make sure to use one color for all elements of the Mark.
- Do not try to reproduce the ULC Mark. Only use an authorized ULC Mark.
- You may not use the ULC Mark on packaging for products that are not ULC certified.
- For packaging, the ULC Mark may be used alone as long as the product bears the complete ULC Listing Mark.

## Specific References to ULC Listing

Sample Correct References	Incorrect References
"ULC Listed" or "ULC Listed to Canadian safety standards."	"ULC Approved" or "ULC Approved for Canada."
"Listed by Underwriters' Laboratories of Canada"	"ULC Certified."
"This product is Listed to applicable Canadian National Standards and requirements by Underwriters' Laboratories of Canada"	"This product has earned the ULC Listing Mark."
"This product is Listed by Underwriters' Laboratories of Canada. Representative samples of this product have been evaluated by ULC and meet applicable safety standards."	"ULC Listing pending."

## Obtaining the ULC Mark

The ULC Mark is available in EPS and TIFF formats. The EPS file is a scalable vector graphic and the TIFF file is a 600 dpi bitmap image. You should only use the Mark that we provide to you. Do not try to reproduce the Mark yourself.

To obtain the Mark, please contact our Customer Service department at:

7 Underwriters Road  
Toronto, Ontario, Canada  
M1R 3B4  
Phone: 1-866-9373-ULC  
Fax: 1-416-757-8727  
Email: [customerservice@ulc.ca](mailto:customerservice@ulc.ca)