



Environment

Environmental Product Declaration Certification Mark Guidelines

April 2016



Environmental Product Declaration Certification Mark

UL Marks

Our mission of working for a safer world since 1894 has led us to be the most influential presence in home safety. After over 100 years of being the leading voice, the UL portfolio of services is expanding, and a streamlined but flexible mark system has been developed. The following pages provide guidance on how to use the UL mark to promote your Environmental Product Declaration (EPD) certification.

22 BILLION UL MARKS
APPEAR ON
PRODUCTS
ANNUALLY

3 BILLION
CONSUMERS
WERE REACHED
BY UL IN ASIA,
EUROPE
AND NORTH
AMERICA



**MORE THAN
560K**
FOLLOW-UP
INSPECTION
VISITS WERE
CONDUCTED
BY UL

86,972
PRODUCT EVALUATIONS
CONDUCTED BY UL

67,798
MANUFACTURERS
PRODUCING UL

19,909
TYPES OF PRODUCTS
EVALUATED BY UL

1,464
CURRENT STANDARD
FOR SAFETY PUBLISH

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Environmental Product Declaration Certification Mark

Who can use the mark?

The Environmental Product Declaration certification mark may be used by customers who have entered into an Environmental Services Agreement or General Services Agreement, have attained an Environmental Product Declaration certification through UL Environment, and whose EPDs are currently certified. The marks may not be used in an unclear or general manner that suggests or implies certain EPDs are certified, or that products have been certified when in fact they are not. EPDs are subject to reevaluation to maintain certified status and eligibility to use the mark.



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General Guidelines

The Environmental Product Declaration certification mark can be used on product packaging, and in promotional materials, but not on the product itself.

The mark can proudly be displayed throughout marketing material to communicate that a manufacturer's product(s) has achieved an EPD certification. To be clear to the marketplace, please use the mark next to ONLY certified products in your marketing materials.

All materials must be reviewed and approved by your UL Environment marketing manager. Materials may be submitted directly to your marketing manager, or to ULEmarketing@ul.com. Please allow 3 business days for general material review and 5 business days for press releases.

Encouraged forms of use include, but are not limited to:

1. Advertising
2. Tradeshow booth and materials
3. Marketing collateral
4. Company website
5. Educational pieces
6. Catalogs
7. Product manual or guide

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Clear Space and Minimum Size

Minimum Clear Space Requirements



Minimum Size



When placing the Environmental Product Declaration certification mark on product packaging and promotional materials, it is important to balance maximizing size with maintaining adequate clear space around the mark.

The minimum clear space requirements shown to the left should be observed in all situations. More clear space is preferred whenever possible, especially in situations when the Environmental Product Declaration certification mark is placed near third-party marks.

To ensure visibility and legibility on print applications, the mark should never be presented in a size smaller than 1.2" wide.

Color options and specifications:

PANTONE® 375	PROCESS BLACK
CMYK: 47/0/94/0	CMYK: 0/0/0/50
RGB: 143/212/0	RGB: 0/0/0
HEX: 8FD400	HEX: 000000

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Treatment Options

Green Environmental Product Declaration certification mark



PREFERRED
MARK

Black Environmental Product Declaration certification mark



Environmental Product Declaration certification marks appear on a wide variety of materials. The two approved treatment options to the left provide the flexibility necessary to accommodate a variety of production requirements.

Always use the approved electronic artwork provided for each treatment option.

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Approved Program Language

- [Company name] has achieved an Environmental Product Declaration (EPD) certification from UL Environment.
- This product's Environmental Product Declaration (EPD) has been certified by UL Environment.
- [Company XYZ] has achieved a UL Environmental Product Declaration (EPD) certification.
- Look for the UL Environmental Product Declaration (EPD) certification mark.

Criteria Statement

The UL EPD certification mark indicates that UL has independently reviewed and certified the manufacturer's environmental impact disclosure that constitutes the EPD. For more information, visit ul.com/epd.

Your UL EPD Certification may also be referenced in writing. Please use the examples to the left to ensure consistent messaging in the marketplace.

Companies may want to provide further information about their certifications on the product or promotional materials. To the left you will find a criteria statement you may use on the product, packaging or other marketing materials.

These guidelines are not intended to provide or be interpreted as legal advice. Please consult with your own legal counsel on whether your environmental marketing claims comply with the FTC Green Guides. UL Environment does not represent or warrant that the Environmental Product Declaration certification mark complies with the FTC Green Guides, and in no event shall UL Environment or its affiliated entities be liable in connection therewith.

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Unacceptable Usage



Do not add shadows or glows to the mark elements



Do not alter the color of the mark, only use approved artwork



Do not remove or alter elements within the UL brandmark



Do not remove the border or reverse the mark



Do not add a gradient to the mark



Do not distort the mark



Do not delete or reposition elements within the mark

To the left are examples of unacceptable usage of the UL Environment mark. Only use approved artwork; it is unacceptable to alter the artwork in any way or method.

All materials that incorporate the mark must be sent to UL Environment marketing team for review and approval. Please allow 3-5 business days for approval and direct emails and questions to your UL Environment marketing manager or ULEmarketing@ul.com.