What’s In A Name?

What the IAPMO UES Marks Mean to You
IAPMO UES is recognized for technical excellence in providing evaluation reports, based on qualified supporting data documenting that building related products either satisfy the codes or are the equivalent of that prescribed in the codes. Among the most recognized in the world, IAPMO UES listing marks are symbols of this expertise and represent key attributes that regulatory, user and industry groups associate with the IAPMO UES name.

The evaluation report is crucial in providing designers and specifiers the technical information and assurance that your products meet the standards. Have you ever thought how this same evaluation report can be a valuable marketing tool?

A Uniform Evaluation report is third party credibility. It allows your sales team to focus their attention on selling to the specifiers and users of your product rather than spending valuable time trying to convince the building official. When your sales staff makes pitches, would prospective clients find a third-party document summarizing the specific codes and standards compliance valuable? Especially if the third party is known and trusted by code officials? More specifically, would that help sales? Would it be easier to sell with or against this advantage?
IAPMO UES understands the importance of “speed to market” typical turnaround times are 6 – 12 weeks when provided with a complete submittal package.

IAPMO UES brings together some of today’s leading engineers and other industry experts as a comprehensive resource for tackling your code recognition needs and answering any questions.

IAPMO UES offers a fair price for a listing that delivers on all of its promises. IAPMO UES’s fees are directly tied to the services provided and reflect the high quality of our service.

IAPMO and IAPMO UES have been listing products longer than any other certification body in North America.

Building officials look for IAPMO UES evaluation reports and marks of conformity as a benchmark for acceptable products in their jurisdictions; they open doors and eliminate doubt.

All Evaluation Criteria available free online.

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ISO/IEC 17065 Product Certification Body #0675
How Our Mark Makes A Difference

Benefits of Using the IAPMO UES Marks
IAPMO UES marks are valuable assets that assist in promoting products by communicating your concern for your customers – and their concern for their communities. Whether the distinguishing IAPMO UES shield is displayed in public facilities or in homes on – building products, roofing, siding, structural members, connectors or any one of thousands of other products used every day in building construction – they all say the same thing: UES informs code officials that products satisfy code requirements as defined in the Evaluation Report.
Make Your Mark with IAPMO UES

While demonstrating your commitment to code compliance, strategically placed IAPMO UES marks can become powerful promotional tools that:

• Make it easier for potential customers and regulatory personnel to accept your promotions and purchase your products.

• Increase customer confidence in purchasing products that meet code requirements as determined by an independent, third-party organization.

• Enhance the effectiveness of marketing communications by delivering your message of product safety at-a-glance.

• Increase exposure for your products and services with IAPMO UES listings online and in widely distributed, periodic publications.

• Make marketing more cost-effective by leveraging an IAPMO UES evaluation report to create product awareness and establish credibility more quickly.

• Boost sales by utilizing the mark consistently, displaying it prominently and communicating the fact your product meets the standards it represents.

• Express your support for the IAPMO UES commitment to product safety with a name customers can trust to help guide their purchasing decisions.
How our Mark Makes a Difference

IAPMO UES mark prominently placed on Ceilume batch labels on every box tiles

IAPMO UES Mark on Multicoat Products

IAPMO UES Shield displayed on Helix’s tradeshow booth
Cemco displaying IAPMO UES mark and report number on product labels.

Website product list
Advertising Opportunity

IAPMO Uniform Evaluation Service has free advertising opportunities that since we began are provided for our clients, and we wanted to make sure you were aware of them.

- IAPMO UES’ website features a page that includes a short profile about each of our clients as well as a link to their websites and social media.

  Please see the link below, which will take you to our Evaluation Report Holders page. This is where we would like to include you: www.iapmoes.org/Pages/ESRTrademarks.aspx

If you are interested in this free advertising opportunity, please send us your company logo (minimum 500 pixels wide, 72 dpi) and a brief company profile.

- Enhanced Listing on our website (every agency has a listing) – includes link to your installation documents (www.Uniform-ES.org/EvaluationReports/default.aspx).

- Press release to all major building industry publications when your product evaluation report is complete – high pick up rate based on our media buy and relationship with magazine editorial teams.

- Social media blasts to support your press releases – always better when someone else says nice things about you.

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.” – John D. Rockefeller
Wouldn’t it be great if someone would print nice things about you for free?

Your company spends a lot on marketing; The IAPMO Group offers a way to leverage the investment you have already made in showing your products are code compliant and reach out to a key gatekeeper audience at no additional cost.

IAPMO is unique among product certification providers, as we have a number of magazines and digital periodicals that specifically target plumbing and mechanical officials, building officials, and contractors. With so many media vehicles, we openly welcome editorial contributions that would be of interest to these audiences: new product innovation, technical details that impact the correct installation and inspection of your products, and code/standard compliance achievements by your company.

We are looking for technical content about your products for our quarterly Official magazine and our weekly IAPMOnline. We welcome educational editorial content that provides the inspector with important details about installations that may be performed incorrectly in the field but appear to be done properly to the untrained eye. Our readers appreciate illustrations and graphics that accompany the articles.

In many cases, these articles quickly circulate throughout various building departments as things to look for when inspecting. This passing along of manufacturer/industry information is especially critical when many inspections are being done by “Combination Inspectors” who may lack the hands-on experience and hard-won practical knowledge of specialty inspectors. Attached is information about and links to past editions of our

- quarterly Official magazine (www.eofficial.org),
- monthly Backflow Prevention and Plumbing Standards magazine (http://iapmomembership.org/dwpb),
- 8 times/year I-Connection (http://www.iapmo.org/ibu/publications/i-connection),
- 8 times/year WeStand Newswire (http://forms.iapmo.org/WeStandNewswire.asp), and
- weekly IAPMOnline (www.iapmonline.org).

These editorial (op-ed) articles will be published at no cost to your firm — we just request that overt promotion of one’s product be left for advertising — and are one of the value-added opportunities of which we hope you and your marketing team will be able to take advantage.
IAPMO’s Uniform Evaluation Service Issues UEL-5005 to No-Burn, Inc., No-Burn Plus and Plus XTR
Ontario, Calif. (Dec. 8, 2016)

— IAPMO’s Uniform Evaluation Service (UES) is pleased to announce that No-Burn, Inc., was granted UES Evaluation Listing UEL-5005 to recognize performance under ASTM E84 and ASTM E2768-11. UEL-5005 documents that No-Burn, Inc.’s No-Burn Plus and Plus XTR exhibited a flame spread index of 25 or less and that the flame front did not progress more than 10.5 feet beyond the centerline of the burners during the 30-minute exposure. This documentation allows for the specification of No-Burn Plus and Plus XTR by architects, contractors, specifiers, and designers, and approval of installations by code officials. It also provides code officials with a concise summary of the products’ attributes.

Products recognized with an IAPMO UES Evaluation Listing have successfully undergone evaluation based on applicable requirements related to the Uniform Family of Codes and the International Family of Codes amongst others. UES staff thoroughly examined No-Burn, Inc.’s product information, test reports, calculations, quality control methods, and other factors to determine the products perform as noted.

“No-Burn, Inc., is extremely pleased with Uniform ES’ decision to include listings in their evaluation program,” said Bill Kish, President of No-Burn, Inc. “The listing option allows us to have documentation of conformance to a specific code-related standard. UES continues to provide a quick turnaround, with reasonable costs. We always enjoy working with UES.”

The UES program is built upon IAPMO’s more than 70 years of experience in evaluating products for code compliance. Accredited by the American National Standards Institute (ANSI), UES operates under ISO/IEC Guide 65, “General Requirements for Bodies Operating Product Certification Systems.” UES Director Richard Beck, PE, CBO, MCP, explains why a Uniform Evaluation Listing is so valuable: “A UES Listing provides independent third-party documentation of key product attributes. The UES Listing program is a win for those products that don’t require a full evaluation report, but desire recognition in support of code compliance. A UES listing provides quick, concise, useful information for code officials and design professionals. We are excited about this new service and how it can benefit the construction industry.”

IAPMO’s UES offers a full range of recognition opportunities, including recognition for the applicable national model codes, as well as Florida, California, and various other state codes. By combining these recognitions into one concise report, prepared by an internationally recognized product certification body, the UES program reduces cost and increases value.

ABOUT IAPMO’S UNIFORM ES
The International Association of Plumbing and Mechanical Officials (IAPMO) coordinates the development and adoption of plumbing, mechanical, swimming pool, and solar energy codes to meet the specific needs of individual jurisdictions both in the United States and abroad. IAPMO Uniform ES (UES) is one of the two prominent evaluation service providers (as noted by SEAOC, see Uniform-ES.org for details). UES reports provide evidence that products and systems satisfy code requirements within the scope and conditions of use as noted in each report.

For more information on IAPMO Uniform ES, direct your Web browser to www.Uniform-ES.org
Sample Tweets

Sample tweets - liked and retweeted by report holder

ER-0423 has been issued to Nucor Corporation-Vulcraft/Verco Group for Steel Deck Panels showing compliance to #codes & #standards

@baileymetal Comslab Floor System has been issued ER-277 for compliance w/ #codes & #standards

@PinkWoodca I-Joists have been issued #EvaluationReport -0431 for compliance with applicable #codes & #standards

Sample IAPMO UES Listing Online
Using the IAPMO UES Marks

How to Use IAPMO UES Marks
Required for use with all products certified under any IAPMO UES evaluation program, UES marks can directly impact specifications and purchasing decisions. These guidelines – together with applicable program-specific listing policies – which were part of the application package, will enable you to leverage these marks to your greatest marketplace advantage.

Required Standards
Both general and program-specific listing policies that further determine requirements under each IAPMO UES listing program should be observed in their entirety and applied within the context of the signed agreement between your company and IAPMO UES.

Language Guidelines
When details are necessary to explain a specific listing, text describing the type of certification or standard designation should be placed adjacent to IAPMO UES listing marks. Text should also be sized in proportion to the listing marks and observe the following restrictions.

<table>
<thead>
<tr>
<th>Acceptable Language</th>
<th>Unacceptable Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>IAPMO UES Listed or IAPMO UES certified</td>
<td>“Approved” or “Verified” by</td>
</tr>
<tr>
<td>Listed by IAPMO UES or Certified by IAPMO UES</td>
<td>IAPMO UES Approved</td>
</tr>
<tr>
<td>ABC Company’s product is listed by IAPMO UES to Standard #XYZ</td>
<td>“Seal” or “Seal of Approval”</td>
</tr>
<tr>
<td>ABC Company is certified by IAPMO UES to Standard #XYZ</td>
<td>“Audited to” or “Tested to”, “against” or “by”</td>
</tr>
<tr>
<td></td>
<td>Meets IAPMO UES requirements</td>
</tr>
</tbody>
</table>
Mark Usage Guidelines
Effective use of IAPMO UES Marks rely on their frequent and consistent application and across all company communications – e.g., letterhead and business cards – as well as on all product packaging and promotional materials.

Product Labeling
These guidelines do not apply when applying marks directly on products which may not be possible due to space and design limitations. The mark and/or qualifying statements may be applied on the closest level of packaging to the product, markings on specification sheet or installation instructions are deemed acceptable. For information regarding product specific applications, please contact your IAPMO UES product review engineer. The evaluation report shall document the placement of the mark.

Approved Applications
Third party listing includes use of IAPMO UES marks only as long as products continue to conform to IAPMO UES certification requirements. IAPMO UES marks should not be applied in any way or location that implies or suggests their connection with products or systems that have not been certified by IAPMO UES.*

*IAPMO UES and its marks are registered trademarks of IAPMO. No company or person shall apply or use IAPMO UES marks in connection with a product or represent in any way that the product is certified until written authorization is provided by IAPMO UES. IAPMO may pursue legal recourse if the mark is misused.
Using the IAPMO UES Marks

Size and Appearance
IAPMO UES mark should be 100% visible (not cropped), maintain aspect ratio (not skewed), maintain vertical orientation (not rotated) and appear no smaller than 1/4 inch (0.635 cm) tall. Letters within the IAPMO UES shield should be legible and the ® symbol must be visible and positioned on the bottom right-hand corner outside the shield.

Color
IAPMO UES marks are generally printed in either 100% black or 100% Pantone 7469 or reversed in white when against a dark background; however, usage consistent with a company’s accepted color scheme is also allowed.

Obtaining IAPMO UES Marks
Digital copies of IAPMO UES listing marks are available for download on the IAPMO UES website and can also be requested from your IAPMO UES product review engineer.

Examples provided in this guideline do not represent the only methods for displaying IAPMO UES certification marks.
Other Ways to Use IAPMO UES Marks

Beside applying the mark on the product itself, there are many other ways that you can maximize the benefits from having your product certified with IAPMO UES.

Product Packaging
Placing the mark on the product packaging is an excellent marketing tool for your company. When a potential customer at a retail store is looking to purchase a product, the product packaging is likely the first thing they see. You only have a short time to make a good impression to your potential clients. Therefore, your product packaging typically has to stand out among your competitors. Bearing the IAPMO UES certification mark can help you achieve that goal.

Literature and Sales Materials
Incorporating the IAPMO UES marks into your company marketing literatures and sales materials could boost confidence in your product by letting the market know that your product has been certified as meeting the applicable product requirements. Examples of marketing literature and sales materials where you may consider applying the IAPMO UES marks are as follows:

- Advertising
- Trade shows displays
- Product catalogues
- User manuals
- Coupons
- Web sites
- News Releases
- Newsletters
- Technical Articles

When incorporating the IAPMO UES marks into your company marketing literatures and sales materials, please be sure that the application of such marks unmistakably refer only to product(s) that have valid certification to bear the mark. If you are unsure regarding the correct usage of the IAPMO UES mark, please contact your IAPMO UES product review engineer for further assistance.