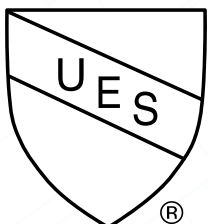
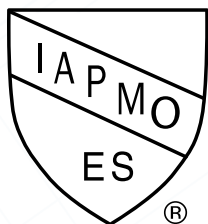




The Assurance Company™

# MARK GUIDELINE



# 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?



## Fast

IAPMO UES understands the importance of “speed to market” typical turnaround times are 6 – 12 weeks when provided with a complete submittal package.

## Qualified

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.

## Affordable

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.

## Credible

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

## Trusted

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.

## Accredited



All Evaluation Criteria available free online.



# 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.

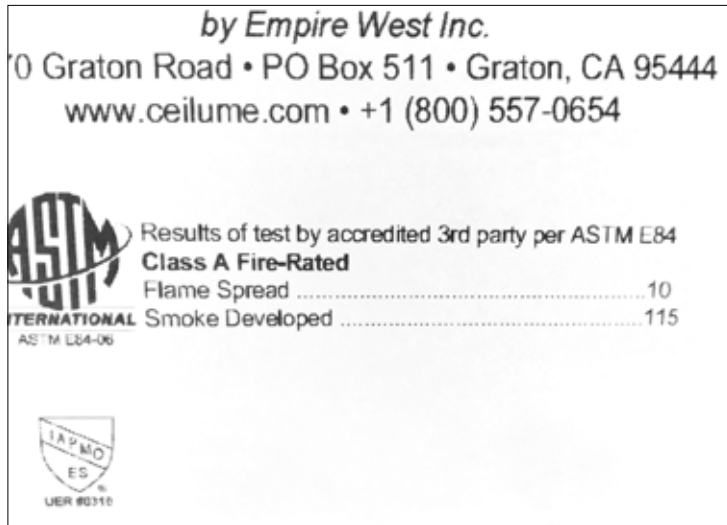
# Make Your Mark with IAPMO UES

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.



#### Aristocrat Ceiling Panels (2x2)

Product Data	IAPMO UES Report 0310	<a href="#">DOWNLOAD ALL</a>
Drawings	CertMark Report CER-3101	
BIM	UL File R4036	
Technical Data Sheet	FM Class 4651	
Specification	Low VOC Certificate of Compliance	



#### Aristocrat Ceiling Panels (2x4)

Product Data	IAPMO UES Report 0310	<a href="#">DOWNLOAD ALL</a>
Drawings	CertMark Report CER-3101	
BIM	UL File R4036	
Technical Data Sheet	FM Class 4651	
Specification	Low VOC Certificate of Compliance	



#### Avalon Ceiling Panels

Product Data	IAPMO UES Report 0310	<a href="#">DOWNLOAD ALL</a>
BIM	CertMark Report CER-3101	
Technical Data Sheet	Low VOC Certificate of Compliance	
Specification		

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

# Other Ways We Promote Report Holder

## Sample Press Release



### IAPMO UNIFORM ES

4755 East Philadelphia Street  
Ontario, California – USA 91761-2816  
Ph: 909.472.4100 | Fax: 909.472.4171  
<http://www.uniform-es.org>

#### **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](http://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](http://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

UES / EVALUATION REPORT HOLDERS / CSI MasterFormat 07 - Thermal and Moisture Protection

### CSI MASTERFORMAT 07: THERMAL AND MOISTURE PROTECTION

**ASC STEEL DECK**

ASC Steel Deck is an innovative leading manufacturer in the structural steel roof and floor deck market throughout the Western United States. As the only manufacturer on the West Coast to offer a full line of high-gauge structural products including deep-deck, ASC Steel Deck's extensive product offer meets the needs of the most complex conditions and demands for structural performance and design. With many innovative contributions and first-to-market solutions, such as the 36-TK attachment pattern, 30" H-Deck 01' deep roof deck, and Smooth-Sided™ Cellular Deck, novel connections vs. resistance welds, ASC Steel Deck strives to lead the way in providing the highest performance with the lowest installed cost through product innovation.

**BORAL ROOFING**

Boral Roofing is a subsidiary of Boral USA and is the country's largest premium provider of complete roofing and re-roofing solutions for architects as well as commercial and residential builders. Boral Roofing operates 12 dry and concrete tile manufacturing plants throughout the U.S. and Canada. Headquartered in Roswell, Georgia, Boral USA through its subsidiaries employs approximately 1,400 individuals at more than 140 operating and distribution sites across the United States. The U.S. operations include the country's largest dry roof tile, concrete roof tile and brick manufacturers.

**CertainTeed SAINT-GOBAIN**

Through the responsible development of structures and assemble building products, CertainTeed has helped shape the building products industry for more than 110 years. Founded in 1964 as General Roofing Manufacturing Company, today CertainTeed® is North America's leading brand of exterior and interior building products, including roofing, siding, fence, decking, vinyl, FRP, insulation, gypsum and ceiling. A subsidiary of Saint-Gobain, one of the world's largest and oldest building products companies, CertainTeed and its affiliates have more than 3,000 employees and more than 40 manufacturing facilities throughout the United States and Canada.

**C.I.M. INDUSTRIES**

For over 40 years we have been making a material difference with our range of high performance industrial coatings and lining systems that provide a seamless, impermeable, abrasion-resistant barrier against water and chemicals. Customers choose CIM sites and time again to "keep fluids where they belong". Our unique coatings and linings are used in a variety of applications, ranging from water and wastewater applications to primary and secondary containers to waterproofing. CIM can easily be



# 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.

Acceptable Language	Unacceptable Language
IAPMO UES Listed or IAPMO UES certified	"Approved" or "Verified" by
Listed by IAPMO UES or Certified by IAPMO UES	IAPMO UES Approved
ABC Company's product is listed by IAPMO UES to Standard #XYZ	"Seal" or "Seal of Approval" "Audited to" or "Tested to", "against" or "by"
ABC Company is certified by IAPMO UES to Standard #XYZ	Meets IAPMO UES requirements



## 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

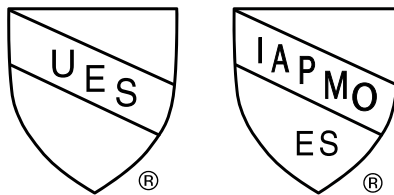
Third party listing includes use of IAPMO UES marks only as long as products continue to conform to IAPMO UES certification requirements. IAPMO UES marks should not be applied in any way or location that implies or suggests their connection with products or systems that have not been certified by IAPMO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

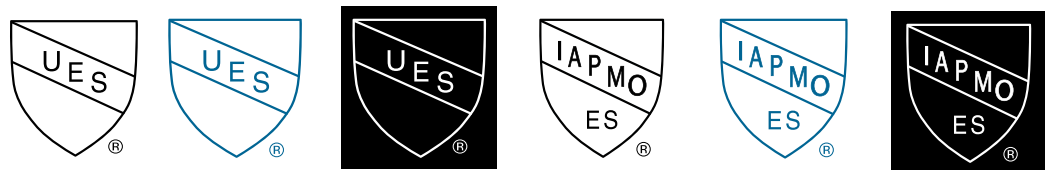
## Size and Appearance

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.



1.877.443.7778 | [www.uniform-es.org](http://www.uniform-es.org)

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