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Underwriters  
Laboratories

# UL Press Kit

The **#1** trusted resource across the globe for product safety certification and compliance solutions

**19,000** annual evaluations

**20 billion** marks on **72,000** products each year

**64** global facilities

**98** countries with UL customers

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## Introducing Underwriters Laboratories

Underwriters Laboratories® (UL) is an independent safety certification organization that has been testing products and writing standards for safety for more than a century. A household name in the United States, UL is one of the most recognized conformity assessment providers in the world.

UL evaluates more than 19,000 types of products, components, materials and systems annually with 20 billion UL Marks appearing on 72,000 manufacturers' products each year.

UL's worldwide family of companies and network of service providers includes 64 laboratory, testing and certification facilities serving customers in 98 countries.

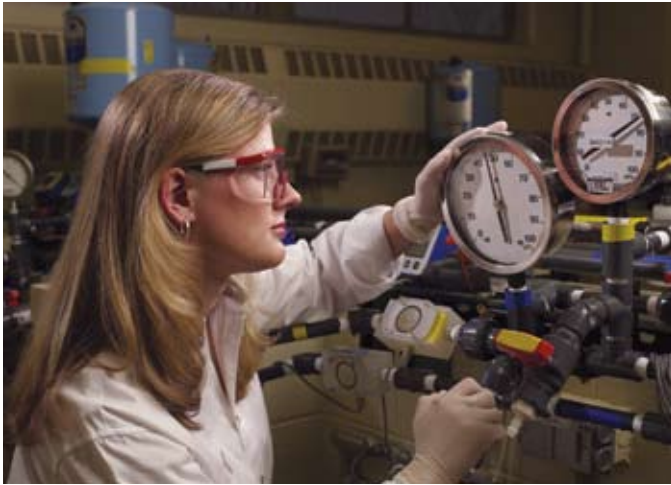


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Our mission: **working for a safer world** since 1894



From testing fire equipment to the quality of drinking water, our goal is to protect the lives of the public.





# Setting the **Standard in Safety** for over a century

## A Mission of safety

In 1894, Underwriters Laboratories was founded by William H. Merrill. Merrill began his career as an electrical engineer in Boston, Mass., and at the age of 25 was sent to Chicago to investigate fire safety issues associated with electrical wiring at the Colombian Exposition (also called The Chicago World's Fair). Seeing the growing potential for research and investigation of electrical apparatus, Merrill opened UL's doors, then known as Underwriters' Electrical Bureau.

The first year the lab opened, its staff of three conducted tests on products and issued 75 reports to customers on a budget of just \$3,000. By 1897, Underwriters' Electrical Bureau published the first "List of approved fittings and electrical devices" based on test reports published by the laboratory – firmly establishing UL's mission of safety in the eyes of consumers.

## A new century

The early 1900s proved to be a time of tremendous growth for UL. In 1901, UL was officially incorporated as Underwriters Laboratories, Inc. and its services broadened to test products outside of the electrical industry. In 1903, UL published the Laboratories' very first Standard for Safety. More than 1,000 Standards are published today.

By 1914, approximately 50,000,000 UL labels were used. In 1916, UL became a self-sustaining business on income from testing fees paid by manufacturers of products submitted for certification. This same year, UL also established its first international office in London to inspect British products exported to the United States.

By the 1920s, UL expanded its international operations to Canada and established Underwriters Laboratories of Canada.

In 1932, UL announced a new means of identifying listed products with a distinctive design and the words "Underwriters Laboratories" in a circle design.



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## Setting the **Standard in Safety** for over a century (continued)

During World War II, nearly 1,000 military personnel reported to UL for Army-Navy sponsored training classes in fire protection and general safety. Soon after, UL celebrated its 50<sup>th</sup> anniversary of service testing for public safety.

By the mid-1950s, UL began operations at new testing facilities in Northbrook, Ill., and began transferring test operations from its previous location in downtown Chicago.

### A UL revolution

In the 1960s and 1970s, UL conducted a revolutionary and ultimately very successful marketing campaign encouraging consumers to “Look for the UL Mark.” UL became a household name as Americans learned that the UL Mark meant safety.

In the late 1970s, after the UL staff investigated 10,000 incidents of TV fires, UL developed landmark federal television standards that were adopted by the Consumer Product Safety Commission as federal regulations for televisions. Those regulations remain in use today.

In the early 1980s, the UL Overseas Inspection Services Department was established, making UL a truly international operation. UL Marks appeared on 2.5 billion products manufactured in more than 40,000 plants worldwide. By the late 1980s, UL was operating its Follow-Up Services in 89 countries. Now, UL’s engineers perform more than 500,000 inspections every year.

In 1990 UL issued its first Standard for Safety for recycling systems (to clean and save refrigerants used in automobile air-conditioning systems). As a result UL received a Stratospheric Ozone Protection Award from the U.S. Environmental Protection Agency. In 1992, UL introduced a UL Mark for Canada (C-UL), the first UL Mark designated for use in a specific country outside the United States.

In 1994, UL celebrated 100 years of service and product testing with the opening of a new testing facility in Camas, Wash. In 1996, it expanded its focus on the environment with the creation of the Environmental and Public Health Council and established its anti-counterfeiting program in conjunction with U.S. Customs and Border Protection.





## Setting the **Standard in Safety** for over a century (continued)

By the late 1990s, UL's worldwide presence blossomed with offices throughout Europe and Asia. UL announced a new combination UL Mark for the Canadian and U.S. markets to indicate product compliance with requirements for both countries, thus recognizing and serving the need for a streamlined certification process.

### A new millennium

With the turn of a new century, UL continues its safety research in new, emerging technologies and renewable energies such as wind and photovoltaics. The company also expanded its integrated Global Market Access initiatives, saving customers both time and money in delivering new products to various markets around the globe.

In 2007, UL launched its global branding campaign, "The Standard in Safety," and delivered messages to nearly 447 million consumers. UL also released a groundbreaking smoke characterization study that advanced the knowledge of smoke characteristics of modern materials used in building today's homes. This research further established UL as the fire safety expert in the eyes of industry and consumers alike.

Late in 2008, UL launched "Just Look for UL" consumer campaign, with the goal of creating a new generation of UL-aware consumers by focusing on safety-conscious moms.

More than 540 million consumers were reached worldwide through dozens of interviews on popular talk shows, more than 1,000 articles in newspapers and magazines, print and online advertising, and the distribution of safety tips.

Also in 2008, UL opened a dedicated testing and certification facility in San Jose, Calif., for photovoltaic products and announced a new certification program for bottled water.

In January 2009, UL Environment Inc. was created in response to the increased demand for environmentally sustainable products. UL Environment's services help industries as well as consumers make sense of green claims while helping manufacturers maintain transparency and credibility in the marketplace.



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## Setting the **Standard in Safety** for over a century (continued)

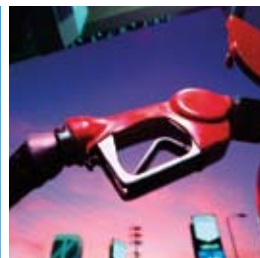
Also, in early 2009, UL opened a new photovoltaic laboratory in Suzhou, China, the biggest such testing facility in the region.

In the second quarter of 2009, UL acquired the assets of Bayer's Thermoplastics Testing Center (TTC). The TTC is a state-of-the-art testing and certification company, specializing in plastics and located in Germany. This acquisition represents a strategic investment in the growth of UL's business and enables UL to provide greater testing capacity and expertise in plastics applications.

### UL's tomorrow

UL's 115-year legacy is one of leadership and growth – characteristics that will serve UL well as it grows throughout the 21<sup>st</sup> century. UL's structure of five operating units will support the increasingly global nature of business by advancing UL's public safety mission in new markets and industries as well as provide greater global market access to customers. The five operating units include product safety, UL University (ULU), UL Environment (ULE), life and health sciences, and verification services.

In coming years, UL will remain the standard in safety by investing in renewable energy, the environment and safety research in order to protect people and the planet.



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# Services We Provide

Everywhere in the world, businesses, consumers and governments trust UL for the safety of products they buy and use. As manufacturers focus on product development, production and distribution, many require additional support to address technical challenges and comply with market-specific regulations. UL provides a broad range of services that support every stage of the product lifecycle – from engineering new products to accessing global markets. UL's technical and market knowledge helps manufacturers accelerate product development and respond to changing global conditions.

UL applies its unsurpassed knowledge of components, products, safety requirements and manufacturing and quality processes to develop tailored solutions. Our comprehensive service portfolio allows us to serve our customers needs full-circle. We offer our expertise in the following areas:

**Product safety testing and certification**

**Performance testing**

**Electromagnetic compatibility (EMC) services**

**Services for equipment used in hazardous locations**

**On-site safety evaluations**

**Market access solutions**

**Consulting services**



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## Services We Provide (continued)

**Follow-Up Service (FUS) to determine continued product compliance**

**Certification programs utilizing customer test data**

**Environmental and public health**

**Training and education seminars**

**Standards development**

**Verification services**

Restricted substance assessment

Supply chain services

Commercial inspection and testing

**Government and corporate-sponsored research**



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# Industries We Serve

Our services and certification Marks support access and acceptance of our customers' products in the major world markets. We serve numerous industries including those that manufacture information technology and telecommunications equipment, consumer electronics, medical and laboratory equipment, industrial control components, motors, wire and cable, lighting, plastics, and household and commercial appliances. In all, our customers benefit from our expertise in more than 19,000 types of product, falling into these major segments:

## Appliances and HVAC/R

- Household and commercial appliances
- Gas, oil and solid fuel appliances
- HVAC
- Infrared thermometers
- Pool and spa safety
- Refrigeration Equipment

## Building materials

- Roofing materials
- Walls, floors and ceilings
- Doors and windows
- Sprinkler systems

## Chemicals

- Electrical insulation systems
- Flammable and combustible fluids
- Plastics

## Energy

- Distributed generation equipment including wind, solar, hydrogen and fuel cell technologies
- Small and large batteries
- Motors and generators
- Semiconductor manufacturing



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## Industries We Serve (continued)

### Environment

- Environmental claims validation
- Sustainable product certification

### Food and water

- Water testing
- Food safety
- Plumbing product certification

### Health sciences

- Medical devices

### High tech

- Consumer electronics
- Information technology equipment
- Lasers
- Telecommunications
- Power supplies
- Batteries
- Printed circuit boards

### Life safety and security

- Alarm systems
- Fire equipment
- Personal flotation devices
- Personal protection equipment
- Security and signaling

### Lighting

- Decorative lighting
- General lighting
- Electric signs

### Power and controls

- Electric/electronic control equipment
- Industrial control equipment
- Robots and robotic equipment

### Wire and cables

- Appliance wiring materials
- LAN cable
- Optical fiber cable



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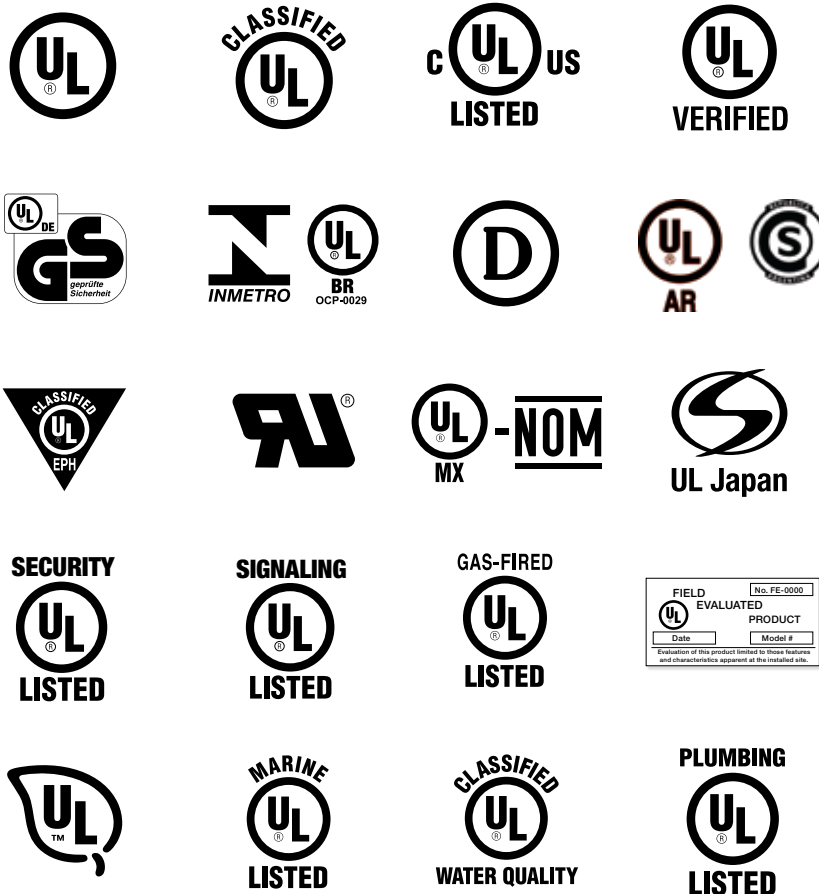
# UL's Portfolio of **Marks**

UL's portfolio of certification Marks is extensive. There are many types of UL Marks, each with its own specific purpose and meaning.

The UL Mark on a product means that UL has tested and evaluated representative samples of that product and determined that they meet UL requirements. Under a variety of programs, products are periodically checked by UL at the manufacturing facility to assess whether they continue to meet UL requirements.

In addition to the UL Marks, UL also provides access to the marks required in a number of other key world markets.

## Here are some of the marks in our portfolio



For more information on UL's Marks, go to: [www.ul.com/marks/](http://www.ul.com/marks/)



# 10 Reasons **Consumers** Look for the UL Mark

## 1 **Safety symbol**

Not all products require mandatory safety certification. So when choosing between a product with the UL Mark and one without, safety-conscious consumers prefer products that have been tested to UL's rigorous requirements for public safety.

## 2 **A Mark consumers can trust**

Above all else, UL is committed to safety. UL is an organization dedicated to protecting and promoting safe living and working environments for the public for over the past century.

## 3 **Global outreach**

UL is a global company, certifying products manufactured around the world. The UL Mark gives consumers confidence that, regardless of where a product was made, it has been tested against the necessary safety requirements.

## 4 **Safety confidence**

In today's busy life, consumers don't have time to worry if the products they buy could potentially cause harm, damage or even death. When consumers see the UL Mark, they know that the products they use daily at home or at work have been tested and found to comply with safety requirements.

## 5 **Trusted and preferred brand**

A household name in the United States, UL is one of the most recognized conformity assessment providers in the world. On average, there are 125 UL Marks found in a typical U.S. household.



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## 10 Reasons **Consumers** Look for the **UL Mark** (continued)

### 6 **Safety resource**

As UL safety ambassadors, UL employees are a key resource for information on safety issues among students, educators, parents and other consumers. UL safety ambassadors bring the message of safer product use to the communities where they work, live and play – whether it is through a school demonstration or a discussion at a community meeting.

### 7 **Committed to educating generations of safety conscious consumers**

Creating a level of awareness around product safety for consumers is a critical contribution UL makes to the public, especially for younger consumers as they begin to develop lifestyle patterns. UL believes that we are all working for the greater good with an obligation to promote safety education and awareness. UL has developed various educational materials related to home safety that can be used to drive safety awareness.

### 8 **Standards development expertise**

Our Standards for Safety are essential to public safety and confidence. Millions of products and their components are tested to UL's Safety Standards each year with the goal of making consumers lives safer.

### 9 **Anti-counterfeiting efforts**

UL's mission is public safety and we take that responsibility seriously. Because goods with counterfeit UL Marks can be hazardous, UL has developed a comprehensive anti-counterfeiting program to prevent products bearing counterfeit UL Marks from entering the marketplace.

### 10 **Recognized partner of safety committed organizations**

UL serves as an authoritative voice on many consumer safety issues and frequently partners with other safety organizations in support of its mission of public safety.



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# 10 Reasons **Manufacturers** Seek the UL Mark

## 1 **A trusted safety Mark for over a century**

Around the world, businesses, retailers, regulators, consumers and governments trust the UL Mark as an indicator of the safety of the products they buy and use. Our Mark reflects our integrity and unparalleled commitment to public safety.

## 2 **Brand and recognition**

While not required, safety-conscious consumers, retailers, regulators, inspection authorities and others drive demand for the UL Mark.

## 3 **Global reach**

Our global network of offices, laboratories, testing and certification facilities allows us to provide comprehensive services to our customers in their local languages and in a timely manner.

## 4 **Technical expertise**

UL takes pride in its highly skilled engineering force, which serves our customers in 98 countries around the globe. We continually invest in training programs to ensure that our engineers and technicians maintain top-notch skills and are up-to-date on the latest developments in their profession.

## 5 **Competitive advantage**

UL helps companies expand into new global markets by providing the conformity assessments mandated by local, national or regional certification requirements. Our global market access team researches standards, codes and other market requirements; consolidate tests to help manufacturers meet these requirements cost-effectively; and secure the necessary certifications different markets require. This support accelerates the approval process and helps position customers for success.



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## 10 Reasons **Manufacturers** Seek the **UL Mark** (continued)

### 6 **Standard development expertise**

UL has developed more than 1,000 Standards for Safety. Our Standards for Safety are essential to public safety and confidence, reduce costs and improve the quality of products and services on the market. UL also plays a key role in the development and harmonization of national and international standards.

### 7 **Trusted partner**

A dedicated team of life safety professionals, the widely referenced UL Safety Standards and directories, world-class facilities, and comprehensive services together make UL the most prominent and trusted source for the industry.

### 8 **Research and development capabilities**

Technology moves at an amazingly fast pace, characterized by constant, dynamic innovation. Quickly designing and producing new and better products is a must for manufacturers to thrive. UL partners with manufacturers and installers to help make new products safe for use by consumers. Bringing a unique balance between the need for safety and innovation, UL provides thorough but efficient testing that makes it possible for consumers to rely on the safety of products that carry the UL Mark. Our team is constantly developing new and smarter approaches to testing to stay at the forefront of safety.

### 9 **Industry thought leader**

UL serves as an authoritative voice on many safety related issues and frequently partners with various safety organizations in support of its public safety mission.

### 10 **Flexibility**

UL tailors its offerings to customer needs. We can help our customers design safety in and deliver safer products to global markets faster. UL offers comprehensive services at all stages of a customer's product life cycle, from design to use. This unique combination allows us to help our customers gain speed to market, reduce re-design costs and, ultimately, leverage customers' safety record to their competitive advantage.



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# 10 Interesting Facts about UL

- 1 At the time of UL's inception, electricity was a revolutionary technology trying to gain widespread acceptance. In 1894, a 25-year-old engineer named William Henry Merrill saw the need to investigate the safety aspects of new technologies as a way to protect the public, which paved the way to the founding of Underwriters Laboratories.
- 2 Today, UL tests much more than electrical products. In fact, UL tests the safety of more than 19,000 types of products, components, materials and systems annually. UL engineers test everything from life jackets to bulletproof glass, medical devices to solar panels and wind turbines and fuel pumps to water quality.
- 3 UL tests drinking water for more than 7,000 municipalities and is able to detect more than 900 different contaminants.
- 4 The best safe crackers in the business never steal a penny. They work for Underwriters Laboratories. UL's precision team gets 15 minutes to one hour to open a safe. Safes undergo rigorous tests, for example, being heated to 2,000 degrees F and dropped three stories onto broken cement blocks.
- 5 One of the many important tests UL conducts consists of burning potatoes inside a microwave to be sure that the flames do not get outside the oven and possibly burn your house down.
- 6 In addition to safety testing, UL's leading experts work on today's various other issues – from storm safety to combating hazardous counterfeit products, to performing environmental claims verifications.
- 7 Underwriters Laboratories is not a government agency, but an independent testing organization that has been working for a safer world for over a century.
- 8 UL works in partnership with many government agencies and other groups around the globe to help educate the public on various safety issues.
- 9 UL means more than just access to North America: UL is a global company providing its customers in 98 countries access to different markets.
- 10 UL is a true architect of safety with more than 1,000 current UL Standards for Safety. UL also actively participates in the development and harmonization of various international standards.



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# UL's Global Offices

## Asia Pacific

Australia  
China  
Hong Kong  
India  
Japan  
Korea  
Malaysia  
New Zealand  
Singapore  
Taiwan  
Thailand

## Europe

Denmark  
Finland  
France  
Germany  
Italy  
Netherlands  
Poland  
Spain  
Sweden  
Switzerland  
U.K.

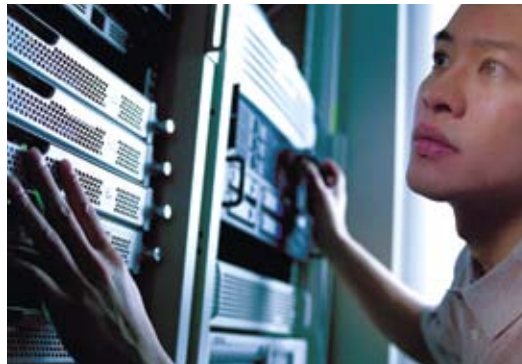
## Latin America

Argentina  
Brazil  
Mexico

## North America

Canada  
U.S.A.

UL offices are located around the globe. To view the local Web sites, please go to:  
[www.ul.com/ulworldwide/](http://www.ul.com/ulworldwide/)





# Media Story Ideas

Given UL's vast knowledge and experience covering a wide range of industries and products, UL professionals serve as a great source of information to complement your feature story. We also have a number of story packages located on [UL.com](http://UL.com), where you will find a combination of tips, statistics, graphics, photos, video and audio, all of which we encourage you to download and use.

## Here are some topics that could be utilized for stories for:

### Consumer audiences:

- Campus fire safety
- Candle safety
- Carbon monoxide
- Compact fluorescent lamps
- Cooking safety
- Family safety
- Fire extinguishers
- Gift of safety
- Holiday decorating safety
- Home fire escape
- Home heating
- Home wiring
- Summer safety
- Smoke alarms

### Business and manufacturing audiences:

we offer stories on some of our great developments in the global energy field, including solar energy, energy generated by wind, fuel cell technologies, large batteries, hydrogen, E85 and others. We are also a leader and innovator in the green testing and certification field:

- Reinventing what safety means: The evolution of safety in a changing world
- The innovation imperative: Getting safe products to market faster
- Advanced research in renewable energies: UL's investments in the research of safety challenges related to alternative energy products and technologies
- The future of solar: UL's role in safety from product testing to systems testing
- From an idea to the next big thing: Safety modeling for inventors
- When is a product green? When UL says so.
- The changing face of a modern fire

Please refer to our Media Contacts listed on the back side of this page for more information and the latest updates. Also, please refer to our [recent press releases](http://www.ul.com/newsroom) located on our website at [www.ul.com/newsroom](http://www.ul.com/newsroom).



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