

# MARK USAGE GUIDE

*Look for the mark, discover the value*



*This document describes the significance of IAPMO R&T listing and provides guidelines for ensuring the proper use of IAPMO R&T marks to communicate this listing in marketing and promotions.*



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## What the IAPMO R&T Marks Mean to You

IAPMO R&T is recognized for technical excellence in certifying plumbing, mechanical, electrical, pool and spa, food equipment and solar products that meet the highest standards of public health, safety and environmental quality. Among the most widely recognized in the world, IAPMO R&T listing marks are symbols of this expertise and represent key attributes that regulatory, user and industry groups associate with the IAPMO R&T name.

IAPMO R&T 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 R&T shield is displayed in public facilities or in homes on piping, faucets, water closets, sinks, shower heads, solar water heaters – or any one of thousands of other products used every day – they all say the same thing: Product conforms to the standard, code, and/or specification. This mark truly gives that “peace of mind”

### Credible

IAPMO and IAPMO R&T have been listing plumbing and mechanical products longer than any other certification body in North America. A credible IAPMO R&T mark is what you will need to bring your products to the United States, Canada and Mexico. IAPMO R&T brings together some of today's leading engineers, chemists, toxicologist and other industry experts as a comprehensive resource for answering product-related questions as well as providing you with comprehensive solutions for risk management.

### Trusted

Authorities Having Jurisdictions look for IAPMO R&T marks of conformity as a benchmark for accepting products in their jurisdictions; these marks open doors and eliminate doubt. Contractors, architects, major retailers and distributors, and consumers look for IAPMO R&T marks of conformity for added assurance that the products are safe and meeting the applicable performance standards, laws, codes and/or specifications.

### Independence

IAPMO R&T is a non-profit organization with stakeholders including the industry, authorities having jurisdictions, and the public at large. IAPMO R&T's independence is one of the vital merits for products that have earned the IAPMO R&T mark.

### Accredited

IAPMO R&T is accredited by the American National Standards Institute (ANSI), Standards Council Canada (SCC), and entidad mexicana de acreditación, a.c. (ema). IAPMO R&T is also recognized by Comisión Nacional del Agua (CONAGUA) in Mexico. These accreditations demonstrate that certification issued by IAPMO R&T is to the highest standard.

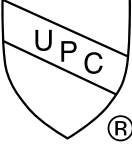
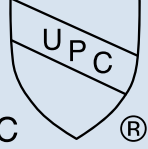

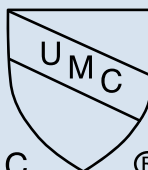


# Benefits of Using the IAPMO R&T Marks

Bearing the IAPMO R&T marks provide assurance to Regulatory personnel, contractors, specifiers, installers and end-users that your product is safe and meets the applicable requirements.







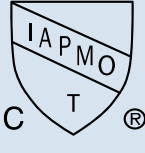

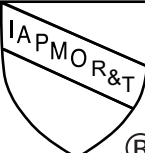
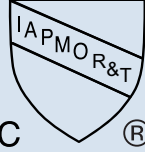




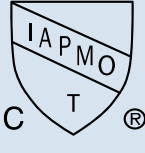

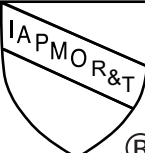
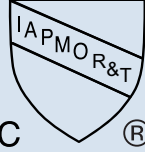


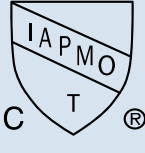

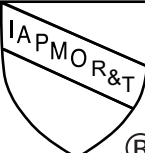
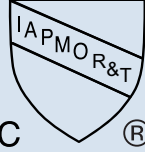
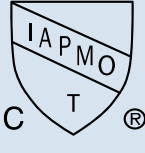

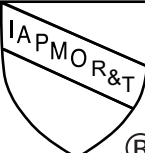
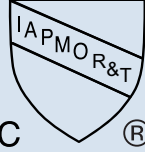
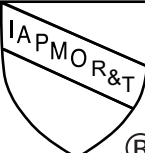
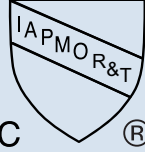
While demonstrating your commitment to product safety, well placed IAPMO R&T marks can become powerful promotional tools that:

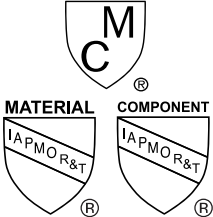
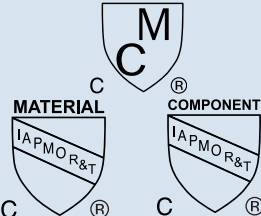
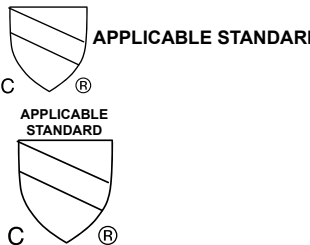
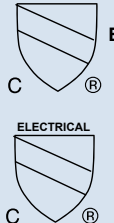
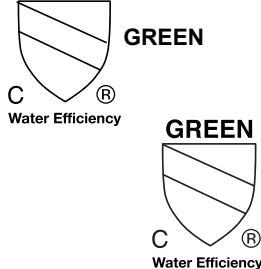
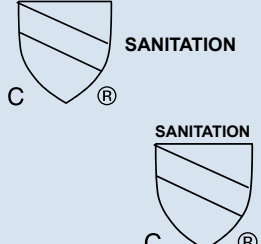
- **Increase the acceptance of your product.** Bearing the IAPMO R&T mark can make it easier for potential customers and regulatory personnel to accept your promotions and purchase your products.
- **Increase customer confidence in purchasing products.** Bearing the IAPMO R&T mark shows that your products meet established standards as determined by an independent, third-party organization.
- **Provide added assurance and trust.** Bearing the IAPMO R&T marks show your commitment to product safety that your customers can trust to help guide their purchasing decisions.
- **Allow easier entry into new markets.** Bearing the IAPMO R&T mark can facilitate expansion into domestic and international markets with their prominent visibility on products and marketing materials.
- **Increase exposure for your products.** Bearing the IAPMO R&T mark can greatly increase your product's exposure through the IAPMO R&T on-line listing directory.
- **Enhance the effectiveness of your marketing communications.** Bearing the IAPMO R&T mark can do so by delivering your message of product safety at-a-glance.
- **Make marketing more cost-effective.** Bearing the IAPMO R&T mark can do so by leveraging through the independent listing to create product awareness and credibility more quickly.
- **Boost sales.** By utilizing the mark consistently, displaying it prominently and communicating the fact your product meets the standards it represents.

The IAPMO R&T marks indicate that the product certification requirements have been met. Such marks can be found on a wider range of products including plumbing products, gas-fueled products, mechanical products, pool and spa products, electrical products, and food equipment.

IAPMO R&T Mark	Description	Country
 <b>UPC®</b>	Indicates that the product meets the applicable U.S. requirements for plumbing products. Examples of applicable products are plumbing fixture fittings, bathtubs, sinks, toilets, shower base, etc. This indicates that the product also comply with the Uniform Plumbing Code®.	U.S.
 <b>CUPC®</b>	Indicates that the product meets the applicable U.S. and Canadian requirements for plumbing products. Examples of applicable products are plumbing fixture fittings, bathtubs, sinks, toilets, shower base, etc. This indicates that the product also comply with both the Uniform Plumbing Code® and the National Plumbing Code of Canada.	Canada, U.S.
 <b>UMC™</b>	Indicates that the product meets the applicable U.S. requirements for mechanical products. Examples of applicable products are ventilating fans, range hoods, central AC, air-source heat pumps, etc. This indicates that the product also comply with the Uniform Mechanical Code®.	U.S.
 <b>CUMC®</b>	Indicates that the product meets the applicable U.S. and Canadian requirements for mechanical products. Examples of applicable products are ventilating fans, range hoods, central AC, air-source heat pumps, etc. This indicates that the product also comply with the Uniform Mechanical Code®.	Canada, U.S.
 <b>USEC®</b>	Indicates that the product meets the applicable U.S. requirements for solar heating products. Examples of applicable products are solar collectors and solar water heating systems. This also indicates that the product also comply with the Uniform Solar Energy Code®	U.S.
 <b>CUSEC®</b>	Indicates that the product meets the applicable U.S. and Canadian requirements for solar heating products. Examples of applicable products are solar collectors and solar water heating systems. This also indicates that the product also comply with the Uniform Solar Energy Code®.	Canada, U.S.

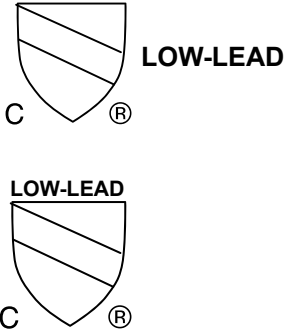
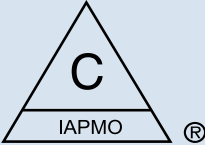
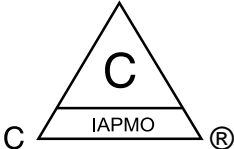




## MAKE YOUR MARK WITH IAPMO R&T

IAPMO R&T Mark	Description	Country																
	<p>Indicates that the product meets the applicable U.S. requirements for swimming pools systems and components. Examples of applicable products are whirlpool bathtubs, suction fittings, system skimmers, swimming pool pumps, filters, chlorinators, and safety vacuum release systems. This also indicates that the product also comply with the Uniform Swimming Pool, Spa and Hot Tub Code®.</p>	U.S.																
				<p>Indicates that the product meets the applicable U.S. and Canadian requirements for swimming pools systems and components. Examples of applicable products are whirlpool bathtubs, suction fittings, system skimmers, swimming pool pumps, filters, chlorinators, and safety vacuum release systems. This indicates that the product also comply with the Uniform Swimming Pool, Spa and Hot Tub Code®.</p>	Canada, U.S.			<p>Indicates that the product meets the applicable U.S. requirements for water-conveying products used in manufactured homes/recreational vehicles. Examples of applicable products are waste holding tanks, water tanks, shower stalls for RVs, and kitchen sinks for RVs.</p>	U.S.			<p>Indicates that the product meets the applicable U.S. and Canadian requirements for water-conveying products used in manufactured homes/recreational vehicles. Examples of applicable products are waste holding tanks, water tanks, shower stalls for RVs, and kitchen sinks for RVs.</p>	Canada, U.S.			<p>Indicates that the product meets the specified U.S. requirements, but not evaluated for compliance with any Uniform Codes.</p>	U.S.	
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				<p>Indicates that the product meets the specified U.S. requirements, but not evaluated for compliance with any Uniform Codes.</p>	U.S.		<p>Indicates that the product meets the specified U.S. and Canadian requirements, but not evaluated for compliance with any Uniform Codes.</p>											
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IAPMO R&T Mark	Description	Country
 <p>The image shows two IAPMO R&amp;T shield marks. The top mark has a 'C' on the left and an 'M' on the right. Below it are two smaller shields: the left one is labeled 'MATERIAL' and the right one is labeled 'COMPONENT'. Both smaller shields have 'IAPMO R&amp;T' written across them and a registered trademark symbol (®) at the bottom.</p>	<p>Indicates that the materials and/or components used in and on a particular product meets the applicable U.S. requirements. Examples of applicable materials/components are plastic compounds, aerators, and cartridges.</p>	<p>U.S.</p>
 <p>The image shows two IAPMO R&amp;T shield marks. The top mark has a 'C' on the left and an 'M' on the right. Below it are two smaller shields: the left one is labeled 'MATERIAL' and the right one is labeled 'COMPONENT'. Both smaller shields have 'IAPMO R&amp;T' written across them and a registered trademark symbol (®) at the bottom. There are also 'C' labels next to the top-left and bottom-left corners of the shield area.</p>	<p>Indicates that the materials and/or components used in and on a particular product meets the applicable U.S. and Canadian requirements. Examples of applicable materials/components are plastic compounds, aerators, and cartridges.</p>	<p>Canada, U.S.</p>
 <p>The image shows two IAPMO R&amp;T shield marks. Both shields have 'APPLICABLE STANDARD' written across them and a registered trademark symbol (®) at the bottom. The left shield has a 'C' label at the 8 o'clock position, and the right shield has a 'C' label at the bottom-left corner.</p>	<p>If desired, manufacturer may add standard reference to specify the applicable standard the product complies with. Depending on the shield, it may also comply with one of the applicable Uniform Codes.</p>	<p>Canada, U.S. * When the letter "C" is placed at the 8 o'clock position, this indicates that the product also met the applicable Canadian requirement.*</p>
 <p>The image shows two IAPMO R&amp;T shield marks. Both shields have 'ELECTRICAL' written across them and a registered trademark symbol (®) at the bottom. The left shield has a 'C' label at the 8 o'clock position, and the right shield has a 'C' label at the bottom-left corner.</p>	<p>Indicates that the product meets the applicable requirements for electrical products. Depending on the shield, it may also comply with one of the applicable Uniform Codes.</p>	<p>Canada, U.S. * When the letter "C" is placed at the 8 o'clock position, this indicates that the product also met the applicable Canadian requirement.*</p>
 <p>The image shows two IAPMO R&amp;T shield marks. Both shields have 'GREEN Water Efficiency' written across them and a registered trademark symbol (®) at the bottom. The left shield has a 'C' label at the 8 o'clock position, and the right shield has a 'C' label at the bottom-left corner.</p>	<p>Indicates that the product meets the applicable requirements in the IAPMO R &amp; T Green Product Certification to IAPMO Green Plumbing &amp; Mechanical Code Supplement, Cal Green, LEED, National Green Building Standard, and/or Natural Resources Canada R-2000 Standard. Depending on the shield, it may also comply with one of the applicable Uniform Codes.</p>	<p>Canada, U.S. * When the letter "C" is placed at the 8 o'clock position, this indicates that the product also met the applicable Canadian requirement.*</p>
 <p>The image shows two IAPMO R&amp;T shield marks. Both shields have 'SANITATION' written across them and a registered trademark symbol (®) at the bottom. The left shield has a 'C' label at the 8 o'clock position, and the right shield has a 'C' label at the bottom-left corner.</p>	<p>Indicates that the product meets the applicable requirements for food equipment. Depending on the shield, it may also comply with one of the applicable Uniform Codes.</p>	<p>Canada, U.S. * When the letter "C" is placed at the 8 o'clock position, this indicates that the product also met the applicable Canadian requirement.*</p>



## MAKE YOUR MARK WITH IAPMO R&T

IAPMO R&T Mark	Description	Country
	<p>Indicates that the product meets the applicable requirements as low-lead products. Applicable products are all pipes, pipe fittings and fixtures intended to convey or dispense water for human consumption through drinking or cooking. Depending on the shield, it may also comply with one of the applicable Uniform Codes.</p>	<p>Canada, U.S.</p> <p>* When the letter “C” is placed at the 8 o’clock position, this indicates that the product also met the applicable Canadian requirement.*</p>
	<p>Indicates that products meeting the U.S. requirements of applicable standards, but not specifically designated as recognized products in the Applicable Codes.</p>	<p>U.S.</p>
	<p>Indicates that products meeting the U.S. and Canadian requirements of applicable standards, but not specifically designated as recognized products in the Applicable Codes.</p>	<p>Canada, U.S.</p>
	<p>Indicates that products meeting the requirement of applicable EPA WaterSense® Specifications. For more details on how to apply WaterSense mark, please visit EPA WaterSense website at <a href="http://www.epa.gov/watersense">www.epa.gov/watersense</a>.</p>	<p>U.S.</p>
	<p>Indicates that the products meet the applicable Mexico requirements for plumbing products. Examples of applicable products are flushometer valves, fill and flush valves, showerheads, and water closets.</p>	<p>Mexico</p>
	<p>Indicates that the products meet the applicable NOM requirements. Examples of applicable products are flushometer valves, fill and flush valves, showerheads, and water closets. This mark shall be placed in conjunction with the IAPMO R&amp;T Mexico certification mark.</p>	<p>Mexico</p>
	<p>Indicates that the products meet the Ecologic Grade requirements of the applicable NOM.</p>	<p>Mexico</p>



## How to Use IAPMO R&T Marks

Required for use with all products certified under any IAPMO R&T listing program unless otherwise specified in the specific listing program, IAPMO R&T marks can directly impact specifications and purchasing decisions. These guidelines – together with applicable program-specific listing policies – 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 R&T listing program should be observed in their entirety and applied within the context of the standard referenced in the signed agreement between your company and IAPMO R&T.

### 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 R&T listing marks. Text should also be sized in proportion to the listing marks and observe the following restrictions.

Acceptable Language	Unacceptable Language
IAPMO R&T Listed or IAPMO R&T certified	“Approved” or “Verified” by
Listed by IAPMO R&T or Certified by IAPMO R&T	IAPMO R&T Approved
ABC Company’s product is listed by IAPMO R&T to Standard #XYZ	“Seal” or “Seal of Approval”
	“Audited to” or “Tested to”, “against” or “by”
ABC Company is certified by IAPMO R&T to Standard #XYZ	Meets IAPMO R&T requirements

### Logo Usage Guidelines

Effective use of IAPMO R&T logos relies 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. For products that are also ENERGY STAR® certified, please consult the ENERGY STAR® website for appropriate Energy Star logo usage.

### Product Labeling

These guidelines do not apply when applying marks directly on products which may not be possible due to space and design limitations. For information regarding product specific applications, please contact your IAPMO R&T product review engineer.

### Approved Applications

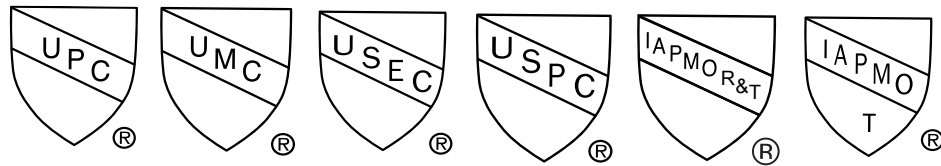
Third party listing includes use of IAPMO R&T marks as long as products continue to conform to IAPMO R&T certification requirements. IAPMO R&T marks shall not be applied in any way or location that implies or suggests their connection with products or systems that have not been certified by IAPMO R&T.\*

*\*IAPMO R&T and its marks are registered trademarks of IAPMO. No company or person shall apply or use IAPMO R&T marks in connection with a product or represent in any way that the product is certified until written authorization is provided by IAPMO R&T.*

## USING THE IAPMO R&T MARKS

### Size and Appearance

IAPMO R&T shield marks should be 100% visible (not cropped), maintain aspect ratio (not skewed), and maintain vertical orientation (not rotated). Letters within the IAPMO R&T shield should be legible and the ® symbol must be visible and positioned on the bottom right-hand corner outside the shield.



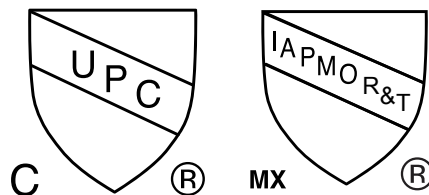
### Color

IAPMO R&T 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.



### International Usage (Outside U.S.)

The letter "C" positioned at the 8 o'clock position of the shield mark indicates the product is listed to Canadian requirements. The letters "MX" placed at this same position indicate that the product is listed to Mexican requirements. For Mexico, if the product also meets the applicable NOM requirements, the official NOM emblem must also be present next to the IAPMO R&T Mexico certification mark.



### Obtaining IAPMO R&T Marks

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

## Other ways to use IAPMO R&T Marks

Asides from 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 R&T.

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### 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 R&T certification mark can help you achieve that goal.

### Literature and Sales Materials

Incorporating the IAPMO R&T 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 R&T marks are as follows:

- Advertising
- Trade shows displays
- Product catalogues
- User manuals
- Coupons
- Web sites
- News Releases
- Newsletters
- etc.

When incorporating the IAPMO R&T 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 R&T mark, please contact your IAPMO R&T product review engineer for further assistance.



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