

# The Value of Marketing Claim Verification for HVAC/R and Appliances





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## The case for marketing claim verification

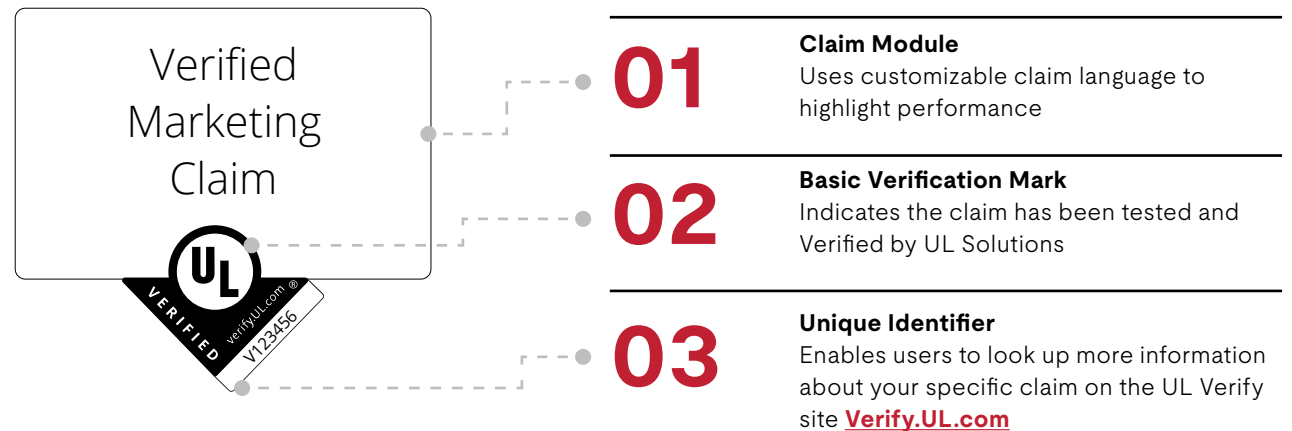
Trust is essential for building brand relationships as it drives consumers' purchase decisions and creates loyalty over time. However, in the face of various marketing promotions, we will evaluate the truthfulness of a marketing claim. Who will help consumers dispel doubts and choose with confidence? UL Solutions will — with the UL Verified Mark.

Manufacturers that choose to have UL Solutions test and verify their products gain a credible differentiation advantage, which is how the UL Mark confers value.

### Communicate your brand's value with UL Verified marketing claims

A scientific study from UL Solutions' trusted, globally recognized Marketing Claim Verifications (MCV) immediately sets your brand and products apart from competitors. We can verify your brand's claims across products and marketing channels. Examples of Verified claims include:

- A washing machine maintains X°C for Y minutes in Z operation mode.
- A washing machine, dryer or dishwasher operating in mode Z reduces XX.XX% of wash load bacteria.
- Air conditioners in cleaning mode Z reduce <component name>-trapped bacteria by XX.X% after Y cleaning cycles.



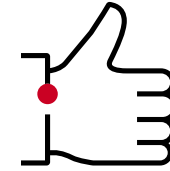
## Why choose UL Solutions?



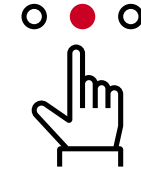
Independent third-party confirmation



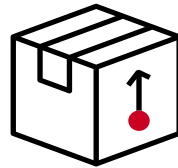
Enhance credibility of product claims



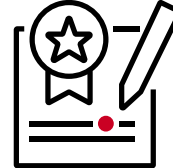
Reaffirm product claim trustworthiness



Product differentiation



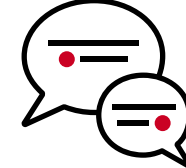
Shows company commitment to deliver product claim



Leverage the UL Solutions brand



Pair with UL certification to achieve regulatory compliance needs and substantiate marketing claim



Message passed to the consumer in less than a second

## What does Marketing Claim Verification include?

After we evaluate your product and verify your marketing claims, you will receive:

- A customized UL Verified Mark with a claim specific to your product
- A summary report of evaluation results
- A letter authorizing the use of the UL Verified Mark
- A certificate applicable to the verified claim
- Guidelines for using the UL Verified Mark on products, packaging, advertising and promotions

All UL Verification information lives in the UL Verify database at [Verify.UL.com](https://www.verify.ul.com).



## Five ways your brand and products can benefit from marketing claim verification

UL Marketing Claim Verification provides a variety of benefits for your brand and products.

- The UL Verified Mark spans product categories – It can be applied to popular categories such as washing machines, dryers, dishwashers, air conditioners, etc.
- You can apply the UL Verified Mark across marketing channels – You can leverage the UL Verified Mark on products, packaging, advertising and promotions globally online, on television and via direct mail.
- Claim verification can accommodate the products you already have – You can use the UL Verified Mark on stocked product items. You aren't required to make changes to your products to qualify. For maximum flexibility, you can also customize claims according to your product features.
- Access premium, trusted content to bolster your brand – This service includes a third-party, scientific report that highlights technical expertise and provides objective, scientific data support for your brand marketing and claims.
- Stand out among competitors as a trusted brand – Brands gain more credibility when they partner with a third-party testing, inspection and certification company to back up their marketing claims.

# Trust-building marketing claim verification trends for HVAC/R and appliances

Your customers value specific benefits as they search for HVAC/R services and appliances for their homes. UL Marketing Claim Verification can apply to the seven most sought-after areas.

These areas include:

Comfort

Performance

Efficacy

Reliability

Internet of Things (IoT)

Environmental and mechanical performance

Hygiene





## Comfort

Modern appliances offer an unmatched level of comfort and convenience, helping people complete their daily tasks with ease. From improved temperature and humidity control to noise reduction, UL Solutions can vet and verify the comfort features customers value most.



### Claim

**Cooling from 90°F [32.2°C] to 85°F [29.4°C] in 20 mins in a 176 ft<sup>2</sup> room with an outdoor temperature of 95°F [35°C]**

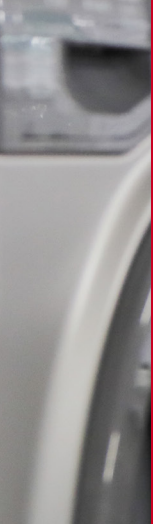


### PURPOSE

The customer sought to verify the claim stating that the speed at which the HVAC/R unit operates could improve the temperature in a room.

#### UL Solutions' methodology

The test samples were installed in a 4,920 mm x 3,370 mm x 2,800 mm test room with a total of 54 temperature probes. The test room was set to maintain a start temperature of 89.9°F. The units were set to the lowest available cooling mode temperature set point and the maximum fan speed.



## Performance

Performance refers to the execution of an action or the fulfillment of a request that sometimes produces results much better than the competition. End consumers, for example, rely on the performance of their food cooling and storage appliances.

### Claim

**80% less color fading  
than sun drying**



### PURPOSE 1

The customer sought to verify the benefit of utilizing their product instead of relying on a different method – in this case, sun-drying.

#### UL Solutions' methodology

Color-fading comparisons were made between standard cloth swatches dried in a household clothes dryer and standard cloth swatches dried in "sunlight" as simulated by xenon arc conditioning. Swatch samples dried in the household dryer underwent 52 drying cycles per IEC 61121, Tumble Dryers for Household Use – Methods for Measuring the Performance. Swatch samples dried via simulated sunlight were exposed to 52 four-hour xenon arc exposures per ASTM G155, Standard Practice for Operating Xenon Arc Lamp Apparatus for Exposure of Materials.





## Performance

We support our customers in verifying their performance claims for different characteristics of their products, like moisture weight loss or healthy preservation function.

### Claim

**Grade I healthy preservation function**

一级健康 保鲜



### PURPOSE 2

The customer sought to grade the healthy preservation function of their refrigerators.

#### UL Solutions' methodology

The assessment and subsequent grading were performed as described in the China Association for Standardization document T/CAS 402 – 2020, Technology Requirements and Test Methods for Refrigerators With Healthy Food Preservation Function.

### Claim

**7-day moisture weight loss with HCS module is less than 1-day weight loss without HCS module**



### PURPOSE 3

The customer sought to verify the difference in moisture weight loss with the presence of their HCS module.

#### UL Solutions' methodology

Moisture weight loss was determined per Section 5 of IEC 63169:2020, Electrical Household and Similar Cooling and Freezing Appliances – Food Preservation.



## Efficacy

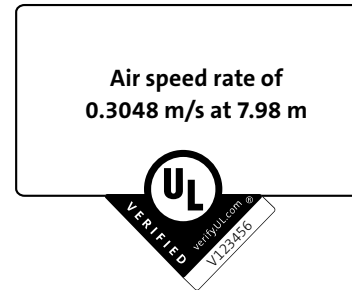
From the moment they make their purchase decision, consumers expect their home appliances to operate as effectively as your marketing says they do. Before launching a product, you must measure its effectiveness. Measuring the level of efficacy uses scientific research to support brands' claims about their products' performance.

Efficacy testing refers to the process of rigorously testing a product and putting it through various trials to confirm the attributes claimed in marketing materials.

UL Solutions can provide verification of your claims that helps your products stand apart from competitors.

Example: Air filter energy efficiency class <X> rating per Eurovent 4/11

### Claim



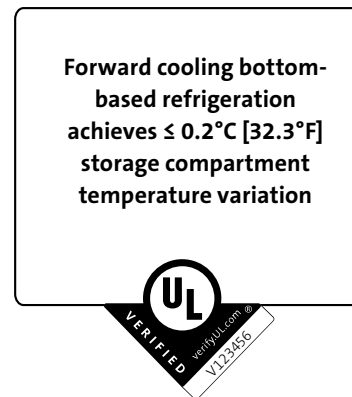
### PURPOSE 1

The customer sought to verify the effectiveness of their The customer sought to verify a claimed air speed of the fans in their air conditioners.

#### UL Solutions' methodology

The test samples were installed in a 12,000 mm x 3,500 mm x 2,900 mm test room. The units were set to the maximum fan speed. Grills were positioned to maximize airflow distance. An anemometer was placed in front of the air outlet to measure airspeed. The anemometer was then moved away from the air outlet. The horizontal distance at which the airspeed dropped to 0.3m/s was recorded in support of the claim.log (ACC/ATC).

### Claim



### PURPOSE 2

The customer sought to verify the efficacy of their new forward-cooling bottom-based refrigeration technology in storage compartments.

#### UL Solutions' methodology

The technology was assessed to GB 12021.2-2015, Maximum Allowable Values of Energy Consumption and Energy Efficiency Grade for Household Refrigerators, following Annex D for the energy consumption test method at ambient temperatures 16°C [60.8°F] and 32°C [89.6°F]. Assessments were conducted for standardized installation and built-in installation clearance of 0.4 cm.



## Reliability

Reliability refers to the probability that a product, system or service will perform its intended function adequately for a specified period or will operate in a defined environment without failure.

Our claim verification program provides an accurate assessment of how your product may perform under both expected and unusual use. UL Solutions can help you gain actionable knowledge about your products' anticipated life cycle and identify design flaws that adversely affect a product's reliability and durability.



### Claim

**Outdoor Unit can resist  
27 years of simulated  
severe corrosion under a  
salt contaminated traffic  
environment**

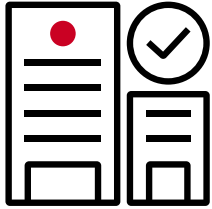


### PURPOSE

Consumers want their outdoor appliances to perform regardless of the elements they are exposed to. The customer sought to verify the corrosion-resistant nature of their outdoor unit in harsh environmental conditions.

#### **UL Solutions' methodology**

The appliance was assessed to ISO 21207, Corrosion Tests in Artificial Atmospheres — Accelerated Corrosion Tests Involving Alternate Exposure to Corrosion-Promoting Gases, Neutral Salt-Spray and Drying, following Test method B for severe industrial or traffic environments. The test duration was five weeks.



## Internet of things (IoT)

As smart appliances take over the market, consumers need reassurance that their personal data is as safe and secure as possible. UL Solutions' IoT Security Rating involves a highly efficient and comprehensive evaluation process that assesses critical security aspects of smart products against common attack methodologies and known IoT vulnerabilities to create a security baseline among IoT industry consumers.

Most hacks result from common weaknesses and known vulnerabilities, so manufacturers should aim to adhere to proven security best practices. Recently, governments have started attempting to regulate IoT tools' security, but they will continue to focus primarily on the security industry to lead the way.



## PURPOSE

The customer sought an extra layer of credibility regarding the security of their smart appliances.

### UL Solutions' methodology

This rating, as evaluated by UL Solutions, demonstrates that the customer's appliances use industry best practices for IoT cybersecurity and consumer data protection.



## Environmental and mechanical performance

Modern consumers seek companies and products that align with their values; for many, sustainability tops the list. Worldwide awareness of sustainability motivated producers to investigate and apply additional environmental resources to lower greenhouse emissions and energy consumption.

UL Solutions helps manufacturers communicate their products' environmentally preferable attributes clearly and credibly, equipping them with a powerful tool for differentiation in an increasingly cluttered marketplace.



## Hygiene

Consumers need reassurance that their appliances are safer and more hygienic. By verifying your products' self-cleaning and hygienic properties, your company can earn consumers' trust early in the evaluation process.

### Claim

Self-cleaning mode reduces coil-trapped bacteria by 99.9% after 2 cleaning cycles



### PURPOSE 1

The customer sought to verify the effectiveness of their product's self-cleaning mode.

#### UL Solutions' methodology

The following organisms were used during the assessment of this verification: Staphylococcus aureus (ATCC 6538), Escherichia coli (ATCC 2592), Pseudomonas aeruginosa (ATCC 15442), and Klebsiella pneumoniae (ATCC 4352). The organisms were applied to six different areas of the coils, and two cleaning cycles were performed per the manufacturer's instructions. For each test run, the following calculations were made: percent reduction =  $(ACC-ATC)/ACC \times 100$ ; log reduction =  $\log ACC - \log ATC$ ; or alternatively,  $\log (ACC/ATC)$ .

### Claim

A<sub>0</sub> 60 condition with 99.999% reduction load bacteria in Disinfect Cycle



### PURPOSE 2

The customer sought to verify the effectiveness of their product's disinfecting cycle regarding bacterial infection.

#### UL Solutions' methodology

The following organisms were used during the assessment of this verification: Enterococcus faecium (ATCC 6075). Test microorganisms were applied to testing plates per the guidelines outlined in DIN10510 and DIN10512. The dish load was based on the manufacturer's rated capacity.



## Getting started

Elevate your brand, grow your credibility and bring your most innovative products to market quickly.

When you partner with UL Solutions, your products benefit from the deep expertise, customized approaches and objective claim verification of a global safety science leader that consumers around the world know and trust.

Give your products the standout feature of one of the most recognized Marks in the world today.



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