

Leverage Your Registration



NSF International
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Now that you've achieved registration, why not leverage the NSF Mark to your advantage ...

By earning NSF Registration, you are sending a clear message that your company has a unique point of difference over your competition. Distributors, retailers and regulators are more likely to recognize management systems that have been registered by an independent, third party.

Using the NSF Mark means that companies can:

- Show commitment in providing the highest quality possible
- Build confidence and trust in your brand
- Provide assurance for consumers concerned about public health and safety
- Enhance your marketing strategies to gain a competitive edge

NSF will work with your company to design innovative ways to leverage the registration you have worked so hard to achieve. NSF can assist your marketing and public relations team by incorporating the value of your registration into the following marketing communications channels:

- Advertising
- News releases
- In-store marketing materials
- Newsletter articles
- NSF website listings
- Vendor communications
- Social media
- A new company website link allows you to add a link from your NSF online listings to your company's web site

These communication vehicles will complement the increasing awareness of the NSF Mark. Since its launch in September 2003, NSF's Live safer™ brand advertisements in Time, Sports Illustrated, USA Today, Wall Street Journal, People, Prevention and several other major publications have resulted in more than one billion impressions. The latest introduction of NSF's new Mini Protectors campaign in 2009 will also appear in media outlets such as Cooking Light, Men's Fitness, and Yahoo! Because of its respected independent reputation, NSF is called upon regularly by Good Morning America, The New York Times, Good Housekeeping, Consumer Reports and other media. Each year, the NSF Website (www.nsf.org) receives more than three million hits, and the NSF Consumer Affairs Office fields thousands of public inquiries.

Contact Us

The NSF Marketing and Communications staff is ready to discuss these options with you. To learn more about what the NSF Mark can do for you and your business, please call 800.NSF.MARK, (+1) 734.769.8010 or email info@nsf.org. You may also contact Mary Ellen Krueger directly at 800.NSF.MARK ext. 2483 or email mkrueger@nsf.org.