

Leverage Your Certification



Now that you've received certification, why not leverage it to your advantage ...

Show your clients that safety is your top priority

By earning NSF Certification, you are sending a clear message that your company has a unique point of difference over your competition. In addition to reassuring consumers who look for certified products, distributors and retailers are more likely to purchase products that have been independently tested to verify compliance with American National Standards.

NSF Certification

- Demonstrates commitment in providing the highest quality products possible
- Builds confidence and trust in your brand
- Provides peace of mind for consumers concerned about public health and safety
- Enhances your marketing strategies to gain a competitive edge

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

- Advertising
- Packaging
- News releases/public relations
- In-store marketing materials
- Consumer outreach
- Newsletter articles
- Website product listings
- Trade shows
- Social media
- A new company website link, which allows you to add your company logo and a link from your NSF online listings to your company's web site

These communications vehicles will help increase awareness of your NSF Certification.

Contact Us

The NSF Marketing and Communications staff is ready to discuss these options with you. To learn more about how we can help you leverage your certification, 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.



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