



*Leveraging the NSF Mark
to Open New Markets*

You've invested valuable time and money into developing your innovative product. How can you be sure it gets the attention it deserves in the marketplace? Through *independent validation* the NSF certification mark can give your product the *competitive advantage* that can open new doors and provide the *market access* you need to be successful.



"Working with NSF has been invaluable; its experts are recognized as being the best in their field."

Toby Saville
Dyson, Ltd.

"It is difficult to get drinking water utilities to consider using new technologies, but we have seen our NSF reports change people's mindsets completely. This has opened new markets and new opportunities for ARS and our technology, which has made an immediate positive impact on our business."

Norbert Barcena
ARS Technologies

"As a result of NSF certification, we received four commitments for orders. This represents approximately \$1.2 million in new sales. We see certification and use of the NSF Mark as being instrumental in demonstrating our product quality, securing regulatory approval and significantly increasing sales in markets simply not available to us without NSF."

Robert Lamarche
Labrie Environmental Group

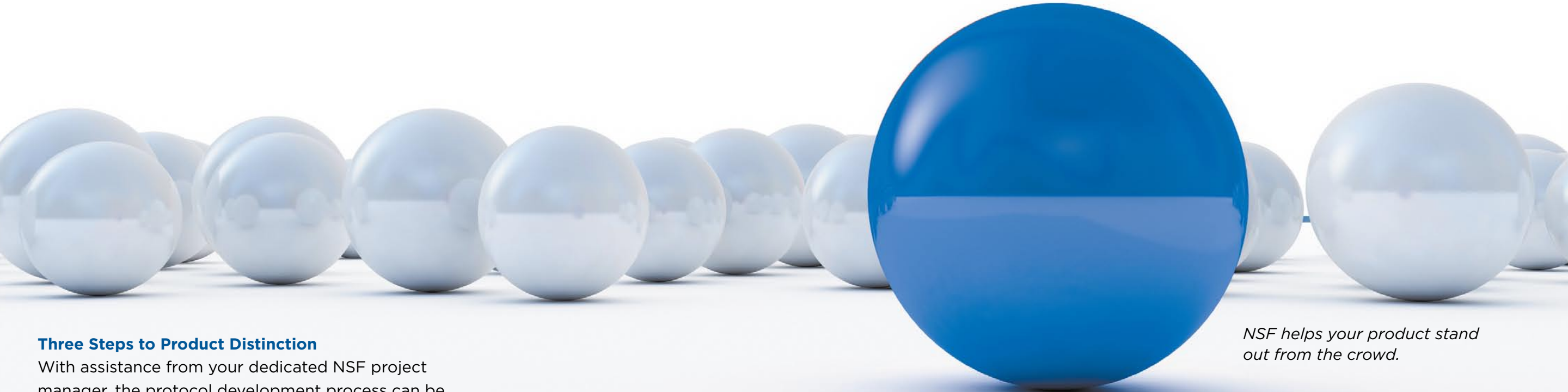


Rising Above Your Competition

In today's competitive business environment, innovative new products are continually being developed. In some cases, product innovations outpace the standards or regulations required for product acceptance, leaving manufacturers with an excellent product, but an unreceptive marketplace.

NSF International – well respected in public health testing and certification for over 65 years – can help you gain the market access you need through its protocol development services. By creating customized testing criteria and validating performance and product claims, NSF gives your product a stamp of approval that is sure to turn heads in your desired markets.

Companies like Whirlpool, Kimberly-Clark, Dyson, 3M, Frigidaire and Procter & Gamble have relied on NSF's expertise for years to help them differentiate their innovative products and open new markets – and so should you.



Three Steps to Product Distinction

With assistance from your dedicated NSF project manager, the protocol development process can be as easy as 1-2-3.

Step 1: Protocol Development

Much like traditional NSF standards, protocols are developed through a collaborative process involving a technical panel including the product manufacturer, regulators, academicians, end-users, and public health experts with relevant expertise. Unlike NSF standards, however, the development phase is confidential, protecting your proprietary interests.

Step 2: Testing

Once the protocol is finalized, the product certification phase begins. Your NSF project manager and experienced laboratory personnel will work as a team to guide you through the testing process, keeping accuracy, efficiency and timeliness as their top priorities.

Step 3: Certification

After all protocol requirements have been met, certification is granted and your listing will immediately appear on NSF's certified products web site. You will then be authorized to place the NSF Mark on your products and in promotional materials. In addition, NSF will collaborate with you to promote the new protocol and your product as being first to be certified.

NSF helps your product stand out from the crowd.



Accessing Diverse Markets

NSF has developed protocols and certified a wide range of innovative products, including:

- Residential Appliances
- Water Purification Devices
- Medical/Dental Equipment and Processes
- Commercial and Residential Kitchenware
- Innovative Environmental Technologies
- Personal Care/Hygiene Products



Live safer.®

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