



*Source of confidence*

DELIVERING YOU THE  
RIGHT SOLUTION FROM  
**SOURCE TO SHELF**



NSF BOTTLED WATER *and* BEVERAGE QUALITY PROGRAM

**Quick Start Guide to Leveraging Your Certification**



Dear Valued Customer,

NSF International would like to congratulate you on your NSF Beverage Quality certification!

Now that you have demonstrated your commitment to continued safety and quality, it is time to announce this accomplishment to your current and potential customers. Start leveraging your certification to help grow and develop your company.

This marketing tool kit is customizable so that you can showcase your certification, expand into new markets and show that your products meet or exceed all safety standards set for beverage quality, from a local to an international level.

Please review these materials and contact us if you have any questions.

Sincerely,

Valbona Malo  
Global Business Unit Manager  
Beverage Quality Program  
[malo@nsf.org](mailto:malo@nsf.org)



# Beverage Quality Certification

## What does it mean to be beverage quality certified?

NSF International's Beverage Quality Program offers exclusive third-party auditing, product testing, development, training and consulting to help your company maintain the highest safety and quality possible. This certification is not mandated by any regulatory agency or governmental body, which shows your commitment to your customer's health. NSF certification provides peace of mind and shows your customers that you are committed to the excellence of your products.

## Benefits of Certification

### **Retailer:**

- > Protects private label brands
- > Improves product quality
- > Assures regulatory compliance of product
- > Part of Due Diligence
- > NSF in advisory role for resolving marketplace issues

### **Bottlers:**

- > Brand Protection
- > Standardized, transparent protocols
- > Minimize redundant testing
- > Provides a trading advantage and faster access international markets
- > NSF's Program is designed specifically for bottled water
- > Promotes industry "best practices"
- > Product differentiation
- > Access to a global network of industry associations (EFBW, WE, IBWA, CBWA, etc.)
- > Ability to bundle other certifications, saving you time and money

### **Consumers:**

- > Confidence in product safety
- > Confidence in purchase decision
- > Reinforces trust in retailer and vendor
- > Easily verifiable via NSF's online Beverage Quality Listing at [www.nsf.org](http://www.nsf.org)

## About NSF International

NSF is a global independent organization that writes standards and protocols, and tests and certifies products for the food, water and consumer goods industries to minimize adverse health effects and protect the environment. NSF operates in over 150 countries, providing world class services through rigorous quality management systems and a continuous process of calibration. Founded in 1944, NSF is a Pan American Health Organization/World Health Organization Collaborating Centre on Food Safety, Water Quality and Indoor Environment.

## About the Beverage Quality Program

NSF's Beverage Quality Certification Program was created in 1984 and has since certified over 150 brands worldwide. This global program collaborates with esteemed associations, such as the International Bottled Water Association (IBWA), Canadian Bottled Water Association (CBWA), European Federation of Bottled Waters (EFBW), Watercoolers Europe (WE), British Water Cooler Association (BWCA), South African National Bottled Water Association (SANBWA), European Packaged Ice Association (EPIA), International Packaged Ice Association (IPIA), Belgium Bottled Water Association (BWA) and others. Additionally, we work with the World Health Organization (WHO) and regulatory agencies including the U.S. Food and Drug Administration, the European Food Safety Authority, Emirates Authority for Standardization and Metrology (ESMA), and National Institute of Metrology Standardization and Industrial Quality (Inmetro).

## About the Beverage Quality Listings

The NSF Beverage Quality Listings page provides a prime location for potential customers to find your certified products. With over 17,000 page views per year, the BQ Listings add value to your product and showcase your certification. The page features your company logo and a link to your company website.

# Beverage Quality Certification Checklist

Check off these items as you complete them to make sure you have fully leveraged your NSF certification.

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## Approved Web Content

- Web copy:** Fill in necessary product and company information and add this to your website.

## Product Promotion

- Ecard:** Send your company name and logo, certified product name(s), an image of the product(s) and your mailing list to [bqmarketing@nsf.org](mailto:bqmarketing@nsf.org).
- Press release template:** Send completed template to Lizabeth Nowland-Margolis at [media@nsf.org](mailto:media@nsf.org) for approval.
- Using the NSF mark on certified product labels:** Contact your NSF Project Manager for a copy of the NSF mark.
- Case study:** Contact Valbona Malo at [malo@nsf.org](mailto:malo@nsf.org) to inquire about a case study opportunity.
- Product hang tags:** Contact [bqmarketing@nsf.org](mailto:bqmarketing@nsf.org) with your company name to have a QR code created that takes customers to your specific Beverage Quality Listing.
- Advertisements:** Drop one of these design files onto a new or existing print advertisement to promote your certification.

## Display Materials

- Placards:** Contact your NSF Project Manager to receive complimentary placards.
- Listings certificate:** Contact your NSF Project Manager for electronic and/or hard copies.
- Unique advertising options:** Review and consider using the NSF mark to your advantage with these unique advertising options.



Approved  
Web Content

# Approved Website Copy

## Getting the message out online

Announcing your NSF certification on your website lets consumers, customers, prospects and regulatory bodies know what differentiates your product. Below is a template of approved web text about your certification that can be used on your company's official website once all individual information has been filled in.

### About NSF Certification - Version 1 (Word Count - 168):

**[Company Name]** is proud to announce that **[Product/Brand Name]** is certified by NSF International, the leading global independent public health and safety company. As a leader in safety standards and beverage quality, NSF offers independent, science-based third-party certifications that show a company's adherence to a benchmarked set of quality standards. To receive certification, **[Company/Brand Name]** passed a stringent audit consisting of comprehensive quality assurance checkpoints as well as product testing for more than 160 chemical, inorganic, radiological and microbiological contaminants.

To maintain a safe production environment and the continued quality of our brand, **[Company/Brand Name]** has agreed to the NSF certification requirements, which include audits of our facilities and products at any stage. This certification is not mandated by any health or safety regulatory agency, but was sought out voluntarily because of **[Company/Brand Name]**'s commitment to continued quality and the satisfaction of our customers. To search for NSF Certified Bottled Waters & Natural Mineral Waters, Beverages, Packaged Ice and Caps & Containers, visit <http://info.nsf.org/Certified/BWPI/>.

### About NSF (Word Count - 134):

Founded in 1944, NSF International is a global independent organization with over 70 years of experience in public health and safety. NSF has conducted over 8,900 beverage quality audits since 2006 for bottled water, packaged ice plants and other beverages. NSF offers a broad scope of services, including auditing, testing, consulting, training and education to protect the world's food, water, consumer products and environment. NSF is accredited by the American National Standards Institute (ANSI) ([ansi.org](http://ansi.org)), the International Accreditation Service ([iasonline.org](http://iasonline.org)), the U.S. Occupational Safety and Health Administration ([osha.gov](http://osha.gov)) and the Standards Council of Canada (SCC) ([scc.ca](http://scc.ca)). NSF's global network of laboratories is ISO/IEC 17025 accredited, and the Ann Arbor, Michigan laboratory is OSHA Recognized. To learn more about NSF International and how **[Company/Brand Name]** received certification, visit [www.nsf.org](http://www.nsf.org).

### About NSF Certification - Version 2 (Word Count - 70):

**[Company Name]** is proud to announce that **[Product/Brand Name]** is certified by NSF International, the leading global independent public health and safety company. To receive certification, **[Company/Brand Name]** passed a stringent audit of comprehensive quality assurance checkpoints as well as product testing for more than 160 chemical, inorganic, radiological and microbiological contaminants. Find us in the NSF Beverage Quality Listings by visiting <http://info.nsf.org/Certified/BWPI/>.

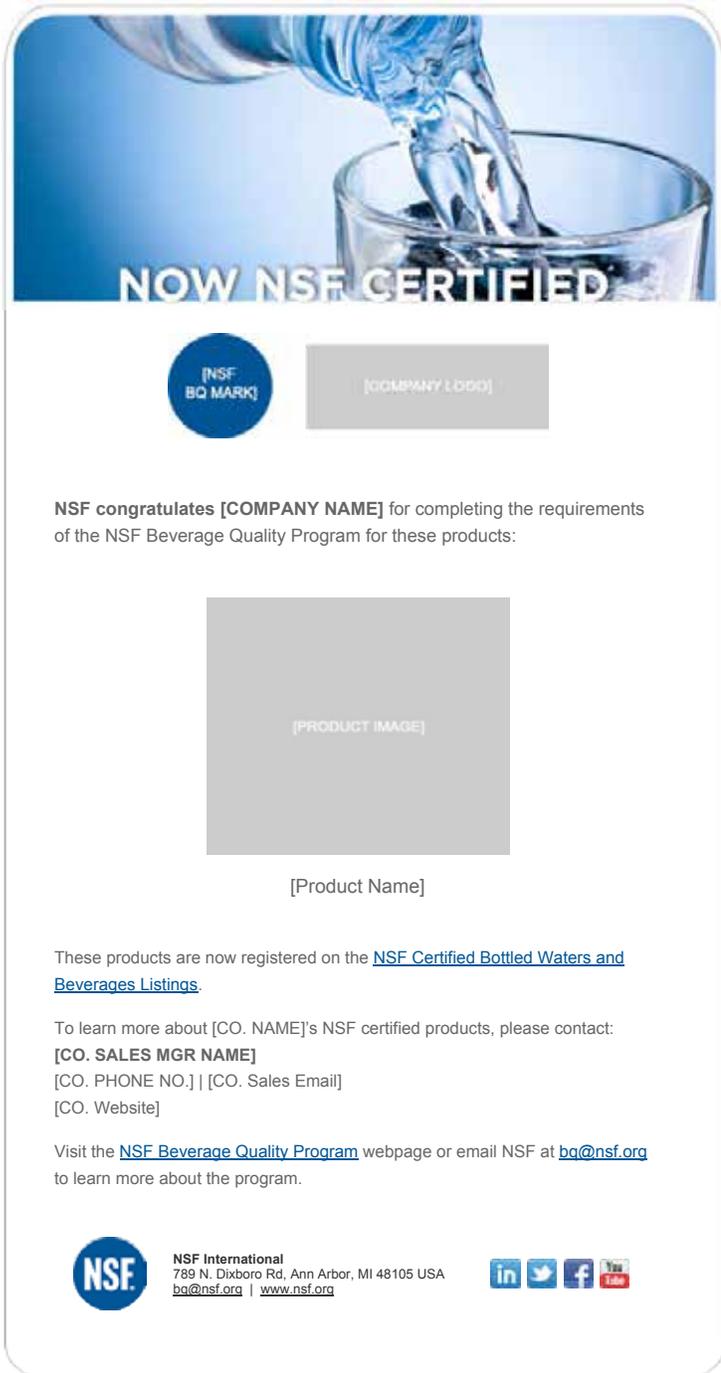


Product Promotion

# Beverage Quality E-card

## Getting the message out through e-mail

Now that your product is NSF certified, it's important to let your existing and potential customers know your product meets NSF's rigorous quality and safety standards. There's no better way to do this than to send out an email announcement, as shown below.



This e-card will allow you to alert industry personnel, existing and potential clients on your contact list about your new certification.

To start the development of your customized ecard, contact [bqmarketing@nsf.org](mailto:bqmarketing@nsf.org) with:

- > Your company name
- > Company logo
- > Certified product name(s)
- > An image of the product(s)
- > Your mailing list (in Microsoft Excel spreadsheet form)

Once you've provided this information, we'll send out this customized e-card to a list of your preferred prospects and clients.

# Press Release Template

## Getting the message out to the media

Now that you've obtained NSF certification, it's important to let the media know so you can gain news coverage. Below you'll find a press release template, available for your use. Highlighted fields have been left empty so you can customize them for your company's certified product(s).

Note that you must receive final approval from NSF before distributing this to the media. Please send your completed template to:

NSF Communications Contact:

Lizabeth Nowland-Margolis  
Communications Manager

[lnowlandmargolis@nsf.org](mailto:lnowlandmargolis@nsf.org)

+1 (734) 418-6624

Location: Ann Arbor, MI, USA



ABC Bottling Company

### FOR IMMEDIATE RELEASE

[DATE]  
[MEDIA CONTACT]

### [COMPANY NAME] Earns NSF Beverage Quality Certification

**Include photo of product with NSF Certification Mark if available.**

[YOUR LOCATION] — [COMPANY NAME] has earned beverage quality certification for its [BRAND NAME] bottled water products from NSF International. NSF International is a global independent organization that writes standards, and tests and certifies products for the food, water, health sciences and consumer products industries. As a third-party certifier, NSF offers independent, science-based certification that allows [COMPANY NAME] to invest in continued quality and safety for customers.

#### **SHORT DESCRIPTION OF YOUR COMPANY'S PURPOSE/MISSION**

"By earning certification from NSF International for its [PRODUCT NAME] bottled water products, [COMPANY NAME] demonstrates its commitment to product safety and quality to customers and retailers," said Valbona Malo, Global Business Unit Manager of NSF International's Bottled Water and Beverage Quality Certification Program.

NSF certification is accredited by the American National Standards Institute (ANSI) and is a quality standard for bottled water, natural mineral water, beverages, packaged ice and caps and containers. The certification carries a level of prestige, as NSF has conducted over 8,900 beverage quality audits since 2006. This certification demonstrates that [COMPANY NAME] meets all regulatory requirements and best practices and that its plant is fully compliant with industry regulations. This certification is not mandated by industry regulatory agencies but was voluntarily sought by [COMPANY NAME] to better serve clients and improve product quality.

#### **QUOTE BY A COMPANY REPRESENTATIVE ABOUT CERTIFICATION**

To earn this certification, [COMPANY NAME] was required to pass stringent bottled water testing and a facility audit to meet various benchmark standards. NSF tested random samples of [PRODUCT NAME] bottled water against the [insert relevant beverage quality standard, i.e. BIS, EU, WHO, U.S. Food and Drug Administration, etc.] for more than 160 chemical, inorganic, radiological and microbiological contaminants. NSF also conducted an audit of [COMPANY NAME]'s manufacturing facility to assure Good Manufacturing Practices (GMP) to FDA, NSF and local policy standards, which included various checkpoints in the areas of product quality, facility cleanliness, sanitation practices and safety of overall operations.

#### **INSERT QUOTE FROM NSF EXECUTIVE ABOUT THE IMPORTANCE OF NSF CERTIFICATION.**

In addition to verifying compliance with national and global standards, NSF certification supports Global Food Safety Initiative benchmarked standards (i.e. Safe Quality Food), U.S. FDA's Food Safety Modernization Act (FSMA) requirements and HACCP (Hazard Analysis and Critical Control Points).

To maintain certification, [COMPANY NAME] must undergo annual product retesting and facility audits by NSF International. Compliance also requires daily in-house microbiological product testing and weekly microbiological testing of the product and source by a qualified laboratory.

In addition to bottled water, NSF International's Beverage Quality Certification Program provides testing and certification of packaged beverages, packaged ice and flavored beverages to verify compliance with national and global standards (e.g. U.S. FDA, EU, WHO, etc.)

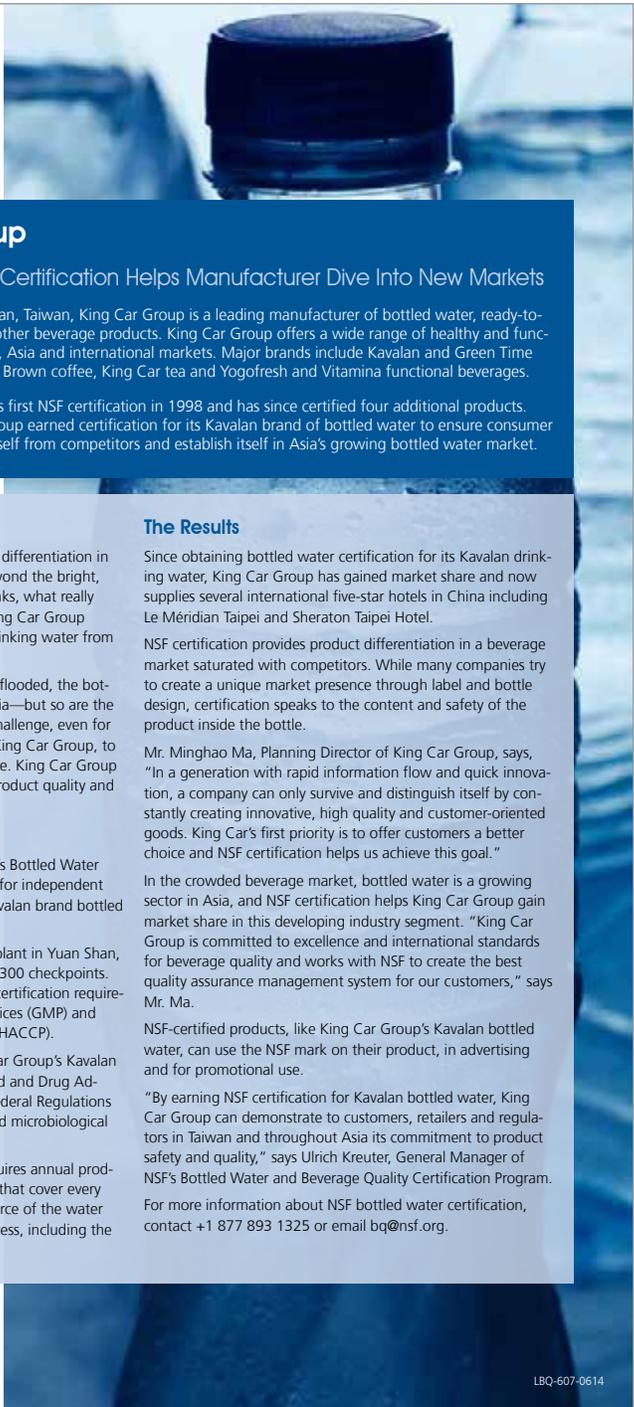
For more information, visit [NSF International's website](#) or find [COMPANY NAME] in the [NSF Beverage Quality Listings](#).

# Case Study

## Communicate your commitment

NSF enjoys working with clients to offer unique opportunities for promotion. From time to time, we partner with NSF-certified companies to develop case studies, like the one shown below, to help promote your brand and showcase your certification. E-mail the Beverage Quality Team at [bq@nsf.org](mailto:bq@nsf.org) to inquire about a case study opportunity.

a case study from



 **King Car Group**

**NSF Bottled Water Certification Helps Manufacturer Dive Into New Markets**

Founded in 1979, in Taoyuan, Taiwan, King Car Group is a leading manufacturer of bottled water, ready-to-drink coffee and tea, and other beverage products. King Car Group offers a wide range of healthy and functional beverages to Taiwan, Asia and international markets. Major brands include Kavalan and Green Time natural drinking water, Mr. Brown coffee, King Car tea and Yogofresh and Vitamina functional beverages.

King Car Group received its first NSF certification in 1998 and has since certified four additional products. Most recently, King Car Group earned certification for its Kavalan brand of bottled water to ensure consumer confidence, differentiate itself from competitors and establish itself in Asia's growing bottled water market.

**The Challenge**

In today's competitive marketplace, product differentiation in the beverage market is difficult. Looking beyond the bright, eye-catching packaging of most bottled drinks, what really makes one drink different from another? King Car Group wanted a way to differentiate its Kavalan drinking water from other bottled water products in Asia.

Even though the overall beverage market is flooded, the bottled water market segment is growing in Asia—but so are the numbers of competitors. This presented a challenge, even for an established beverage manufacturer like King Car Group, to develop new products and gain market share. King Car Group wanted a trusted method to demonstrate product quality and differentiate its brand from the competition.

**The Solution**

King Car Group turned to NSF International's Bottled Water and Beverage Quality Certification Program for independent third-party testing and certification of its Kavalan brand bottled drinking water.

To earn NSF certification, King Car Group's plant in Yuan Shan, Taiwan, underwent a rigorous audit of over 300 checkpoints. The audit verified that the facility meets all certification requirements, including Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP).

NSF scientists also tested samples of King Car Group's Kavalan brand of bottled water against the U.S. Food and Drug Administration (FDA) Bottled Water Code of Federal Regulations for more than 160 chemical, radiological and microbiological contaminants.

To maintain certification, NSF's program requires annual product testing and unannounced facility audits that cover every aspect of a bottler's operation, from the source of the water through the disinfection and treatment process, including the container closure process.

**The Results**

Since obtaining bottled water certification for its Kavalan drinking water, King Car Group has gained market share and now supplies several international five-star hotels in China including Le Méridien Taipei and Sheraton Taipei Hotel.

NSF certification provides product differentiation in a beverage market saturated with competitors. While many companies try to create a unique market presence through label and bottle design, certification speaks to the content and safety of the product inside the bottle.

Mr. Minghao Ma, Planning Director of King Car Group, says, "In a generation with rapid information flow and quick innovation, a company can only survive and distinguish itself by constantly creating innovative, high quality and customer-oriented goods. King Car's first priority is to offer customers a better choice and NSF certification helps us achieve this goal."

In the crowded beverage market, bottled water is a growing sector in Asia, and NSF certification helps King Car Group gain market share in this developing industry segment. "King Car Group is committed to excellence and international standards for beverage quality and works with NSF to create the best quality assurance management system for our customers," says Mr. Ma.

NSF-certified products, like King Car Group's Kavalan bottled water, can use the NSF mark on their product, in advertising and for promotional use.

"By earning NSF certification for Kavalan bottled water, King Car Group can demonstrate to customers, retailers and regulators in Taiwan and throughout Asia its commitment to product safety and quality," says Ulrich Kreuter, General Manager of NSF's Bottled Water and Beverage Quality Certification Program.

For more information about NSF bottled water certification, contact +1 877 893 1325 or email [bq@nsf.org](mailto:bq@nsf.org).

NSF International  
T: +1 877 893 1325  
E: [bq@nsf.org](mailto:bq@nsf.org)  
[www.nsf.org](http://www.nsf.org)

LBO-607-0614

# Using the NSF Mark



The NSF mark is your customer's assurance that your product has been tested by one of the most respected independent certification organizations. The mark is valued by consumers, manufacturers, retailers and regulatory agencies worldwide.

Once you obtain certification, you are able to use this mark on your certified product labels and in promotional and marketing materials promoting these products. This provides value to your brand because bottle labels allow retailers and individual customers to see your commitment to the quality and safety of your products.

The NSF certification mark on a product means that the product complies with all standard requirements demanded by the NSF Beverage Quality Program.

The mark also provides:

- > Knowledge that an impartial review against established guidelines has been conducted
- > A way to differentiate your product from your competitors' and gain advantage in the market
- > Backing by a team of professionals dedicated to public health and safety operating in more than 150 countries around the world

If you have any questions about permissible use of the NSF mark, contact [bqmarketing@nsf.org](mailto:bqmarketing@nsf.org).



*Above is an example of how the NSF mark can be used on a certified bottled water product label.*

# Product Hang Tags

## Getting the message out in a creative way

With over 70 years in public health and safety, NSF has become internationally renowned. By extension, the NSF mark has become a respected symbol of high quality. Leverage our mark by adding hang tags to your certified products.

Beverage Quality hang tags are available with QR codes that can be customized to take customers straight to your page on the NSF Listings. The top portion of the hangtag will be connected by elastic string, which makes them available for universal use.

To receive design files with a customized QR code, contact [bqmarketing@nsf.org](mailto:bqmarketing@nsf.org).

**NSF**

The NSF mark -recognised and accepted by customers in over 80 countries worldwide.

[www.nsf.org](http://www.nsf.org)

**Certification by NSF:**

- demonstrates the safety and quality of your products,
- gives you access to North America and to other important markets worldwide
- provides you with a quality and competitive advantage and gives you brand protection.

**Welcome to ELGI AGM 2015**

**A gift from Vichy Catalan**  
Certified for safety and quality by NSF International

**Vichy Catalan** is a sparkling mineral water from the springs of Caldes de Malavella, bought to you by S.A Vichy Catalan. Enjoy the unique strong salty taste enriched by the minerals from the foothills of the mountainous Montseny massif.

**Vichy Catalan** is passionate about quality. Certification for safety and quality by NSF International guarantees that the exceptional quality of **Vichy Catalan** products is recognised by customers and readily accepted by export markets worldwide.

**Vichy's** passion for quality extends to every aspect of its processes. That's why Vichy chooses to use NSF certified lubricants in the production of **Vichy Catalan** bottled water. In that way **Vichy Catalan** and its customers can be certain that its high quality is assured.



*Hang tags are reserved only for products certified by NSF International.*

# Product Package Label

When hang tags aren't feasible, consider using a product packaging label. This label is for use on packages containing solely certified products. The QR Code will lead customers to the NSF Beverage Quality certification portion of the website that explains your certification, its components and benefits.



# Product Advertising

## Example 1:

The NSF mark can be used in your trade or consumer advertising to communicate your product's certification. Below is a mock up showing an example of how you can use the NSF mark in your print advertising. This design can be placed onto a new or existing advertisement that promotes your certified product.

**NOTE:** The product promotion inserts below is an example of what the NSF team can assist your team in creating.

 <p>NSF International</p>	<p><b>NSF International would like to thank Icelandic Glacial for their commitment to the highest Quality and Safety Standard</b></p>	
<p><b>ICELANDIC GLACIAL</b></p> <p>With NSF Certification Iceland Glacial offers natural spring water from the replenishing underground Ölfus Spring, Iceland, with the highest quality.</p> <p><b>More information about Icelandic:</b> <a href="http://www.icelandicglacial.com">www.icelandicglacial.com</a></p>		<p><b>Benefits of NSF Certification</b></p> <ul style="list-style-type: none"> <li>• Assure the highest level of product quality, compliance and safety</li> <li>• Gain access to global market approvals, providing a trading advantage</li> <li>• Improve the competitive edge in the market place by product differentiation</li> <li>• Is designed specifically for bottled water and promotes worldwide industry best practices</li> <li>• Brand protection</li> </ul> <p><b>More information about NSF Beverage Quality Program:</b> <a href="mailto:bq@nsf.org">bq@nsf.org</a></p>
		

 <p>NSF International</p>	<p><b>NSF International would like to thank Rim for their commitment to the highest Quality and Safety Standards</b></p>	
<p><b>Rim</b></p> <p>Rim Natural Spring Mineral Water is bottled at source where it flows at 1450 meters above sea level from the well known Ain-As-Sayfiyeh spring which is protected by a private mountainous estate to safeguard the purity of its water.</p> <p><b>More information about Rim:</b> <a href="http://www.rimwater.com">www.rimwater.com</a></p>		<p><b>Benefits of NSF Certification</b></p> <ul style="list-style-type: none"> <li>• Assure the highest level of product quality, compliance and safety</li> <li>• Gain access to global market approvals, providing a trading advantage</li> <li>• Improve the competitive edge in the market place by product differentiation</li> <li>• Is designed specifically for bottled water and promotes worldwide industry best practices</li> <li>• Brand protection</li> </ul> <p><b>More information about NSF Beverage Quality Program:</b> <a href="mailto:bq@nsf.org">bq@nsf.org</a></p>
		

# Product Advertising

Example 2:

**NOTE:** The advertisement below is only an example to showcase the use of the NSF mark. These marks are reserved only for advertisements promoting products certified by NSF.

**[XYZ Company Advertisement Sample]**

**[XYZ Company]**  
**[XYZ Company Logo]**

**NSF**  
NSF Certified Beverage Quality Program  
[www.nsf.org](http://www.nsf.org)

**NSF**  
NSF Certified Beverage Quality Program  
[www.nsf.org](http://www.nsf.org)

The advertisement sample features a central image of a clear plastic water bottle with a blue cap, surrounded by a dynamic splash of water. The top of the ad is a dark blue banner with the text "[XYZ Company Advertisement Sample]" in white. The bottom left contains the company name and logo in large, bold black font. Two white callout boxes with curled corners are overlaid on the right side, each containing the NSF logo and the text "NSF Certified Beverage Quality Program www.nsf.org".

# Product Advertising

Example 3:

**NOTE:** The advertisement below is only an example to showcase the use of the NSF mark. These marks are reserved only for advertisements promoting products certified by NSF.

**[XYZ Company Advertisement Sample]**

**[XYZ Company]**  
**[XYZ Company Logo]**

**NSF**  
NSF Certified Beverage Quality Program  
[www.nsf.org](http://www.nsf.org)

**NSF**  
NSF Certified Beverage Quality Program  
[www.nsf.org](http://www.nsf.org)



Display Materials



# Placards

## Getting the message out to relevant industry personnel

To assist in promoting your certification, contact your NSF Project Manager for complimentary signs and placards to use at your company headquarters, events and tradeshow where your brand is on display. We also have a variety of downloadable logos for your use and are happy to help you customize artwork to incorporate the NSF logo in ways that are permissible.



*G-0005 Placard  
6" x 10"*



*G-0034 Placard Ind Cert  
6" x 10"*

# NSF Listings Certificate

## Display your achievement

Upon completion of your certification, your company will be sent an NSF Listing certificate.

Below is an example of an NSF listings certificate; a customized version will be sent out to your company annually as you maintain certification. This can be used in trade presentations, RFPs and displayed at your facility or corporate headquarters.

Contact your NSF Project Manager for additional copies or electronic versions.

In addition, your product will be added to NSF's online listings. This database features all NSF certified products – giving your brand more exposure. The Beverage Quality listings can be found by visiting: <http://info.nsf.org/Certified/BWPI/>

The NSF Listings are one of the number one places that potential customers and big businesses look to find brands that differentiate themselves by pursuing the safety and quality of their products. The NSF Beverage Quality Listings alone have more than 17,000 page views every year.



# Unique Advertising

The unique advertising examples below are meant to give you some visual ideas to aid in building your outdoor or digital advertisement campaigns. Please only use the NSF mark in conjunction with advertisements solely promoting products certified by NSF.

## Digital Banner Ad Certification Promotion Example



## Vinyl Banner Certification Promotion Example



# Contact Information

## Beverage Quality Team

For inquiries about the Beverage Quality program, case studies or web content:

Valbona Malo  
Global Business Unit Manager  
Beverage Quality  
Location: Brussels, Belgium  
Phone: + 32 2 761 7406  
Email: [malo@nsf.org](mailto:malo@nsf.org)

## Marketing

For inquiries about e-cards, advertising, product hang tags or use of the NSF mark:

Katie Boone  
Beverage Marketing  
Phone: +1 734 214-6247  
Email: [kboone@nsf.org](mailto:kboone@nsf.org)  
Location: Ann Arbor, MI, USA

## Communications

For inquiries about the press release template:

Lizabeth Nowland-Margolis  
Communications Manager  
Phone: +1 734 418-6624  
Email: [lnowlandmargolis@nsf.org](mailto:lnowlandmargolis@nsf.org)  
Location: Ann Arbor, MI, USA

