



Don't promise  
quality. Prove it.

### The Intertek Quality & Performance Mark™.

Consumers are more sophisticated, do more research, and are more informed than ever before. When it comes to buying a given product, what consumers are seeking is the truth. Truth that will lead them to the right choice—in a world of countless choices.

Whether it's online, on-the-shelf or on your product, when consumers see the Intertek Quality & Performance Mark, they'll have an easy, efficient, way to know precisely where your product stands—and how it stands out. In a world of unsubstantiated claims, product recalls and questions about a products origins and safety, the Intertek Quality & Performance Mark lets consumers know that a product has been evaluated and validated by an independent third party laboratory.

### Promise that goes beyond the product.

The Intertek Quality & Performance Mark validates products and much more. For **manufacturers** and **retailers**, it offers clear differentiation among competitors. It's also a way to evaluate sourced components within a product, substantiate your marketing claims, test the claims of others and broaden the market among early adopters. Most important, the Intertek Quality & Performance Mark helps protect your brand while building its reputation. **Trade associations** can use the Mark to validate new technologies, promote values and evaluate supply-chain sourcing in addition to establishing industry-wide benchmarks for quality.

### Putting the Mark to work.

The process for taking advantage of Intertek's Quality & Performance Mark is straightforward: Choose from five baseline quality tests. Meeting the baseline allows you to post the results in advertising, on the web and in other marketing materials.

In addition to the five benchmarks, manufacturer claims can also be tested. Once validated by Intertek, the claims can be described in advertising, point-of-purchase and on the product and packaging to differentiate the product from competitors.



*The Intertek Quality & Performance Mark means your products stand out.*

*Rigorous standards mean your products stand up.*

# Performance testing puts you in control.

## **A lot happens in a product's lifecycle.**

The more you know about your product's lifecycle the more you can take full advantage of all that your product offers. Performance testing can give you the knowledge you need to gain unprecedented levels of control. From design engineering/evaluation to prototype testing/validation to final product comparison/benchmark testing, Intertek can help you by performing independent, unbiased, third-party performance testing—efficiently and cost-effectively anywhere and everywhere in a product's lifecycle.

Use performance testing to choose designs, suppliers, materials and to find out where your product stands. It can help predict reliability and utilization to more accurately allocate warranty expenses. You can also verify your supply chain by evaluating components from various sources. Testing your product's marketing claims gives independent proof that the claims are true. Proof, not promises.



**You build products. Our performance tests build product confidence.**

*Accelerated Stress Testing*

*Claims Verification*

*Comparison Testing*

*Durability/Endurance Testing*

*Energy Verification*

*Environmental Testing*

*Materials Testing*

*Consumer Trials*

*Electrical Testing*

*Photometric Testing*

*Audio Performance Testing*

*Acoustical Testing*

## Why partner with Intertek?

### **We're not new to new testing technologies.**

In fact we excel in the latest testing methods. For example, we're experts in Accelerated Stress Testing—which can compress many tests by up to 50% and eliminate some tests altogether. The results are lower costs, more revenue potential and greater speed to market.

### **Our depth only exceeds our breadth.**

With more than 100 years of testing experience in a wide range of industries, Intertek can perform qualitative and quantitative testing you need in our state-of-the-art labs situated around the globe. We offer efficient, cost-effective services in everything from Accelerated Stress Testing to Energy Verification to Usability Testing. The result is quicker confirmations, reduced turnaround time and greater speed to market.

### **Let us be your partner.**

Our program managers and engineers have the experience to help you determine what to test, how to test and when to test which saves time and money. We want to be your testing partner—helping you with superior service that achieves exceptional results.