



## Specialized project benchmarking for the consumer products industry



Competition is inevitable in a global economy. Depending on your product line, there may be several or many competitors offering similar products to yours. Understanding how your products compare to competitors' can help distinguish them in the marketplace and deliver a competitive advantage.

UL's benchmarking services offer innovative and specialized testing options that can help you assess products against your competitors and reach your business objectives.

Your success depends on setting your products apart from your competition. UL is here to help you discover what makes you stand out from the rest.



## Private label

UL helps manufacturers and retailers produce reputable private label products through benchmarking by using sensory evaluations and a variety of performance testing solutions.

## Benchmark testing

UL's benchmark testing can evaluate your product's performance against the competition for key features including functionality, durability, quality and more.

The information gathered during testing can help you understand how your offering will fare against products already on the market and how you can separate your product from the pack.

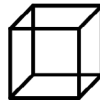
The results from testing can also help you make educated decisions on characteristics such as:



Pricing



Marketable traits



Concept or product design



Performance claims



Areas for improvement



Establish a standard of quality for future products or updates



We evaluate product traits such as:

Product features

Packaging and labeling

Overall performance

Physical characteristics

Durability

Review of manuals and instructions

Construction or workmanship

Ease of use

Performance claims verification

Potential safety hazards

To learn more about UL's benchmarking capabilities, please visit [CRS.UL.com](https://CRS.UL.com) or contact us at <https://CRS.UL.com/en/contact/>.



Empowering Trust™