

Elevate consumers' trust in your store brands



Brand trust is paramount for consumers of today in a highly competitive retail environment flooded with endless product options. With increasing preference from consumers given to store brands, often due to pricing advantages, retailers are faced with a new challenge to react quickly all while delivering safe and quality products. UL's holistic approach to evaluating store brand products helps to take the challenge out of your supply chain. We provide support in brand innovation, product differentiation, regulatory compliance and ultimately cost savings for your consumers.

Our state-of-the-art, U.S. Food and Drug Administration (FDA) registered laboratories have full analytical, microbiological, physical, shelf-life and performance testing capabilities. We use recognized testing methods to help verify that consumer products and packaging meet safety requirements and are feasible to manufacture, stable and compliant with all applicable regulations.

The breadth of industries served within UL's store brand solutions provide a comprehensive view into product performance, covering the following categories:



Dietary supplements



Food and beverage



Personal care and beauty



OTC and pharmaceuticals



General merchandise



Household chemicals



Medical devices



Consumables

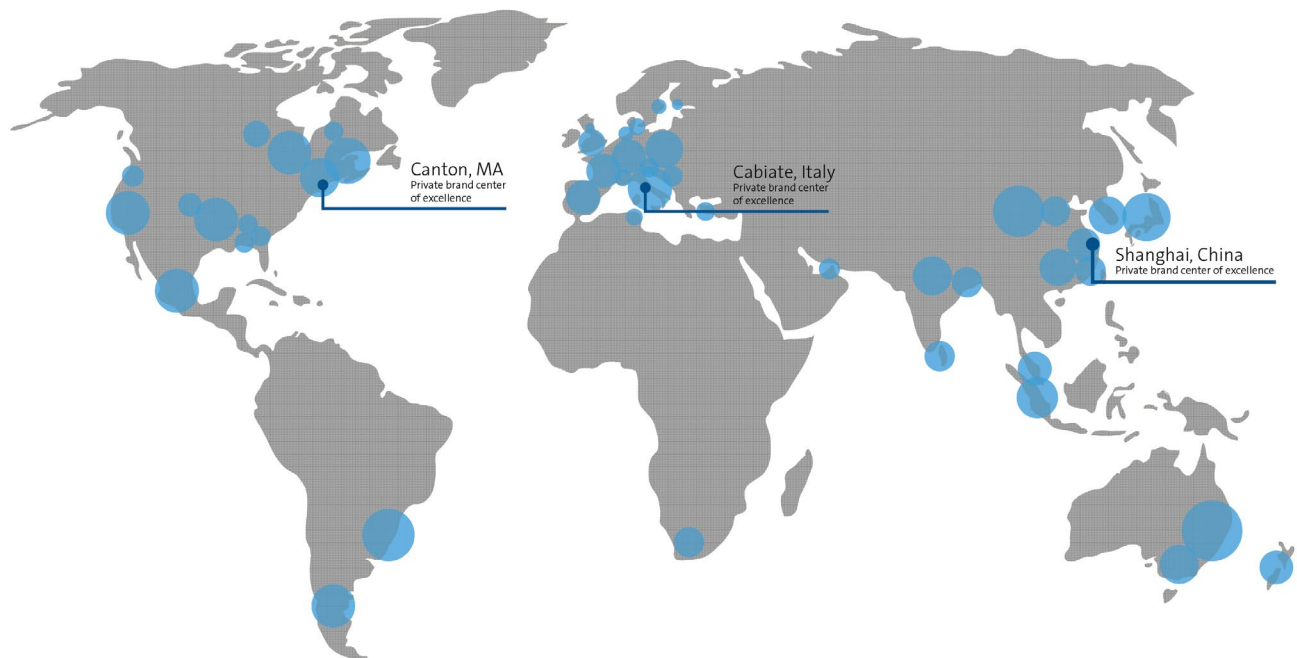


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UL's quality assurance services help you develop and evaluate products against national brands in order to meet or exceed your customers' expectations. We offer:

- Quality compliance testing
- Regulatory compliance testing
- Performance testing
- Claims substantiation
- Label review
- Shelf-life and stability testing
- Product specification development
- Corrective Action Preventative Action (CAPA) management
- Sensory testing, consumer studies, and focus groups
- Protocol development
- cGMP audits
- Marketing Claim Verification

We work with customers throughout all phases of the supply chain and provide customized end-to-end quality assurance solutions.



To learn more about UL's store brand solutions, please visit us at CRS.UL.com/en/industries/private-label/



Empowering Trust[®]