

# ETL Labeling Guidelines

Creating, formatting, applying and marketing compliant ETL certification labels

**ISSUED BY**

Intertek Testing Services, NA

**CERTIFICATION CONTACT**

ETLCertHelpdesk.NA@intertek.com

**LABEL ORDERS**

ETL-Labels.orders@intertek.com

## Label Options: Direct Imprint vs. Separable

### Direct Imprint Invoiced Quarterly

Created and printed by you or an outside printer  
— *not purchased from Intertek.*

- Common label materials include stickers, metal nameplates, laser etching, or stamps  
**Please reference the report for any applicable label material requirements.**
- Label must remain visible after the product is installed
- Label Artwork must be submitted to Intertek for approval before use
- Other required info verified by the Intertek engineering team

### Separable Labels Purchased as Needed

Labels printed by Intertek based on the submitted order.

- Label includes the ETL Mark and associated country designations indicated on the Authorization to Mark (ATM)
- Labels produced by Intertek do not require a separate artwork review
- Order via: [ETL-Labels.orders@intertek.com](mailto:ETL-Labels.orders@intertek.com)
- Labels printed by Intertek only include the ETL Mark, control number, and standard required wording.  
**Any additional required product information must appear on a separate product label not supplied by Intertek**

## Required Label Elements for Certification

ETL labels must include the three components below. These elements are reviewed and approved by the ETL Certification group.

### ETL Certification Mark

- "C" lower-left = Canadian compliance
- "US" lower-right = US compliance
- Scale proportionally as one image
- ETL Mark is determined by the report type and standards listed in Section 1.
- Request official ETL mark files:  
[ETLCertHelpdesk.NA@intertek.com](mailto:ETLCertHelpdesk.NA@intertek.com)

### Control Number

- 5–11 digit number unique to your manufacturing site
- Issued by Intertek per applicant & manufacturer combination
- Preferred placement: directly beneath the ETL mark
- Placement around the ETL mark is also acceptable

### Standards Wording

- Must match the standards listed in Section 1 of the Certification report exactly
- Do not substitute identifiers (e.g. no 'ANSI/UL' if report says 'UL 1598')

## Label Approval Process Direct Imprint

### 1 Provide Report Information

If the label request is for a new report that has not yet been issued, please provide the draft of Sections 1.0 and 2.0. Once received, we can review the draft and advise on the appropriate label requirements.

### 2 Receive Specified Requirements

A member of the Certification Review Team will provide you with the specific requirements for the ETL Mark, Control Number, and Standard Wording.

### 3 Submit Label Artwork for Review

Email your label artwork to [ETLCertHelpdesk.NA@intertek.com](mailto:ETLCertHelpdesk.NA@intertek.com) or to the Certification Coordinator supporting your project. Please note that the Certification Team reviews only the ETL Mark, Control Number, and Standards Wording.

### 4 Receive Written Approval

Wait for written approval from the ETL Certification Group and ATM issuance before applying any labels to your products. Official approval cannot be provided until the ETL Certification Report has been completed and approved by the Certification Review Team.

### 5 Authorization to Mark (ATM) Provided

Once you receive the signed and dated Authorization to Mark, you may begin labeling and shipping your product for the approved factory location. For any new location setup, an IFA must be completed prior to ATM issuance.

# Standard Wording Format

US or non-Canadian	"Conforms To" "Standard" or "STD"	<b>Conforms To UL STD #</b>	"Conf." for "Conforms"
Canada	"Certified To" "Standard" or "STD"	<b>Certified To CSA STD # Certified To CSA STD C22.2 #</b>	"Cert." for "Certified"
Harmonized Standards (ANSI/CAN/UL)	"Conforms To" "Standard" or "STD"	<b>Conforms to ANSI/CAN/UL STD #</b>	"Conf." for "Conforms"
Shared Standard Title	Standard title replaces 'Conforms/Certified To' <b>ALL STANDARDS MUST HAVE THE SAME TITLE</b>	Common Examples: <b>Medical Electrical Equipment or M.E.E. Information Technology Equipment or I.T.E. Audio/Video, Information and Communication Technology Equipment or A/V I.C.T.E.</b>	N/A

## IMPORTANT

- ✓ Standard edition details should only appear on the ETL label when required by the standard.
- ✓ Standards wording must match Section 1 of the Certification report exactly. Do not use alternate identifiers (e.g. 'ANSI/UL') unless they appear verbatim in the report.
- ✓ While the ETL Mark and Control Number are required on every product label, exceptions can be considered when space limitations prevent inclusion of the standard wording. Please contact [ETLCertHelpdesk.NA@intertek.com](mailto:ETLCertHelpdesk.NA@intertek.com) for assistance.
- ✓ If you are looking to change the ETL Label Method on an active account, please contact [ETLCertHelpdesk.NA@intertek.com](mailto:ETLCertHelpdesk.NA@intertek.com) for assistance with processing the update.

### Common Mistakes to Avoid

- The ETL Mark must match how it appears on the ATM. *If multiple mark options are required, all must be represented on the ATM.*
- Resizing individual parts of the ETL mark — misuse of the mark can cause customs and inspection delays
- Font size on ETL Label must be legible
- Applying labels before receiving written approval from the ETL Certification group
- Omitting the control number or placing it far from the ETL mark
- Standard changes on the report may result in the need to update the ETL Label for the product

## Intertek Separable Labels

### General Information

- Standard Label size is 2X1" (1X1" available upon request).
- Peel and Stick Label [Gloss Topcoated White Polyester Label](#)
- Complete [ETL Label Order Form](#) & submit to [ETL-Labels.orders@intertek.com](mailto:ETL-Labels.orders@intertek.com)

To complete an ETL label order, we require that the ETL Listing Report (CDR) has been approved by the certification team and that the control number has been assigned for the manufacturing location. The standard lead time is five to ten business days. For expediting orders within three business days (within the US, International shipments may vary), a 15% Expedite Fee will be added to the order.

#### cETL Listed



#### cETLus Listed



#### ETLus Listed



#### cETLus Classified



#### cETLus Recognized Component



#### NEW! cETLus Recognized Component



#### cETLus Refurbished



#### ETL Sanitation & cETLus Listed



# Using the ETL Mark in Marketing & Advertising

Your ETL Certification is a powerful marketing tool. Display the mark proudly in advertising, sales literature, websites, user manuals, trade show displays, and more — it builds confidence with customers and Authorities Having Jurisdiction (AHJ).

## Scale Proportionally

You may enlarge or reduce the mark proportionally, but it cannot be changed in any other way. On literature, the minimum reproduction size is 25mm (1") wide.

## Clearly Identify the Certified Product

Make it abundantly clear which product is certified. Do not place the mark randomly on a catalog page containing both certified and non-certified products.

## Do Not Misrepresent the Mark

Do not claim your product is 'UL Certified by Intertek' or 'CSA certified by Intertek' simply because it was tested to those standards. UL and CSA certification marks are trademarked by UL LLC and CSA Group respectively.

## Color on Product / Packaging

When placed on a product or package, 100% black or white printing is always acceptable, or engraved/embossed onto the product.

## Text Referencing the Mark or Intertek

Any text referring to the ETL Mark or Intertek must be submitted to Intertek for approval. Submit draft samples, proposed web pages, and relevant context to: [inquiry.center@intertek.com](mailto:inquiry.center@intertek.com)

## Promotional Materials Must Reference Valid Certifications

All applications of the ETL Mark in promotional material must refer only to a current, valid certification.

## Packaging & Eligibility Requirements

### Packaging

When the ETL Mark is included on packaging, it clearly communicates to customers that the product itself bears the mark.

**Important:** *Packaging mark placement is not a substitute or replacement for the required product marking.*

The ETL Mark should be prominently displayed on packaging, so customers know you have taken the appropriate steps for testing, inspection, and certification.

### Eligibility Checklist

To bear the ETL Certification Mark, your product must have completed all of the following:

- ✓ Tests and evaluations completed
- ✓ Certification Agreements completed, signed, dated, and returned to Intertek
- ✓ Any required Initial Factory Inspection completed and passed
- ✓ Authorization to Mark certificate signed, dated, and received by the applicant

## Contact & Resources

Certification & label artwork review: [ETLCertHelpdesk.NA@intertek.com](mailto:ETLCertHelpdesk.NA@intertek.com)

Label orders: [ETL-Labels.orders@intertek.com](mailto:ETL-Labels.orders@intertek.com)

Marketing material / Intertek reference approvals: [inquiry.center@intertek.com](mailto:inquiry.center@intertek.com)

General Information: [Intertek.com/ETL](https://www.intertek.com/ETL)