



A2LA Promotion of Accreditation Package



Congratulations on achieving A2LA accreditation! Your organization joins thousands of like-minded, A2LA-accredited companies that understand the value of providing high quality services that are backed by defensible data. We are acutely aware of the time and resources required to achieve and maintain this important attestation of your technical competence and so we encourage you to advertise and promote your accreditation at every opportunity.

By now you will have read A2LA's *R105 – Requirements When Making Reference to A2LA Accredited Status*. This document was created to complement R105 and to guide you through some possible means by which you may promote your accreditation, while still remaining in compliance with R105 and avoiding the common pitfalls. This is not a requirements document; it merely provides suggestions and examples for achieving compliance with R105 when promoting your accreditation.

Some of the most common ways in which our accredited organizations promote their A2LA accreditation include:

- Press Releases
- Advertisements in Journals and Periodicals
- Tradeshow Displays and Handouts
- Flyers, Catalogs and Brochures
- Clothing
- Email Blasts
- Letterhead
- Business Cards and Postcards
- Quotes, Proposals and Solicitations
- Websites

The possibilities are endless! Although you are not required to send everything to A2LA in advance for review and approval, we invite and encourage you to do so to take full advantage of our years of experience and expertise. A2LA's staff is able to review these items quickly and provide helpful suggestions and ideas that will enable you to promote your accreditation to the fullest while also remaining in compliance with R105.

To get you started, here are a few examples of commonly used promotional materials, with tips and reminders to ensure accurate references that comply with all A2LA requirements.

QUOTES, PROPOSALS and SOLICITATIONS:

TIP: When a customer approaches you to perform work that is listed on your Scope of Accreditation, always assume that they want this work performed “under accredited conditions” and in compliance with the ISO standard to which you are accredited, unless the customer says otherwise and this is established during the contract review process. Unfortunately, A2LA does receive complaints from individuals who did not receive an endorsed report or certificate as they assumed they would by requesting work that appeared on an organization’s A2LA Scope of Accreditation. So be sure that all conditions, circumstances and needs are clearly established and documented during contract review, or else you may find yourself having to issue an amended report after the fact.

WEBSITE:

TIP: Whenever referencing your A2LA accreditation or including the “A2LA Accredited” symbol on your website, it is always best to link directly to your Scope(s) of Accreditation (not just the Certificate of Accreditation). This link is the clearest way of distinguishing accredited services from non-accredited services. Otherwise, your website must be very clear in making this distinction on each and every page where services are described.

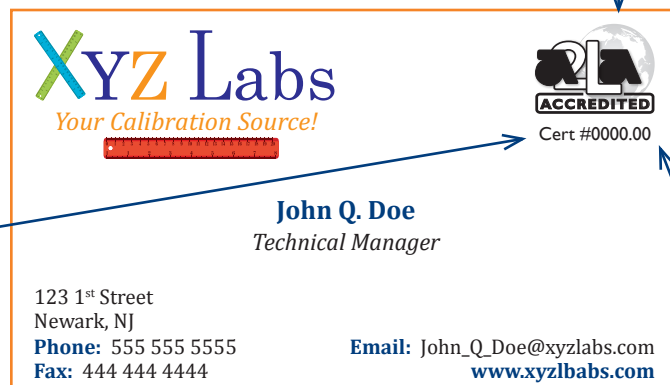
LABELS:

TIP: Keep in mind that A2LA only allows its accredited calibration laboratories, inspection bodies, and reference material producers to include the “A2LA Accredited” symbol (or other references to A2LA accreditation) on labels placed on the equipment that is calibrated or the material/product that is inspected/produced. Accredited testing laboratories, product certification bodies and proficiency testing providers may not use the “A2LA Accredited” symbol (or other references to A2LA accreditation) on their labels, since it may give the impression of A2LA endorsement or certification of the material or product itself.

BUSINESS CARD:

Always keep the symbol near your company’s name (not the person’s name) to avoid implying personnel certification.

Upon request, A2LA can generate a custom symbol including your certificate number. Note that there are restrictions on the colors that may be used



Don’t forget to include your A2LA certificate number with every use of the symbol.

ADVERTISEMENT:

The advertisement for XYZ Labs is enclosed in an orange border. At the top left is the A2LA Accredited logo, which consists of a stylized 'A2LA' with a globe and the word 'ACCREDITED' below it. To the right of the logo is the text 'A2LA Cert #0000.00'. In the center is the 'XYZ Labs' logo, with 'XYZ' in multi-colored letters and 'Labs' in blue. Below it is the tagline 'Your Calibration Source!' in orange, followed by a red horizontal bar with white text. Underneath is the text 'Locations in: Newark, NJ* Bethesda, MD'. Below that is the text 'Call for our list of services, including: Equipment calibration, service*, maintenance* and repair*!'. At the bottom is the text '*Locations and services not within the A2LA Scope of Accreditation'. Three blue callout boxes with arrows point to specific elements: one points to the A2LA logo, another points to the service list, and a third points to the certificate number.

A2LA Cert #0000.00

XYZ Labs
Your Calibration Source!

Locations in:
Newark, NJ*
Bethesda, MD

Call for our list of services, including:
Equipment calibration, service*,
maintenance* and repair*!

**Locations and services not within the
A2LA Scope of Accreditation*

This additional information may appear anywhere in relation to the symbol, as long as it is included with it.

Be sure to distinguish accredited services, locations, etc. from non-accredited services, locations, etc.

DECAL or STITCHING ON CLOTHING (e.g., shirt, labcoat, etc.)

The diagram shows an orange outline of a lab coat. The A2LA Accredited logo is placed on the chest area. Three blue callout boxes with arrows point to the logo: one points to the 'A2LA' part, another points to the 'ACCREDITED' part, and a third points to the 'Laboratory Cert #0000.00' text below the logo.

Be sure to indicate what is accredited (e.g., "laboratory") when the symbol is used on clothing in order to avoid the appearance of personnel certification.

Any size of the "A2LA Accredited" symbol may be used; however, there are restrictions on the overall proportion. Note that there are also restrictions on the colors that may be used

Your A2LA certificate number may be found on your Certificate and Scope of Accreditation.

FLYER OR BROCHURE:

Be sure that specifics such as ranges, test methods, etc. are in agreement with those listed on your Scope.

Be sure to use the word “accredited”. “Registered” and “certified” are commonly used, but have different meanings in the industry and may confuse your customers.



Calibrating your equipment for the past 50 years, including:

Temperature (0-200F)
Pressure (up to 300 psig)
Relative Humidity (10-90% RH)
Length (up to 12 in)*

Service and repair also available on all equipment!*



XYZ Labs is an A2LA accredited calibration laboratory. We are accredited to ISO/IEC 17025 for the specific calibrations listed on A2LA Certificate Number 0000.00.

Call Today!

~~~~~  
555-555-5555  
Newark, NJ\*

~~~~~  
222-222-2222
Bethesda, MD

(*not included in A2LA Scope of Accreditation)

SERVICES LIST:

When referencing the Standard, be sure to use the correct preface. It may be found at the top of your Scope of Accreditation.



A one-stop testing shop for:

Flammability	Environmental Cycling
Temperature	Heat Aging
Humidity	Impact Shock
Shock	Melt Flow
Sand and Dust	Torque
Accelerated Durability	Insulation Resistance



Not all testing listed above is included in our A2LA Scope of Accreditation. Please consult A2LA Certificate #0000.00 for a list of accredited tests.

This is an alternate way to call out non-accredited services, particularly when the list or document is very lengthy. When doing so, be sure to clearly state that not everything is accredited and be sure to direct the reader to your specific A2LA Certificate Number.

LETTERHEAD:

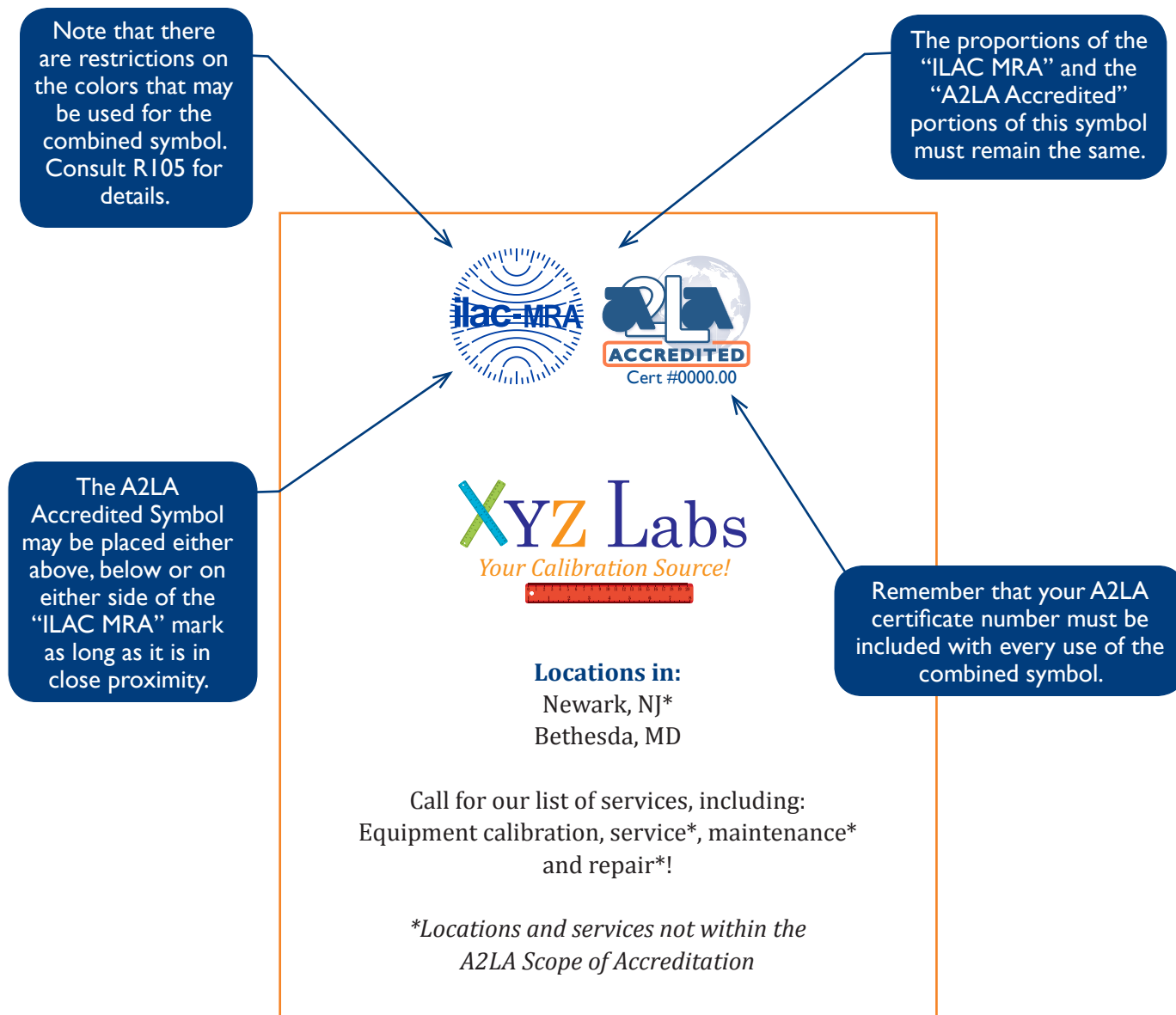


Be sure to separate the
A2LA Accredited symbol
from your own logo.

123 1st Street ■ Bethesda, MD ■ Phone 222-222-2222 ■ www.XYZLABS.com

COMBINED SYMBOL USE:

All proposed uses of the combined symbol must be submitted to A2LA in advance for review and approval.



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A Better World Through Accreditation

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