



NEWS RELEASE

For Immediate Release
October 4, 2018
www.iccsafe.org

Contact: Whitney Doll
(202) 568-1798
wdoll@iccsafe.org

ICC-ES introduces Marketing Claim Verification Program

This ICC-ES program verifies product manufacturers' marketing claims through an objective and impartial process developed by North America's leading product evaluation service provider

Brea, Calif. – ICC Evaluation Service (ICC-ES) introduces the ICC-ES Marketing Claim Verification Program to further educate consumers on marketing claims. This program verifies marketing claims through an objective and impartial process developed by ICC-ES, the industry leader in performing technical evaluations for code compliance.

The verification process involves extensive claim review, evaluation and testing. Once the manufacturer's claim is verified, ICC-ES issues a marketing claim verification report that is published online and available to the public. The categories that ICC-ES will verify include, but are not limited to:

- Plumbing, mechanical and fuel gas products, such as toilets, kitchen and vanity cabinets, faucets, and shower heads.
- Building materials, such as windows, insulation, sealants and adhesives, and anchors and fasteners.

"Manufacturers have long needed a way to validate the veracity of their messaging," said ICC-ES President Shahin Moinian, P.E. "I am very excited that ICC-ES has launched this unique program that verifies manufacturers' claims and gives consumers and stakeholders the comfort that the claims are authenticated.

ICC-ES works in over 41 countries around the world and is the trusted source for product evaluations amongst code officials. The claims that pass ICC-ES's rigorous verification process will have widespread recognition in the global building and construction communities. For more information on the Marketing Claim Verification Program, visit: www.icc-es.org/ESV/

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About ICC-ES

The [ICC Evaluation Service](http://www.icc-es.org) (ICC-ES), a member of the ICC Family of Companies, is a nonprofit, limited liability company that does technical evaluations of building products, components, methods and materials. ICC-ES [evaluation reports](#) and [building, plumbing, mechanical, fuel gas](#) and [solar thermal](#) product listings provide evidence that products and systems meet the requirements of codes and technical standards.

About the International Code Council

The [International Code Council](#) is a member-focused association. It is dedicated to developing model codes and standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures. Most U.S. communities and many global markets [choose the International Codes](#).