

## Promoting Your IANZ Accreditation Status

This guide is for those organisations that are accredited by International Accreditation New Zealand and wish to promote the status they have attained.

Using the accreditation logo will enhance your reputation and the value of accreditation in the marketplace. These logos are being promoted in New Zealand and overseas through counterpart bodies of New Zealand's major trading partners.

**Branding** Please use the applicable accreditation logo on endorsed reports, sample request forms, promotional material, business cards and signs. Logos are available electronically from International Accreditation New Zealand.

**Written description** When using a written description to promote your accreditation status, please use one of the following:

***Accredited by International Accreditation New Zealand*** (preferred option)

***A New Zealand Accredited (Laboratory / Calibration Laboratory / Radiology Service / Inspection Body / Proficiency Testing Provider / Reference Material Producer)***  
(alternative option)

**Communications** When referencing your accreditation status in written or electronically transmitted communications, please use the descriptions given above. If space does not allow the full description to be used, the first description may be abbreviated to **Accredited by IANZ**.

*Please note that when the accreditation logo appears on corporate stationery, such stationery may not be used for the reporting of results, for certifying product or for other technical information not included in the scope of accreditation.*

**Endorsement** When referring to endorsed results or technical interpretations, you should refer to them as being within or outside your scope of accreditation.

**Internal Documentation** In circumstances where it is difficult to use the full International Accreditation New Zealand name, you may shorten this to IANZ. If using IANZ, please give the name in full in the first mention and follow with the initials in brackets

**If at any time you would like more guidance on promoting your accreditation status, please contact:**

**International Accreditation New Zealand  
Private Bag 28908, Remuera, Auckland 1541  
Tel: 09 525 6655  
Fax: 09 525 2266  
Email: [info@ianz.govt.nz](mailto:info@ianz.govt.nz)  
[www.ianz.govt.nz](http://www.ianz.govt.nz)**