

Promoting Your IANZ Registration Status

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

Using the registration logo will enhance your reputation and the value of registration 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 registration 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 registration status, please use the following:

Registered by International Accreditation New Zealand

Communications When referencing your registration 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 **Registered by IANZ**.

Please note that when the registration 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 registration.

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

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 registration 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
www.ianz.govt.nz**