



Claim Check FAQ's

Q. What is Claim Check?

A. Claim Check is a verification program designed by building product retailers to provide assurance that product claims are legitimate. Through a recognized, third-party test laboratory, manufacturers' basis for their claims are scrutinized to make sure they stand up. Users will be able to search an online directory for validated Claim Check building products.

Q. Why do we need Claim Check?

A. With an unprecedented variety of products flowing through the building products and materials supply chain from around the world, wholesalers and retailers cannot be sure that all claims made about materials and products they sell can be substantiated. Retailers have been hurt – some have even gone out of business – by lawsuits over products that are unable to perform as claimed. While there are many product standards in existence, how can wholesalers and retailers be certain that manufacturers are accurately testing products to those standards, and that results are being verified by a third-party laboratory?

Q. What type of product claim liabilities do retailers have?

A. Building product retailers have learned that when a product is faulty, or does not live up to its claims, they can be held accountable. Recent experiences with Chinese drywall are a case in point. Aside from the legal liability, retailers need to be able to assure customers that products they sell have claims that are supported. For example, environmental product claims are coming under scrutiny by regulators and a growing source of distrust by consumers. Coined as "Greenwashing" – the dangerous marketing of environmentally friendly product attributes – advocacy groups and consumers are looking for the hard proof behind environmental claims.

Recent studies show that consumers continue to support companies and brands that demonstrate social and environmental responsibility and are increasingly looking for third-party verification to validate environmental credentials. Claim Check was developed to scrutinize those claims and provide the industry with a program that supports environmental responsibility.

Q. How does Claim Check work?

A. There is no cost to the retailer. Manufacturers apply to Claim Check and send their claim supporting documentation to Claim Check Verification Engineers. Manufacturers agree to make their facilities available for inspection, if needed. The verification engineers evaluate claims based on criteria such as:

- Has the claim been measured against industry-recognized standards?
- Does the data support the claim?
- Has the data been generated under the auspices of an accredited third-party laboratory?
- Has the data been generated in the past two years?
- Is the product periodically re-tested and data verified?

If the claim meets the above criteria, the product earns a Claim Check Verification and is listed on the Claim Check website. If not, the manufacturer is given an opportunity to address the deficiencies.

Once a product's claims are verified, an annual re-inspection of the product and its manufacture assures that it can continue to be listed on the Claim Check website.

Q. What products can be verified?

A. Initially, Claim Check will verify doors, windows, critical structural products, siding, decking, chemical wood preservatives and roofing products. More product groups will be added in the future.

Q. What claims can be verified?

A. Most product claims can be verified through Claim Check, including "green" claims, performance and safety.

Q. Is there a limit to the number of product claims that can be verified?

A. No, provided that all data supporting those claims is included with the Claim Check application. All claims that have been verified will appear on the Claim Check website.

Q. How can Claim Check help manufacturers?

A. Claim Check provides additional assurance that product claims are substantiated. The Claim Check verification and listing can differentiate product in a cluttered and sometimes confusing market. Claim Check also helps manufacturers compete against similar but inferior products. The online Claim Check directory makes it easy for users and specifiers to research products they might purchase. Finally, through Claim Check, manufacturers will be notified when product testing can be aggregated, possibly saving manufacturers testing fees in the future.

Q. How else can Claim Check provide assurance to retailers?

A. At the retailer's request, Claim Check will inspect the manufacturer's facility to verify that materials and processes used are consistent with the original verified product. For example, if a manufacturer claims that all materials are from recycled sources, Claim Check will periodically verify this remains true.

Q. How can I participate in the Claim Check Verification Program?

A. As a wholesaler or retailer, tell your suppliers that you will give favor to those products approved by Claim Check.

As a manufacturer, go to www.claimcheckverified.com and apply. You can submit your claims documentation through the Claim Check website. If the documentation supports the claim, no additional paperwork or actual product testing of the claim needs to be submitted for verification.

Q. What is the cost to manufacturers?

A. The manufacturer signs up for the program and submits a \$500 application fee via the Claim Check portal. When the manufacturer submits claims for a product, they will also submit the \$2000 minimum product evaluation fee (per product) via the portal. Intertek will review the submittal and if the breadth or complexity of the product claims is especially large, the manufacturer will be informed if additional charges will be incurred. At this point, the manufacturer can decide not to pursue validation of all its claims and the product evaluation fee will be refunded.

The manufacturer will pay an annual \$500 listing fee (per manufacturer), and a \$1000 follow-up fee per product listed, every two years. Follow-up costs can be higher or more frequent if a product has changed during the year. Claim Check will provide follow-up inspections every two years unless changes are made to the products.

Q. How can I use the Claim Check logo?

A. The Claim Check logo is not a "mark" and does not appear on the product. Manufacturers, however, can state in their literature that a product's claims have been Claim Check verified. Manufacturers have to be careful not to imply that product claims not verified under Claim Check have Claim Check approval.

