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## AHAM ANNOUNCES NEW BRAND & WEB SITE IN SUPPORT OF AHAM VERIFICATION PROGRAMS

**WASHINGTON, DC (NOVEMBER 27, 2012)** -- The Association of Home Appliance Manufacturers has rebranded its Certification and Verification Programs to reinforce the strength and credibility of AHAM's third party testing programs for clothes washers, dehumidifiers, dishwashers, refrigerators, freezers, room air conditioners and room air cleaners. The new brand name, called AHAM Verifide, includes a modernized logo that strongly suggests the key benefit of AHAM's certification and verification programs - independently tested products that consumers can trust. In addition, AHAM has launched a new web site, [www.ahamverifide.org](http://www.ahamverifide.org), to support the programs and offer visitors searchable directories of all products in the AHAM programs.

The AHAM Verifide Mark is issued solely to licensees in AHAM Verification Programs and is used to signify that specific program attributes such as volume or capacity, energy, and in some cases performance, have been certified accurately by the manufacturer and verified by AHAM in conjunction with the appropriate test procedures. The AHAM Verifide Mark can be found on the product rating label or product packaging, making it easy for consumers to recognize these products in stores. In 2013, nearly 15 million appliances will bear the AHAM Verifide Mark.

AHAM partners with leading independent testing laboratories and has performed certification services for the home appliance industry since 1967. And, in the past two years, AHAM has added additional programs for major appliances with the goal of strengthening consumer confidence in appliances available for sale. AHAM is recognized by the EPA as a Certification Body (CB) and approved to administer verification testing for purposes of the ENERGY STAR program.

The AHAM Verifide brand name is a coined term, combining the words verified and bona fide. The design uses a V in the form of a check mark to immediately suggest that the product has been tested. The strong font suggests authority and the bars above and below the word Verifide suggests working within strict parameters, like the procedures used to test the appliances. AHAM is incorporated into the Mark using the same font type as used in the AHAM logo.

For more information about AHAM or its Certification or Verification programs, please contact [Jill Notini](#), VP, Communications and Marketing or [Ralph Hudnall](#), AHAM's Director of Certification and Verification Programs.

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***The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major, portable and floor care home appliances and suppliers to the industry. AHAM is headquartered in Washington, D.C. and maintains an office in Ottawa. You can visit the AHAM web sites at <http://www.aham.org> or [www.ahamcanada.ca](http://www.ahamcanada.ca).***