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P101 – REFERENCE TO A2LA ACCREDITED STATUS- A2LA ADVERTISING POLICY

*NOTE: All elements of this document are effective immediately,
unless otherwise noted.*

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INTRODUCTION

The following requirements pertaining to the use of the “A2LA Accredited” symbol and to any other reference to A2LA accreditation shall be met by an organization in order to become and remain accredited by A2LA.


A2LA-accredited organizations are strongly encouraged to promote their A2LA accreditation by using the “A2LA Accredited” symbol, which is available as an electronic version upon request.



Use of the “A2LA Accredited” symbol or other reference to A2LA used to promote accreditation enhances the reputation and value of accreditation for all stakeholders. The Appendix of this document should be consulted for examples of appropriate vs. inappropriate references to A2LA accredited status.

While inclusion of the “A2LA Accredited” symbol on reports is not mandatory, only reports bearing the “A2LA Accredited” symbol (or that otherwise make reference to accredited status by a specific, recognized accreditation body) can benefit from the acceptance established through mutual recognition agreements/arrangements among accreditation bodies, and only those calibration and reference material certificates bearing the “A2LA Accredited” symbol (or that otherwise make reference to accredited status by a specific, recognized accreditation body) can be confirmed to meet the A2LA Traceability Policy. (See *P102 – A2LA Policy on Measurement Traceability* for additional clarification and requirements that must be met.)

Failure to comply with these requirements may result in denial, suspension or revocation of an organization's accreditation and/or legal remedies. Accredited organizations and others are encouraged to advise A2LA if a violation of this policy is discovered by actions of other parties.

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PART A. GENERAL REQUIREMENTS

A1 General Use -

- A1.1 It is the ethical responsibility of accredited and applicant organizations to describe their accredited status in a manner that does not imply accreditation in areas that are outside their actual scope of accreditation or for other facilities not covered under A2LA accreditation. Accredited organizations must ensure that there is no misrepresentation of the accreditation status and that the accreditation process is not brought into disrepute.
- A1.2 Unless otherwise specified, all requirements related to the use of the “A2LA Accredited” symbol specified in this document also apply when making any other claims of A2LA accreditation. The term “certificates and reports” includes calibration certificates, test reports, inspection certificates or reports and/or any other certificate or report generated under the organization’s scope of accreditation.
- A1.3 The “A2LA” logo is to be used by A2LA only. Accredited organizations may use the “A2LA Accredited” symbol and/or may make a narrative reference to their A2LA accreditation, but may not use the “A2LA” logo in such references.


The A2LA Logo:
(to be used by A2LA only)



The “A2LA Accredited” Symbol:
(to be used by A2LA-accredited organizations)




- A1.4 The organization shall have a policy for controlling the use of the term “A2LA” and the “A2LA Accredited” symbol.
- A1.5 The “A2LA Accredited” symbol shall not be used by an organization that is not A2LA accredited.
- A1.6 The “A2LA Accredited” symbol shall not be used by applicants for A2LA accreditation.
- A1.7 The “A2LA Accredited” symbol shall be used by an A2LA accredited organization only under the name by which it holds A2LA accreditation.
- A1.8 Accreditation claims shall be related only to the activity that is covered under the A2LA Scope of Accreditation, and not with any other activities in which the accredited organization or its parent organizations are involved.
- A1.9 A2LA accreditation is site specific. Accreditation claims shall be related only to the specific accredited location that is covered under the A2LA Scope of Accreditation, and not with any other non-accredited locations.

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A1.10 When promoting or providing proof of accreditation, accredited organizations shall use the scope(s) of accreditation, as this document details the specific activities which are accredited. The certificate shall be used for display purposes and may also accompany the scope.

A1.11 It is the responsibility of the accredited organization to communicate this Advertising Policy and its requirements to the necessary corporate/marketing representatives to ensure that all requirements are met.

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A2 Symbol Reproduction -


- A2.1 Where the A2LA name (not to be confused with the “A2LA” logo, use of which is prohibited per Section A1.3 of this Policy) is used by accredited organizations in a narrative reference to accredited status, it shall always be accompanied by at least the word “accredited”.
- A2.2 While there are no restrictions on the size and color of the “A2LA Accredited” symbol reproduction, the symbol must maintain its form.
- A2.3 The “A2LA Accredited” symbol may be generated electronically, provided that the prescribed formats and forms are retained.

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A3 Accredited vs. Non-Accredited Work –


The issue of what defines “accredited” vs. “non-accredited” work has been debated for many years. In order to establish a consistent approach to be followed by all accredited organizations, the following requirements have been adopted:

- A3.1 When a client requests the performance of work that appears on an organization’s A2LA Scope of Accreditation, the work must be performed in accordance with all of the A2LA requirements for accreditation, whether or not the “A2LA Accredited” symbol is used on the resulting report or certificate, unless the conditions of Section A3.2 are met. It is important to note, however, that the “A2LA Accredited” symbol must be included on any certificate or report intended to demonstrate measurement traceability in accordance with the A2LA Policy on Measurement Traceability, Section T2 (See Section B2.7)
- A3.2 If a client requests performance of work that appears on an organization’s A2LA Scope of Accreditation but does not want or need the work to be performed under accredited conditions, these requests and the exceptions to the accreditation requirements must be clearly documented in the accredited organization’s contract review records (e.g., reference ISO/IEC 17025, Section 4.4.1a). When this work is not performed in accordance with all of the A2LA requirements for accreditation, the resulting report or certificate cannot be endorsed with the “A2LA Accredited” symbol.

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A4 Misuse of the Symbol or Accredited Status Reference –

- A4.1 Every circumstance where the principle of accurate representation applies cannot be anticipated and dealt with in this document. Therefore, it is the responsibility of the accredited and applicant organization representatives not to misrepresent their accredited status under any circumstances.
- A4.2 If there are questions, the accredited organization should submit intended uses of the symbol, draft advertisements, and/or any other accreditation claims to A2LA Headquarters for advance review.
- A4.3 Upon suspension or termination of accreditation, an organization must immediately cease to issue reports, and certificates displaying the symbol and shall cease publishing documents (including advertisements, websites, etc.) containing the symbol or reference to A2LA accreditation.

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PART B. SPECIFIC REQUIREMENTS

B1 Advertising, Publicity & Business Solicitation –

Promotional Materials:

- B1.1 Accredited organizations may incorporate statements concerning their accreditation in publicity and/or advertising materials, including brochures and organization publications, technical literature, business reports, websites and quotations or proposals for work.
- B1.2 When statements concerning accredited status or the “A2LA Accredited” symbol are to be used on promotional materials that are not easily recalled or corrected in the event of error (i.e., mass distributed catalogs & brochures, advertisements in periodicals & other literature), these materials must be approved in advance in writing by A2LA staff, prior to distribution/publication.

Proposals or Quotations:

- B1.3 In proposals or quotations, the accredited organization shall distinguish activities that are covered under the A2LA Scope of Accreditation from those that are not covered.

Letterhead or Stationery:


- B1.4 Where the “A2LA Accredited” symbol is printed on letterhead or other corporate stationery, such stationery shall not be used for work proposals, quotes, or reporting of results **exclusively** outside the A2LA Scope of Accreditation, or for certifying a product or other item.

Products or Product Literature:

- B1.5 The “A2LA Accredited” symbol or accreditation claim shall not be affixed to a material, item or product (or related part, including packaging), or used to imply that an item or product has been certified. (See Sections B6-B9 for any exceptions to this requirement.)
- B1.6 If the “A2LA Accredited” symbol is included in literature relating to a product, the symbol must appear directly adjacent to the reference to the accredited organization and it must be clearly stated that inclusion of the symbol does not imply certification/approval of the products.


Business Cards:

- B1.7 The “A2LA Accredited” symbol shall not be displayed on business cards in a manner that might imply personnel certification.

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Clothing:

B1.8 The “A2LA Accredited” symbol may be displayed on clothing (e.g., lab coats, uniforms, etc.) only when accompanied by an indication of the type of entity accredited (e.g., laboratory, inspection body, etc.) and only upon receipt of advanced, written approval from A2LA. (*NOTE: This requirement is effective for clothing designed and/or made after April 8, 2011.*)


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B2 General Certificates and Reports –

B2.1 The “A2LA Accredited” symbol or accreditation claim shall not be used in any manner which gives the impression that A2LA accepts responsibility for any results, or for any opinions or interpretations derived from those results, or that A2LA approves of any product or item tested, calibrated, inspected, certified or produced.

B2.2 Where the “A2LA Accredited” symbol is used to endorse results on reports or certificates, it shall always be accompanied by the A2LA certificate number(s) *and an indication of the type of organization accredited (e.g., testing/calibration laboratory, proficiency testing provider, reference material producer, inspection body, product certification body, etc.)*. An example for each accreditation program is given below:




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- B2.3 The “A2LA Accredited” symbol may be displayed on all certificates and reports that contain results from activities that have been carried out within the accredited organization’s official A2LA Scope of Accreditation.
- B2.4 The “A2LA Accredited” symbol shall not be used on certificates and reports if none of the results presented are from activities included on the A2LA Scope(s) of Accreditation.
- B2.5 Where both accredited and non-accredited activities are included on an endorsed report or certificate, non-accredited results shall be **clearly and unambiguously** identified as such. This can be done by placing an asterisk after each such result along with a footnote stating, for example: *“The test/calibration/inspection results are not covered by our current A2LA accreditation.”*
- B2.6 On reports where results are reported within the field where accreditation exists but in a technology that is not included in the scope, they must be so indicated. (For example, if an organization is accredited in the Environmental Field for only wet chemistry and metals, any gas chromatographic data reported would need to be identified as non-accredited.)
- B2.7 If the intent is to ensure that the client meets the requirements of the A2LA Traceability Policy (P102), the calibrations performed by an A2LA accredited calibration laboratory must be included on the calibration laboratory’s A2LA Scope of Accreditation, and the calibration certificate issued must contain the “A2LA Accredited” symbol (or other reference to accredited status by a specific, recognized accreditation body), the A2LA certificate number, an indication of the type of entity accredited (See Section B2.2)¹ and the measurement uncertainty. (*NOTE: The requirement to include the measurement uncertainty is in effect as of December 1, 2011.*)
- B2.8 There shall be nothing in the reports, certificates or in any attachments or other materials which implies or may lead any user of the results or any interested party to believe that the work is accredited when it is not.

NOTE: Prior versions of P101 allowed use of a general statement attesting to the accredited status of the organization for use on certificates/reports when none of the results are covered under the organization’s accreditation. Use of such a statement is now prohibited and no reference to A2LA or A2LA accreditation may be included on certificates/reports when none of the results are covered under the organization’s accreditation. This requirement is effective as of April 8, 2012 for organizations accredited or enrolled as of April 8, 2011. For organizations applying for accreditation after April 8, 2011, this requirement is effective immediately.

¹ Many accredited calibration laboratories offer “accredited” and “non-accredited” services (See Section A3). The “non-accredited” services do not meet the A2LA Traceability Policy.


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B3 Opinions and Interpretations –

B3.1 Where statements of opinions and interpretations are included on an organization’s endorsed report or certificate, such statements must be based on results from work for which the organization is accredited; otherwise the accredited organization is required to include a disclaimer such as the following in the certificate or report: *“The opinions/interpretations identified/expressed in this report are outside the scope of this organization’s A2LA Accreditation.”*²


B3.2 It is preferable, however, to express opinions and interpretations that are outside the Scope of Accreditation on a separate letter which is not part of the endorsed certificate or report and that does not carry the “A2LA Accredited” symbol or other reference to A2LA accreditation.

² Statements of compliance with a specification are not considered “opinions and interpretations”.

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B4 Subcontracted Activities ³ –


- B4.1 If the final report or certificate contains only results of the subcontracted activity, an A2LA accredited organization may include the results in its endorsed reports or certificates (i.e., containing the “A2LA Accredited” symbol) and may portray the results as being “accredited” only if:
- B4.1.1 The subcontractor is accredited for the work in question by A2LA or an A2LA recognized MRA partner and submitted their results on an endorsed report or certificate to the contracting organization; and
 - B4.1.2 The accredited organization has informed the client **in writing** of the proposed subcontracting and has obtained prior approval (e.g., ISO/IEC 17025, Section 4.5.2); and
 - B4.1.3 The subcontracted work appears on the organization’s own Scope of Accreditation; and
 - B4.1.4 The accredited organization has obtained approval from their subcontractor to report excerpts from the subcontractor’s report or certificate (where relevant) (*NOTE: This requirement is effective as of October 8, 2011 for organizations accredited or enrolled as of April 8, 2011; for organizations that apply after April 8, 2011, this requirement is effective immediately*); and
 - B4.1.5 The subcontracted activity results are clearly and unambiguously identified as such on the final certificate or report issued to the customer (e.g., ISO/IEC 17025, Section 5.10.6).
- B4.2 If the final report or certificate contains only results of the subcontracted work and this activity is not covered by the A2LA accredited organization’s Scope of Accreditation, the final report shall not include the “A2LA Accredited” and shall not imply A2LA accreditation for the work done.
- B4.3 If the final report or certificate contains only results of the subcontracted work and the subcontractor is not accredited by A2LA (or an A2LA recognized MRA Partner) for the work performed, the final report shall not include the “A2LA Accredited” symbol and shall not imply A2LA accreditation for the work done.
- B4.4 If the final report contains both subcontracted work and work performed by the A2LA accredited organization itself, then the results may be included in the A2LA accredited organization’s endorsed report or certificate (i.e., containing the “A2LA Accredited” symbol) and may be portrayed as being “accredited” only if:
- B4.4.1 Any subcontracted work that falls within the A2LA accredited organization’s Scope of Accreditation is performed by a subcontractor that is itself accredited by A2LA (or an A2LA recognized MRA partner) for the specific activities concerned and that submitted results on an endorsed report or certificate to the contracting organization.
 - B4.4.2 The accredited organization has informed the client **in writing** of the proposed subcontracting done and has obtained prior approval (e.g., ISO/IEC 17025, Section 4.5.2); and
 - B4.4.3 The accredited organization has obtained approval from their subcontractor to report excerpts from the subcontractor’s report or certificate (where relevant) (*NOTE: This requirement is effective as of October 8, 2011 for organizations accredited or enrolled as*

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of April 8, 2011; for organizations that apply after April 8, 2011, this requirement is effective immediately); and


- B4.4.4 The subcontracted activity results are clearly and unambiguously identified as such on the final certificate or report issued to the customer (e.g., ISO/IEC 17025, Section 5.10.6); and
- B4.4.5 Any work performed outside of the A2LA accredited organization’s own Scope of Accreditation and performed by a subcontractor not accredited by A2LA (or by an A2LA recognized MRA partner) is clearly identified as “non-accredited”; and
- B4.4.6 Any work within the A2LA accredited organization’s own Scope of Accreditation but performed by a subcontractor not accredited by A2LA (or by an A2LA recognized MRA partner) is clearly identified as “non-accredited”.

³ For reference material producers and proficiency testing providers, this section is not applicable.

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B5 Dimensional Testing Certificates & Reports –

- B5.1 **For all dimensional testing parameters for which the unit under test does serve as a link in the traceability chain**, where an accredited, endorsed test report is issued, the organization shall identify on the test report that the test(s) conducted is performed in accordance with *R205 – Specific Requirements: Calibration Laboratory Accreditation Program* and is deemed equivalent with a calibration certificate.
- B5.2 **For all dimensional testing parameters for which the unit under test does not serve as a link in the traceability chain**, where an accredited, endorsed test report is issued, the organization shall not indicate in any way that the test report is deemed equivalent with a calibration certificate.
- B5.3 **For dimensional testing parameters for which the unit under test does serve as a link in the traceability chain for some parameters but does not serve as a link in the traceability chain for other parameters**, where an accredited, endorsed calibration certificate or test report is issued the organization must distinguish those results that are performed in accordance with R205 and deemed equivalent to a calibration from those that are not deemed equivalent to a calibration. Use of an asterisk with language to this effect would be acceptable.


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B6 Calibration Labels –

B6.1 Calibration labels containing the “A2LA Accredited” symbol **may** be affixed only to equipment that has been calibrated by the accredited calibration laboratory under their Scope of Accreditation. If only a portion of the calibration (e.g., one parameter out of several associated with the equipment) falls within the laboratory’s Scope of Accreditation, then the “A2LA Accredited” symbol may not be affixed to the equipment calibrated unless the label **clearly** delineates the accredited parameters vs. non-accredited parameters calibrated.

B6.2 Calibration labels containing the “A2LA Accredited” symbol shall include at least the following information:

- B6.2.1 The name of the accredited calibration laboratory or its A2LA Certificate number.
- B6.2.2 The instrument identification.
- B6.2.3 The date of the current calibration.
- B6.2.4 Cross-reference to the accredited calibration certificate issued with respect to this calibration.

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B7 Inspection Labels -

(Relevant to the ISO/IEC 17020 Inspection Body Accreditation Program Only)

B7.1 Inspection labels containing the “A2LA Accredited” symbol **may** be affixed only to the specific items that have been inspected by the accredited inspection body under their Scope of Accreditation.


B7.2 Inspection labels containing the “A2LA Accredited” symbol shall include at least the following Information:

B7.2.1 The name of the accredited inspection body and/or its A2LA Certificate number.

B7.2.2 The product identification.

B7.2.3 The date of the current inspection.


B7.2.4 Cross-reference to the accredited inspection certificate issued with respect to this inspection.

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B8 Reference Material Producer Labels & Certificates –

(Relevant to the ISO Guide 34 Reference Material Producer Accreditation Program Only)


- B8.1 A2LA does not permit the use of the “A2LA Accredited” symbol on reference material labels because of the potential for misrepresentation as product certification.
- B8.2 The reference material producer labels shall meet the requirements stipulated in ISO Guide 34, Clause 5.7.5.
- B8.3 The label should serve only to identify the reference material and should be confined to the name of the producer, the name of the material, the product’s code for the material, the batch number, and the relevant health and safety warnings as prescribed in ISO Guide 31.
- B8.4 Only those reference material certificates bearing the “A2LA Accredited” symbol (or that otherwise make reference to accredited status by a specific, recognized accreditation body) can be confirmed to meet the A2LA Traceability Policy. (See *P102 – A2LA Policy on Measurement Traceability* for additional clarification and requirements that must be met.)

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B9 Proficiency Testing Provider Labels –

(Relevant to ISO/IEC 17043 Proficiency Testing Provider Accreditation Program Only)

B9.1 A2LA does not permit the use of the A2LA Accreditation symbol on proficiency testing item labels because of the potential for misrepresentation as product certification.

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PART C. THE COMBINED “ILAC MRA – A2LA ACCREDITED” SYMBOL

(For use exclusively in conjunction with activities covered under A2LA’s ILAC Scope of Recognition, which includes testing and calibration laboratories only as of November 2000.)

C1 General Use –

- C1.1 Accredited laboratories may use the combined “ILAC MRA – A2LA Accredited” symbol in order to demonstrate accreditation by a signatory of the ILAC arrangement.
- C1.2 The combined symbol may be used only in combination with the accredited laboratory’s A2LA certificate number and an indication of whether it is a testing or calibration laboratory that is accredited. For example, the symbol below is appropriate for use by a testing laboratory.



- C1.3 The combined symbol shall be used only in the same proportions as indicated above. It may be displayed in black-and-white or in an approved blue color according to the following color breakdowns:
- PROCESS (CMYK) Color Breakdown: C100 M56 Y0 K0
 - PANTONE (PMS) Color Breakdown:: PANTONE 293C (blue)
 - WEBSITE (RGB) Color Breakdown: R0 G0 B229
- C1.4 The combined symbol shall not be used on business cards.
- C1.5 Laboratories wishing to use the combined symbol must present their proposed usage to A2LA for review and shall not begin actual use of the combined symbol until they have received written approval from A2LA.
- C1.6 Laboratories wishing to use the combined symbol must also sign a formal sub-license agreement with A2LA that will be provided when the laboratory’s proposed usage is submitted to A2LA. They may not begin actual use of the combined symbol until this sub-license agreement has been signed.
- C1.7 All requirements of Section A and Sections B1-B6 of this Advertising Policy are also applicable to use of the combined symbol (e.g., policy and procedure, reproduction, use on marketing materials, etc.).



APPENDIX

Examples of Appropriate vs. Inappropriate References to A2LA Accredited Status

Inappropriate Reference:



WHY? Because only A2LA may use the “A2LA” logo.

Appropriate Reference:



~~~~~  
Inappropriate Reference on a Calibration Certificate:

**“Accredited to ISO/IEC 17025”**

WHY? Because it does not mention the specific accreditation body, certificate number and type of entity. This calibration certificate would not meet the A2LA Traceability Policy.

Appropriate Reference on a Calibration Certificate:



- OR -




**“Calibration Laboratory Accredited by A2LA,  
Certificate Number 0000.00”**

Inappropriate Business Card:

**ABC Labs**  
*Your Calibration Source!*


**John Q. Doe**  
**Technical Manager**



**123 1<sup>st</sup> Street**  
**Anywhere, USA**  
**Phone: 555 555 5555**  
**Fax: 444 444 4444**  
**Email: [John.Q.Doe@ABC.com](mailto:John.Q.Doe@ABC.com)**  
**[www.ABC.com](http://www.ABC.com)**

WHY? Placement of the “A2LA Accredited” symbol implies personnel certification of Mr. Doe. A2LA does not certify or accredit personnel.

Appropriate Business Card:



**ABC Labs**  
*Your Calibration Source!*

**John Q. Doe**  
**Technical Manager**

**123 1<sup>st</sup> Street**  
**Anywhere, USA**  
**Phone: 555 555 5555**  
**Fax: 444 444 4444**  
**Email: [John.Q.Doe@ABC.com](mailto:John.Q.Doe@ABC.com)**  
**[www.ABC.com](http://www.ABC.com)**



Inappropriate Advertisement:



**ABC Labs**  
*Your Calibration Source!*

**Locations in:**  
Anywhere, USA  
Nowhere, USA  
Elsewhere, USA

**Call for our list of services, including:**  
**Equipment calibration, service, maintenance and repair!**

WHY? Accreditation is site specific and ABC Labs is accredited at the “Anywhere, USA” location only. They are also accredited for calibration of equipment only – not servicing, maintenance and repair. Inclusion of the symbol implies accreditation for all 3 laboratories/locations and for all services listed.

Appropriate Advertisement:




**ABC Labs**  
*Your Calibration Source!*

**Locations in:**  
Anywhere, USA  
Nowhere, USA\*  
Elsewhere, USA\*

**Call for our list of services, including:**  
**Equipment calibration, service\*, maintenance\* and repair\*!**

**\*Locations and services not within the A2LA Scope of Accreditation**

|                                                                                   |                                                                         |                                       |
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**Document Revision History**

| Date          | Description                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 2010     | Removal of transition period from Section 3.1; Clarification of requirements for subcontracted activities in Section 4; Addition of requirement for pre-approval of mass-distributed items in Section 10.1; Addition of requirements for color breakdown of combined symbol in Section 12.3; Addition of Section 12.4 prohibiting use of combined symbol on business cards.                                                                |
| November 2010 | Addition of section 14 for Dimensional Test Reports and Calibration Certificates                                                                                                                                                                                                                                                                                                                                                           |
| April 2011    | Reorganized requirements into General and Specific Requirements; Included requirements for use of symbol on clothing; Sections B2.1, B4.1.4 and B4.4.3 added or revised to meet ILAC P8:07/2006; Other sections edited for clarification purposes.                                                                                                                                                                                         |
| June 2011     | Addition of Part D, including requirements from IAF ML2:2011 for use of the combined “IAF MLA – A2LA Accredited” symbol.                                                                                                                                                                                                                                                                                                                   |
| October 2011  | <ul style="list-style-type: none"> <li>➤ Removed requirement for a procedure from A1.4 &amp; removed “accredited” before “organization”.</li> <li>➤ Addition of “and measurement uncertainty” to B2.7 with implementation date of 12/1/11.</li> <li>➤ Removed all of Part D related to a combined IAF-A2LA Accredited symbol.</li> <li>➤ Clarified Footnote 3 to indicate that this section is not applicable to RMPs and PTPs.</li> </ul> |