



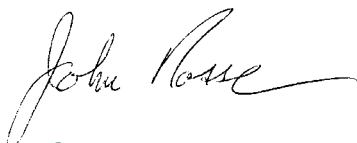
CODE OFFICIALS PREFER ICC-ES REPORTS

Reaching Manufacturers' Most Influential Customers

LETTER FROM THE PRESIDENT

Reaching Manufacturers' Most Influential Customers

Code officials prefer ICC-ES evaluation reports for approving building products! This was the finding in a nationwide survey of code officials conducted by ICC-ES and an independent research firm. I know this fact is important to you because most companies acquire an ICC-ES evaluation report to get their products approved by building departments and to achieve greater penetration into the marketplace. It is also important to us because we want to ensure that ICC-ES is providing a significant value for our report holders, as well as the code officials who created our organization. In addition to sharing the results of this survey, I am writing you to provide details of an ongoing ICC-ES campaign targeting building officials, building inspectors, and plans examiners. We believe that these efforts will further increase the value of your evaluation report and further strengthen our position as the preferred evaluation service among code enforcement professionals. In conclusion, I want to thank you for helping make ICC-ES the preferred evaluation source among code officials throughout the country.



John Nosse
President
ICC Evaluation Service, Inc.

MARKET RESEARCH

Code Officials Prefer ICC-ES Reports

In the last quarter of 2006, ICC Evaluation Service (ICC-ES) commissioned a survey of code enforcement professionals to determine the use of ICC-ES evaluation reports and other resources in the approval of building products. More than 1,400 persons from jurisdictions of all sizes and regions of the U.S. responded. Overall results show that ICC-ES reports are the preferred means of determining whether building products meet code requirements.

Eighty percent of the building officials responding said ICC-ES evaluation reports are their number one choice. Here are the reasons code officials gave for preferring ICC-ES evaluation reports when evaluating building products for code compliance:

1. Protection of the public
2. Basis for meeting code requirements
3. Basis for approving products

Other important reasons for preferring ICC-ES evaluation reports over those from other organizations included technical expertise and support from ICC-ES staff, independent third-party review,

and development of acceptance criteria in an open and unbiased process.

Code officials were also asked about the role ICC-ES evaluation reports play in their review of products with prescriptive code requirements as well as new or alternative products not directly addressed in the codes. Eighty-seven percent reported that they use ICC-ES evaluation reports in approving alternative products.

The main reasons survey respondents gave for not using ICC-ES evaluation reports were related to a lack of awareness. For instance, some persons were not aware that all valid evaluation reports are available at no cost on the ICC-ES website (www.icc-es.org). As always, we are committed to providing the information and resources to help increase awareness of the various advantages of using ICC-ES evaluation reports.

The survey results clearly indicate that you benefit from being an ICC-ES report holder because your product will be accepted by more code officials in the field. In addition to helping you

meet building department requirements, having an ICC-ES report helps your sales team and distributors sell your product. When it comes to buying and using products, architects, engineers, and contractors prefer products with ICC-ES evaluation reports because they meet the approval requirements of more code officials nationwide.

THE CAMPAIGN

The goal of our 2007/2008 campaign is to increase awareness and use of ICC-ES evaluation reports among code officials and increase the value for our report holders. All strategic elements presented are the result of the research undertaken. Based

on the research previously discussed, it was obvious that the majority of code officials preferred ICC-ES reports. Realizing that code officials are a close professional network and rely on each other, ICC-ES determined that it should develop a campaign that would allow code officials to share their experiences with ICC-ES. Therefore, the strategy is to build trust and to increase identification of the target audience with other code officials. This strategy is based on obtaining endorsements from well-known code officials throughout the United States and thus reaching the report holder's most influential audience.

Code officials are targeted with a very focused message – that ICC-ES evaluation reports are preferred by code officials as a tool to ensure building products meet code requirements.

CODE OFFICIALS PREFER ICC-ES EVALUATION REPORTS

“ICC-ES evaluation reports are very important to our building department. A product that has an ICC-ES evaluation report can get an automatic approval in my department because I know the product has already been analyzed by the experts at ICC-ES and that the product meets code requirements.”



Sheila Lee
Building Official
City of Santa Clara, California

“We’ve been using ES reports as a basis of product approval since 2002. I would recommend them to any jurisdiction building department, particularly in light of the many new products that regularly move into the market. It’s good to have a group like ICC-ES evaluating these products with a consistent and reliable methodology that we can trust.”



William Gregory
Building and Plumbing Inspector
Town of Yorktown, New York

“Our building department relies exclusively on evaluation reports issued by ICC-ES. It is our feeling that ICC-ES is the only evaluation service that incorporates the highest possible standards throughout the evaluation process.”



Dan Nickle
Codes Administrator
City of Lakewood, Colorado

“Our department has been using the ICC-ES reports for many years to verify code compliance with building products and systems. The reports are easily accessible and cover all of the essential information needed by our plan examiners and inspectors to verify code conformance.”



George Wiggins
Codes Administrator
City of Lakewood, Colorado

MARKETING TACTICS

ICC-ES has created a comprehensive and coordinated tactical program that provides repeated exposure to our message and achieves our goals. Following is a summary of the marketing tools being used to implement the ICC-ES campaign.

Article

Early in the campaign, an article with a summary of the survey results was written to introduce and provide clarification of the survey. The article was placed in the April 2007 issue of ICC's official publication—*Building Safety Journal*®. This ICC award-winning magazine features articles relevant to current trends and hot topics within the industry and affords the ability to reach more than 42,000 professionals in the industry.



Personalized Letter From President to Code Officials Nationwide

Following up on the survey, a letter from the ICC-ES President John Nosse has been sent to code officials nationwide communicating these positive findings. As a reference, a copy of the survey article was enclosed with the letter. The mailing was sent in July 2007 to approximately 33,000 code officials.



Print Advertising

A total of four different print advertisements picturing code officials from different regions of the U.S. were placed in national and regional publications. These publications included ICC's official publications that reach a national audience—the *Building Safety Journal*®, and the ICC Annual Conference Program, as well as the *Professional Roofing* magazine. The print ads also ran in selected regional chapter newsletters such as the ICC chapter newsletters for Virginia Building and Code Officials Association, Building Officials Association of Florida, Idaho Association of Building Officials, Washington Association of Building Officials, and the Building Officials Association of Texas. From July to December 2007, each ad ran in up to seven publications and reached an audience of more than 67,000 industry professionals.



Web Banner Advertising

Banner ads promoting the key message that code officials prefer ICC-ES reports were created and placed on the ICC website, the ICC-ES website, and the Building Officials Association of Florida (BOAF) website. The banner ads on the ICC and BOAF website are both linked to the evaluation reports section on the ICC-ES website, where interested parties can view evaluation reports. The banner ads are animated and display the key message of the campaign. The banner ads experience a high exposure with the ICC website alone accounting for more than 62,000 visitors per day.



Posters

A series of four different 18" x 24" mounted wall posters were created. These feature endorsements by selected code officials and have been placed in the regional ICC-ES offices as well as the nationwide ICC bookstores. Additionally, posters were displayed at the 2007 ICC Annual Conference in Reno, Nevada.

Inserts

To reach ICC certified code officials, 2-sided, 4-color inserts were created. The inserts are being sent with certification renewal notices to code officials nationwide whenever applicable. The insert shows the photograph and endorsement of a selected code official on the front page and the reasons why code officials prefer ICC-ES reports according to the survey on the back page. The insert has been included in approximately 1,500 certification renewal letters per month, from July until December 2007.

Flyer

A 2-sided, 4-color flyer has been created to hand out at more than 15 professional shows and conferences, including the ICC 2007 Annual Conference, expos, chapter meetings, and governmental relations presentations. Additionally, the flyer is being included in the initial certification letter that is sent to professionals that pass the certification process. Like the insert, the flyer shows the photograph and endorsement by a selected code official on the front page and the reasons why code officials prefer ICC-ES reports according to the survey on the back page. The flyer has been included in approximately 100 certification letters per month, from July until December 2007.



PROMOTIONAL TOOLS FOR REPORT HOLDERS



Presentation

A 45-minute educational presentation has been created and is being offered free to more than 350 ICC chapters throughout the U.S. Among other things, the presentation goes into detail on how to read a report.



ICC-ES Web Page

A new web page (www.icc-es.org/News/report_holders.shtml) has been created for our report holders. This page includes information and resources that can help you promote your evaluation report and speed up the time it takes to get a new report.



ICC-ES Mark

Identifying building products that meet or exceed regulations of major U.S. building codes is made easy with the ICC-ES Product Certification Mark. Evaluation report holders can use this mark on recognized building products as well as on packaging and related marketing and sales materials. Referencing your report in promotional materials or in advertising can be very beneficial to your company because it is a great tool for promoting the value and quality of your product. For detailed information on guidelines for use of evaluation reports, the ICC-ES name, mark and report number, visit www.icc-es.org/News/report_holders.shtml.



ICC-ES Place Card

The ICC-ES place card was created to help promote the report holder's product at shows and expos. Showing that a particular product has an ICC-ES evaluation report benefits the manufacturer by adding credibility to the product. If you would like a free ICC-ES place card (*while supplies last*), e-mail us at es@icc-es.org or call Chuck Moran at 1-888-422-7233, x3275.

We have been and will continue promoting your product evaluation report. ICC Evaluation Service affirms that our thorough and independent evaluation process as well as our experience and quality of our program will successfully support your business goals.

FOR MORE INFORMATION: 1-866-442-2637 | www.icc-es.org