



# Building Store Brand Success

UL-STR's store brand quality and safety services help our clients build consumer trust, brand loyalty, and market share.

Our full-cycle risk management program helps bring new products from concept to shelf, to build consumer confidence in the quality, safety, and social standards of your products. UL-STR's customized quality assurance solutions identify critical assessment points in the product supply chain and implement performance and compliance protocols, helping products to consistently meet quality specifications.

## UL-STR delivers quality and safety solutions tailored to the needs of retailer store brands and private label manufacturers.

- **Technically Advanced Quality Assurance® (TAQA)** – This proprietary UL-STR program is based on the best of international and U.S. standards to provide in-depth laboratory quality tests, performance and sensory evaluations, and product risk assessments
- **Risk Assessments** – We help identify business interruptions that impact brand viability through compliance review, regulatory and political assessment, factory outsourcing and transportation analysis, contingency plan review, and security evaluation
- **Testing and Quality Assurance** – Our state-of-the-art laboratories have full analytical, microbiological, physical, and performance testing capabilities
- **Potential New Item (PNI) Program** – We help identify areas for product improvement to reduce exposure to product failure and recalls
- **Rapid Turn Laboratory Services** – Our laboratories offer quick turn-around times on high sample volume at competitive pricing
- **Sensory Evaluation** – Our trained and consumer panels help optimize products pre-launch
- **Supplier Selection** – We assess prospective suppliers, develop quality protocols, and monitor suppliers throughout the supply chain
- **Supply Chain Audits** – UL-STR's independent audits on manufacturing capabilities, quality assurance systems, regulatory and social compliance, and environmental performance help mitigate supply chain risk

Trusted the world over, UL-STR is an independent provider of quality assurance testing, audit, inspection and responsible sourcing services for the consumer products industry. Our reach encompasses over 30 countries across five continents and the capability to provide audit services in over 140 countries. Our customized solutions are tailored to make it easier to market products that comply with industry standards, are produced to client specifications, and meet consumer expectations.

## Put UL-STR to Work for You

For more information on all the ways you can rely on UL-STR to help you effectively manage store brand quality and safety, contact us at [info@strquality.com](mailto:info@strquality.com) or visit [strquality.com](http://strquality.com).

