



August 26, 2015

To: ASR Clients

Dear Client:

Effective January 1, 2016 ASR Clients using ASR's logo and the ANAB logo on their respective stationery, marketing materials, and electronic media/websites will need to replace the ANAB logo. **This change must be completed by December 31, 2017.** Use of the ANAB logo and the ASR logo is optional.

ANAB (ANSI-ASQ National Accreditation Board) provides accreditation services for three different brands and through the years has resulted in logo confusion. ANAB says adopting one logo should correct the issues.

ASR will start using the new ANAB logo on all new and re-certification certificates dated September 1, 2015 and later for all our clients with ISO 9001, ISO 14001, ISO 13485, AS9100, and AS9120 certifications.

An electronic copy of ANAB's logo will accompany the new certificate with instructions on the appropriate use of the logo in an organization's marketing material. As part of future surveillance audits, auditors will review a client's marketing material/website to ensure proper use of the logo.

If an organization decides to use ANAB's and ASR's logos, both symbols must appear together on marketing material/websites. The ANAB logo must be placed next to ASR's logo and must be smaller than ASR's logo.

Neither logo can be used on any product or used in such a way as to suggest ASR and/or ANAB have certified or approved any product, process, or service of a certified organization.

Please let us know if you have any questions.

Kind Regards,

A handwritten signature in black ink that reads "Richelle Kinzie".

Richelle L. Kinzie
President