Preface: There are specific requirements that must be followed when the ISANTA Collective Membership Mark (CMM) and the ICC-ES Mark and ESR-1539 are used. This advisory will show examples of proper and improper use of the marks.

This document may be used by both ISANTA members and their suppliers to help insure that proper labeling of products are followed.

ISANTA CMM:
There are three distinct ISANTA CMMs.

Typically the CMM is black on white, but there are no color restrictions. Other than color, the mark may not be modified.

The CMMs are available in .jpeg, .png and .eps formats. The jpeg and png may be downloaded from the member-only section of the ISANTA website. Staff will need to send you the .eps version.

USE OF THE CMM:

- The CMM is designated for ISANTA member use only
- The CMM may be used in:
  - Promotional Materials
  - Product Packaging
  - Brochures
  - Letterhead
  - Website
  - Business Cards
- The CMM must be used in conjunction with either the member’s company name OR recognized brand name as referenced on the ISANTA website. Although not required, it is suggested that the CMM be placed near the member company name or brand name on the label.
- The CMM should not be used in conjunction with a product or service that does not fall within the scope of ISANTA’s mission or purpose.
- The CMM should not be used in any way that would imply a non-member is a member of ISANTA.

Proper Use of the CMM:

In first 2 examples: Exact Fasteners Co. is an ISANTA member with a brand name of Exactly Nails.

The requirements for the use of the CMM are met as both the company name and/or the brand name are recognized by ISANTA.
A member with related products

In this example: Exact Fasteners Co. is an ISANTA member but Alpha and Omega is NOT an ISANTA member. Exact Fasteners Co. is a supplier to Alpha and Omega.

Although the product labeling is for Alpha and Omega, there is clear indication that Exact Fasteners, a member of ISANTA, is supplying the materials.

Improper Use of the CMM:

In this example: Alpha and Omega is not a member of ISANTA.

This is a violation because Alpha and Omega is not an ISANTA member. There is no indication where the product comes from.

Although Exact Fasteners is a member of ISANTA, these products are outside the scope of ISANTA and thus the package label may not show the ISANTA CMM.

ICC-ES Mark and ESR-1539 or QR Code

Use of the ICC-ES Mark, ESR-1539 and QR Code are governed by the ICC Evaluation Service Rules of Procedures for Evaluation Report and Section 7 of ESR-1539.
This the official ICC-ES mark, It may not be changed or altered in any way

- It may be enlarged or reduced in size
- The standard color is black. Any other color must be approved in writing by ICC-ES
- Use of the mark **must** include the relevant report number

This the official QR Code

- It may not be changed or altered in any way
- It may be enlarged or reduced in size
- Use of the QR Code does not require additional use of the ICC-ES mark or ESR-1539 on package labeling.

Use of an ICC-ES Report Number [ESR-1539]

- No listee shall use the ICC-ES evaluation report number until authorized by ICC-ES
- Any package with the ESR-1539 reference must have these minimum references on the packing

Name of one of the listees identified in the report. At present time these are the listees

- American Fasteners Company, Ltd.
- Building Material Distributors, Inc.
- Falcon Fasteners Reg’d
- FASCO America, Inc.
- Huttig Building Products
- Illinois Tool Works Inc.
- Jaaco Corporation
- Koki Holdings America Ltd.
- Kyocera Senco Industrial Tools, Inc.
- Mid-Continent Steel & Wire Inc.
- Oman Fasteners LLC
- Peace Industries, Ltd.
- PrimeSource Building Products
- Specialty Fastening Systems, Inc.
- Stanley Black & Decker Inc.

The applicable brand name(s) shown in the report. At present time these are the brands by listee.*

- **American Fasteners Brand** - American Fasteners Co.
- **Master Fasteners Brand** - Building Material Distributors
- **FASCO, FASCO/BECK, BECK FASTENERS Brands** - FASCO America
- **Huttig-Grip Brand** - Huttig Building Products
- **Paslode, Duo-Fast, Lightning Strike Brands** - Illinois Tool Works
- **Metabo HPT** - Koki Holdings America
- **NailPro Brand** - Jaaco Corporation
- **Senco Brand** - Kyocera Senco Industrial Tools
- **Magnum Fasteners Brand** - Mid-Continent Steel & Wire
- **Spotnails Brand** - Peace Industries
- **Grip-Rite, Fasteners Unlimited, Fits Rite Brands** - PrimeSource Building Products
- **Specialty Fastening Brand** - Specialty Fastening Systems
- **DeWalt, Bostitch and Craftsman Brands** - Stanley Black & Decker

- **Fastener Size**
  - nail diameter & length
  - staple gage, crown width and leg length
- **Finish / coating designation**
  - bright
  - electro-galvanized
  - hot dip galvanized
  - etc.
• Country of Origin
• Evaluation Report Number

*Oman Fasteners and Falcon Fasteners do not list a brand name

ISANTA member have a number of ways to produce products, receive recognized in ESR-1539 and label packaging per ICC-ES requirements.

-ISANTA member manufactures and lists their own products under their own brand name

-ISANTA member manufactures products for another ISANTA. Both members are listees in the ESR.

-ISANTA member manufactures products for a non-ISANTA member

-ISANTA member purchases products from a non-ISANTA member.

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Proper Use of the ICC-ES Mark, ESR # or QR Code

For the purposes of these first 3 examples
Exact Fasteners Co.
   Is a member of ISANTA
   Is a listee in ESR-1539
Manufactures and Sells under the Exact brand name

For label examples

Listee Shown ✓
Listee Brand Name Shown ✓
Size of Fastener Shown ✓
Finish or Coating Shown ✓
Country of Origin Shown ✓
Recognized product ✓
For the purposes of the next example
Exact Fasteners Co.
- Is a member of ISANTA
- Is a listee in ESR-1539
- Manufactures and Sells under the Exact brand name

Alpha and Omega Co.
- Is not an ISANTA member
- Is not a listee in ESR-1539
- Sells under the Α & Ω Brand
- Desires to have ESR-1539 on the packaging

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**Alpha & Omega Supplies**

**Quantity 1500**

| Listee Shown            | ✓ |
| Listee Brand Name Shown | ✓ |
| Size of Fastener Shown  | ✓ |
| Finish or Coating Shown | ✓ |
| Country of Origin Shown | ✓ |
| Recognized product      | ✓ |

3” x 0.148 nails
Hot-Dip Galvanized
D-Head
Paper Collation

Manufactured by
Exact Fasteners Co.
Under the Exact Fastener Brand Name
ICC-ES ESR-1539

- Manufactured in Azerbaijan

The only label change between the two suppliers in this case would be the country of origin.

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**Improper Use of the ICC-ES Mark, ESR # or QR Code**

For the purposes of these examples
Exact Fasteners Co.
- Is a member of ISANTA
- Is a listee in ESR-1539
- Manufactures and Sells under the Exact brand name

Alpha and Omega Co.
- Is not an ISANTA member
- Is not a listee in ESR-1539
- Sells under the Α & Ω Brand
- Purchase products from Exact Fasteners for resale

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Both Exact Fasteners and Strong Steel are recognized by ICC-ES as producers of this product for U-Frame.
<table>
<thead>
<tr>
<th>Listee Shown</th>
<th>✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listee Brand Name Shown</td>
<td>☒</td>
</tr>
<tr>
<td>Size of Fastener Shown</td>
<td>✓</td>
</tr>
<tr>
<td>Finish or Coating Shown</td>
<td>✓</td>
</tr>
<tr>
<td>Country of Origin Shown</td>
<td>☒</td>
</tr>
<tr>
<td>Recognized product</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Alpha & Omega Supplies**

*A & Ω Brand Nails*

**Listee Shown**

**Listee Brand Name Shown**

**Size of Fastener Shown**

**Finish or Coating Shown**

**Country of Origin Shown**

**Recognized product**

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**Exact Fasteners Co.**

*"Exact Brand Nails"*

**Listee Shown**

**Listee Brand Name Shown**

**Size of Fastener Shown**

**Finish or Coating Shown**

**Country of Origin Shown**

**Recognized product**