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The Only Registered Made in USA Certification Mark

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Welcome to Made in the USA Brand. The Made in USA Brand certification mark is the only registered non-mandatory brand enhancer and identifier of goods made and grown in the United States. Until now, there has been no consistent way of identifying that a Made in USA product is of U.S. origin. The Made in USA Brand certification mark provides that consistency. Businesses that meet the [accreditation standards](#) are invited to use the Made in USA Brand certification mark. When customers see the Made in USA Brand certification mark, they know they are getting reliable U.S. made and grown products.



Comments are closed.

Why Claim Made in USA?

It will enhance and build your brand

It will expand your customer base

It is a differentiator from your competition

It adds purchase influence at the point of sale

It allows an opportunity to tell your Made in the USA story

It strengthens your brand for exports

Four out of five shoppers notice "Made in the U.S.A." claims on packaging. 76% of those shoppers claim that they are more likely to purchase a product after noticing the "Made in the U.S.A" claim.

-Perception Research Services

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Made in USA Brand Certification Mark Sets the Standard to Label and Identify Made in USA Products

The Made in USA Brand Certification Mark logo is the only certification mark registered with the United States Patent and Trademark Office for labeling and identifying goods either made or grown in the United States. This is vital news to U.S. manufacturers, retailers and consumers. It comes at a time when Pocketbook Patriotism (buying American) and American jobs are important topics. Now, more than ever, consumers are interested in buying local and purchasing goods made in America because they associate them with American jobs and higher quality.

The Made in USA Brand Certification Mark provides a standard symbol for Made in USA product identification. American companies now have a distinctive, registered certification mark for labeling the United States as country of origin on their packaging and goods. When printed on labels by accredited manufacturers, consumers are able to identify at a glance which products are made in the USA.

The Certification Mark is available to be downloaded by U.S. businesses that meet the accreditation standards based on the Federal Trade Commission's regulations for complying with Made in USA origin claims found at madeintheusabrand.com/form/.

Since its inception in 2009, the Made In USA Brand Certification Mark has gained widespread acceptance. The number of accredited companies using the mark to identify their American-made products and services has grown to nearly 1000, including Ball Corporation, MaxPower Precision Parts and Leviton.

Contact: Marcie Gabor, President, Made in USA Brand and Principal, Conrad I Phillips I Vutech at 614.224.3887 or marcie@cpvinc.com.

"The 'Made in USA' Brand has allowed MaxPower to emphasize the fact that our mower blades are all 100% made in the United States of America. The logo lets the customer know right away where this product is made."

-Terry Mormon, Vice President Sales at MaxPower Precision Parts

"This effort has been very well received by Leviton customers as they are eager to promote Made in USA goods on their shelves. Leviton congratulates the Made in USA Brand organization for taking on the initiative to unify and certify the Made In USA identification."

-Carol Lynch, Vice President Sales and Marketing Retail at Leviton



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NASCAR Driver Max Gresham

Max Gresham is racing the No. 8 Made In USA Brand Chevrolet Silverado for awareness of manufacturers that are making products here in the United States and to raise awareness of fans to look for and buy American products.

Fans, are you interested in looking for and buying Made in USA products? Pledge along with Max to purchase made in USA manufactured goods. Take the pledge for free at www.PledgeForUSA.com.

Manufacturers, are you making or growing an American product? Identify your products for the consumer, claim your U.S. Country of origin. The Made In USA Brand Certification Mark is the only certification mark for labeling and identifying goods that are made or grown in the United States.

Companies interested in securing the Made In USA Brand Certification Mark for their products are encouraged to log on to www.MadeInUSABrand.com.

Manufacturers, are you interested in showing your Made in USA pride? Learn more about co-branding with Made in USA Brand and sponsorship opportunities with Max Gresham and the No. 8 Made in USA Brand Chevy. Contact:

J. R. Longley
JRLongley@MaxGresham.com
706-581-6970

“Race fans are proud of their sport and their country. The Made In USA Brand Certification Mark is a perfect fit for me, my family and my race team, because it stands for buying American products produced by American workers. That’s really important in today’s world when creating and sustaining jobs is a priority for all Americans. We can all make a difference by checking for the Made In USA Brand Certification Mark on the products we purchase. That’s a message we are going to bring to the racetrack throughout the 2012 racing season. – Max Gresham.

For more information about Max Gresham, please visit www.MaxGresham.com. You can also follow Gresham on Twitter [@MaxGresham](#) and at the [Max Gresham Fan Page on Facebook](#).

Tags: [American Manufacturing](#), [co-branding](#), [country of origin](#), [Made in America logo](#), [Made in USA Brand Certification Mark](#), [Made in USA label](#), [Made in USA logo](#), [Made in USA manufacturing](#), [Max Gresham](#), [NASCAR](#), [NASCAR sponsorship](#), [pledge for USA](#), [pledgeforusa.com](#), [r u made in usa](#), [rumadeinusa.com](#)

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- It will enhance and build your brand
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- It is a differentiator from your competition
- It adds purchase influence at the point of sale
- It allows an opportunity to tell your Made in the USA story
- It strengthens your brand for exports
- Four out of five shoppers notice “Made in the U.S.A.” claims on packaging. 76% of those shoppers claim that they are more likely to purchase a product after noticing the “Made in the U.S.A” claim. –Perception Research Services

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Registered Certification Mark Now Available to Label and Identify Made in USA Products.

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The Made in USA brand certification mark received registration status from the United States Patent and Trademark Office on December 14, 2010. This is big news to United States' businesses and to consumers here in America and around the world.



Consumers value transparency in the manufacturing process and have looked to trusted symbols and certification marks to help align their purchases with their beliefs. The Made in USA Brand Certification Mark joins the ranks of such symbols as Certified Organic, Certified Gluten-Free and Rainforest Alliance Certified.

For the first time American companies will have a registered certification mark to label and distinguish their products are of United States country of origin. Consumers will be able to identify at a glance that the product they are buying is of United States country of origin.

The Made in USA brand certification mark originated from Marcie Gabor, a principal at Conrad Phillips Vutech, a branding and marketing firm located in the heart of the Midwest in Columbus, OH. The certification mark is backed by certification guidelines based on the Federal Trade Commission's regulations for complying with Made in USA origin claims.

"Consumers are becoming increasingly interested in buying local and purchasing goods made in America because they associate them with higher quality and reliability than products made in other countries." Gabor said.

Gabor, who developed the concept and program, sees the Made in USA Brand Certification Mark as an important brand enhancement and a clear way for U.S. businesses that meet accreditation standards to differentiate themselves from competitors, and is available for accredited U.S. businesses at www.madeintheusabrand.com/form/.

"I began to notice there was not a consistent way of identifying for consumers which companies manufacture here in the States," Gabor said. "Now, the Made in USA Brand Certification Mark provides that consistency."

About the Made in USA Brand Certification Mark www.madeintheusabrand.com
The Made in USA Brand Certification Mark is the only registered certification mark for identifying goods made or grown in the United States developed by Conrad Phillips Vutech principal Marcie Gabor. The certification mark is available for any U.S. business that meets the accreditation standards found at www.madeintheusabrand.com/form/.

About [Conrad Phillips Vutech](#)

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Conrad Phillips Vutech is an award-winning full-service marketing and branding firm that specializes in building the brands of its clients.



Consumers have become conditioned to read labels. They look to certification marks and trusted symbols to help align their purchases with their values and their beliefs.

Tags: [Buy American](#), [country of origin](#), [Domestic goods](#), [made](#), [Made in America Challenge](#), [Made in America logo](#), [Made in America Project](#), [Made in USA](#), [Made in USA Certification Mark](#), [Made in USA label](#), [Made in USA logo](#)

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Brand Team

Max Gresham Set for Thunder Valley Debut

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Racing for Awareness of Made in USA Manufacturing and Products

Made in the USA. A conversation with Kitchen Craft Cookware.

The Made in USA Brand Partners with Max Gresham to Give an American Salute

Made in the USA. A conversation with C.J. Boots Casket Company.

2013 National Hardware Show All-American Award Winners Announced