



The 5 Things You Need to Know About WQA's Gold Seal

The Water Quality Association (WQA) Gold Seal logo is authorized only for use on a product when it goes through and passes WQA's Gold Seal certification testing and evaluation program. Only the model number and contaminant claims that passed testing and certification, which are listed on the WQA web site, are allowed to be associated with the Gold Seal logo.

Who Gets to Use the Gold Seal?

A company that has a Gold Seal certified product(s) and is listed on the website under certified companies.

What does the Gold Seal mean?

The WQA Gold Seal represents a manufacturer's achievement in getting a product certified. It validates claims made by the manufacturer for that specific product through testing.

When do manufacturers get to use the Gold Seal?

A manufacturer can use the WQA Gold Seal once their product has been evaluated and passes certification and is in conformance with the appropriate specific industry standard.

Why should you use the Gold Seal?

The WQA Gold Seal is a simple way to provide consumers with peace of mind that a product is certified to do what it claims: that it won't release any harmful contaminants into drinking water, it removes specific contaminants, and/or that it is structurally sound.

Where can the Gold Seal be Used?

A manufacturer can place the WQA Gold Seal on a certified system, certified replacement element, or on a certified component. The WQA Gold Seal Certification Logo Policy includes the specific details on where the WQA Gold Seal can be placed and where it cannot be placed.

	CERTIFIED SYSTEMS (or where the replacement element data plate serves as the systems data plate)	CERTIFIED REPLACEMENT ELEMENTS for use in Certified Systems	CERTIFIED COMPONENTS
DATA PLATE	Required	Literature Not Applicable*	Literature Not Applicable*
PACKAGING	Permitted	Required	Required
OWNER'S MANUAL	Required	Literature Not Applicable*	Literature Not Applicable*
PERFORMANCE DATA SHEET	Required	Literature Not Applicable*	Literature Not Applicable*
PRINTED PROMOTIONAL BROCHURES	Permitted	Permitted	Permitted
MAGAZINE ADVERTISING	Permitted	Permitted	Permitted
WEBSITES	Permitted	Permitted	Permitted



*While these pieces of literature are typically not associated with replacement elements or components, if they do exist for such products, they can be evaluated by WQA to determine if they are in compliance with this policy and the standards.