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November 28, 2007

## **Product Control Advisory**

### **Product Control “Seal of Approval” Phase-in Program**

The Product Control Division is proud to announce that effective January 1, 2008 the Product Control “Seal of Approval” Phase-in Program will begin.

The following information outlines the implementation of the new Product Control “Seal of Approval” for use by manufacturers with Miami-Dade County approved construction products. The County will begin a phase-out program for existing users that will extend for several years to allow sufficient time to transition into the new seal of approval, and limit any disruption or hardship that may result from this change. It is also noted that the launch of this product seal is not designed to substitute County branding efforts by substituting or creating a new logo.

All approved products and systems will be affected by the implementation of the new Product Control “Seal of Approval” to some degree, however, certain products primarily within the roofing category, will be significantly affected by these changes.

There are approximately two hundred and twenty-four (224) Notice of Acceptance (NOA) products that will be directly affected with the phase-in of the new seal. The construction products or systems that presently references, requires or mentions the Miami-Dade “Sled Logo” in the NOA or on the product are as follows:

- Asphalt Shingles
- Cements-Coatings-Adhesives
- Underlayments
- Fastener Listings

All other approved products will be affected minimally; primarily changing the product approval graphic that may be currently used in advertising literature and websites and in the actual NOA approval document itself.



**The Product Control “Seal of Approval” Phase-in Program shall consist of several key elements:**

- Multiple Industry meetings at BCCO office on 12/04/07 and 12/11/07 to discuss the implementation of the phase-in program.
- Extensive multi-media, multi-year promotional campaign to disseminate information on the new seal of approval directly to the public and industry.
- Multi-year Continuing Education program for Building Departments and Inspectors to promote the use of the new seal.
- A “Grace Period” has been established for new NOAs that will allow the NOA holder the “**Option**” of using the old methods of labeling for 1 year from the date of implementation. **(See Timeline)**
- A Full Compliance Deadline for all products and NOAs that currently references, requires or mentions or uses the “Sled Logo”. Full Compliance Deadline will be 5 years from date of implementation. **(See Timeline)**
- Affected NOAs will be modified as they are renewed or revised during the 5 year period.
- Provide the option of Hourly Rate Service (1 hour) to existing NOA holders if the only change to the document is related to the New Seal requirements and they are not renewed or otherwise revised.
- All current NOAs that get renewed or revised will be superseded and removed upon activation of the NOA that is in compliance with the New Seal requirements.

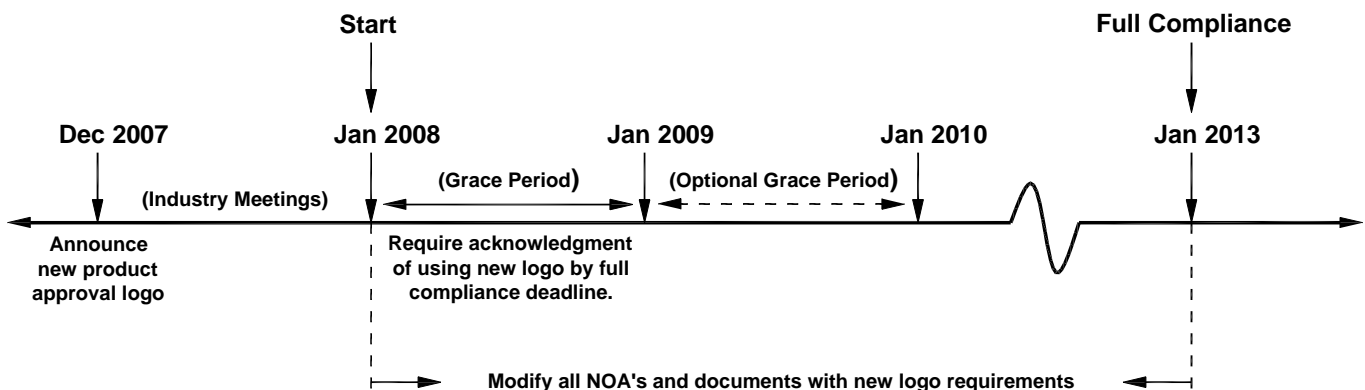
**Grace Period Option**

The grace period option is crucial to allow those NOA holders that have multiple products approved achieve labeling uniformity within their different product lines and use up current supplies of “Sled Logo” labeling materials. This is also crucial to those new products that enter the market place and are competing with existing products that use the recognized “Sled Logo”. The Grace Period shall be a minimum of 1 year to allow the advertisement campaign time to minimize the marketing advantage of the old sled logo versus the new “Seal of Approval”. NOA holders that choose the option of the old sled logo labeling will be tracked and must commit to revising their NOA to comply with the New Seal requirements prior to the Full Compliance Deadline.

**Full Compliance Deadline**

All affected NOAs that do not comply with the new seal requirements will be tracked and listed until they are in compliance. This requirement is necessary to bring uniformity to all the NOAs affected by the New Seal requirements. The full compliance deadline will be five years from date of implementation.

**PHASE-IN PROGRAM TIMELINE**



## **LABELING LANGUAGE CHANGES**

The current language in the shingles NOA reads as follows:

### **LABELING**

*Shingles shall be labeled with the Miami-Dade Logo or the wording "Miami-Dade County Product Control Approved".*

The new language to show the new seal in the shingles NOA and would read as follows:

### **LABELING**

*Shingles shall be labeled with the Product Control Seal (seen below) or the wording "Miami-Dade County Product Control Approved".*



The current language in the underlayments NOA reads as follows:

- 1. All membranes shall bear the imprint or identifiable marking of the manufacturer's name or logo, or following statement: "Miami-Dade County Product Control Approved" or the Miami-Dade logo.*

The new language to reflect the new seal in the underlayments NOA and would read as follows:

- 1. All membranes shall bear the imprint or identifiable marking of the manufacturer's name or logo, or following statement: "Miami-Dade County Product Control Approved" or the Product Control Seal as seen below.*



Additionally, effective January 1, 2008, the logo on the bottom left hand corner of all Notice of Acceptance documents will be modified to reflect the new seal as follows:



NOA: XX-XXXX.XX  
Approval Date: xx/xx/xx  
Expiration Date: xx/xx/xx  
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The Product Control Division looks forward to the success of this program and appreciates the opportunity to continue serving the industry. Industry Meetings have been scheduled for 12/04/07 at 2:00 pm and 12/11/07 at 10:00 am at our office in order to provide opportunities to discuss the implementation of this program and to answer questions from industry. The new Product Control "Seal of Approval" graphics will be available from our website soon. Please monitor our website or contact us for additional information.

