



25 November 2011

Dear Registrant

I am very excited to announce the name change of the Institute of Inspection, Cleaning and Restoration Certification (IICRC) to **The Clean Trust**.

Along with the new name, we are also unveiling a new tagline: **Where professionals find training. And consumers find peace of mind.**

Although the name is new, the focus on our three core areas of expertise, cleaning, restoration and inspection will remain the same. Additionally, the certification and standards on which the IICRC has built its reputation will remain the same.

Many of you may be asking, why? The board of directors discussed at length the benefits of a name change and ultimately decided that it was in the best interests of our registrants to move forward with a new name. I want to point out a few key benefits of the name change:

- The name allows for the expansion into other service areas. Our core focus will always be on cleaning, restoration and inspection – all activities that tie back to our mission to identify and promote an international standard of care that establishes and maintains the health, safety and welfare of the built environment.
- The name is short and easy to remember, a good marketing strategy. For years, the organization has heard registrants' requests for more name recognition outside the industry. Now, our focus will be on getting consumers to ask for The Clean Trust.
- Thirdly, the name allows the organization to separate the services of an institution from those of a trade association. The previous name (IICRC) presented challenges since an institute and a trade association are not the same thing. Now, the organization has the ability to utilize The Clean Trust in various entities – standards, institute, accreditation, certification and association.

In terms of the rollout of the new name and design, this will not be an overnight change and you will see a gradual introduction of the new name and design throughout the next year. New materials that will be available immediately include new ID cards, certificate patches and decals.

We encourage you to visit the website www.thecleantrust.org.au to see frequently asked questions regarding the name change.

I look forward to your continuing involvement as we move forward with our new name.

Sincerely

Darrell Paulson
The Clean Trust Chairman