



NEWS

FOR IMMEDIATE RELEASE

November 7, 2011

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CAPA Announces Identity Updates As It Approaches Its 25th Year

Washington, D.C. - As the nation's premier aftermarket part quality assurance program approaches its 25th year of operation in 2012, the Certified Automotive Parts Association is introducing a number of changes to its distinctive logo and seal. In addition, the CAPA designation strip that approved manufacturers use on their packaging for CAPA Certified parts will also be updated.

“The familiar yellow and blue CAPA Quality Seal that industry professionals have seen on over 54-million replacement parts since 1987 has more than earned a facelift,” according to Debbie Klouser, CAPA's Director of Operations. “It's all part of a planned modernization of our identity that we want people to be aware of as we head into our 25th year.”

“The identity update is evolutionary,” says Jack Gillis, CAPA Executive Director. “Because collision professionals, insurers, and consumers are so familiar with our existing identity, we want to assure the public that our updated seal and packaging represents the same unwavering dedication to quality, comprehensive and publicly available certification standards, and scrupulous post-certification compliance that makes the CAPA program unique. In fact, as a program dedicated to continuous improvement, these new designs are symbolic of CAPA keeping pace with the true needs of the industry.”

The CAPA Quality Seal is the certification mark of the CAPA program. It's the only way consumers, shops and insurers can be assured of quality. If the seal is not on the part—the part is not CAPA Certified. As CAPA grows in popularity as the best way to identify high quality alternative parts and avoid potentially shoddy or unsafe parts, it's never been more important to look for the CAPA Seal. Regardless of what is listed in a catalog, a website, ordered, or stated on an invoice—if there is no CAPA Seal on the part, it is not CAPA Certified.

Following is a preview of CAPA’s new logo, seal, and package identification. “Our goal was to build on the familiar CAPA moniker while retaining the sought after and familiar yellow and blue colors,” said Gillis.

CAPA Logo:



CAPA Seals:



CAPA Designation Strip on All CAPA Certified Part Packaging:



Being able to clearly identify CAPA parts in the market is critical to providing protection from poor quality parts. The fact is, shops, consumers, and insurers can’t look at a part and know that it is made of the right materials, constructed correctly, or passes safety requirements—so clearly marking those parts that truly match car company brand parts is the continued hallmark of the new CAPA Quality Seal.

CAPA will be phasing in its new logo, seal, and designation strips on new parts and packaging in November and December 2011. Meanwhile the current CAPA Quality Seal and other identifying packaging elements on existing CAPA Certified parts still indicate that the part is a genuine CAPA Certified part.

For further information, contact debbie@CAPAcertified.org.

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The Certified Automotive Parts Association, founded in 1987, is the nation's only independent, non-profit, certification organization for automotive crash parts whose sole purpose it to ensure that both consumers and the industry have the means to identify high quality parts via the CAPA Quality Seal. CAPA is an ANSI accredited standards developer for competitive crash repair parts. For more information see CAPAcertified.org.