



The American Board of Industrial Hygiene (ABIH) wants to know what you think about our brand...

Industrial hygiene is a profession with a long history. Yet, most people have never heard of it and have no idea about what industrial hygienists do. Furthermore, our terminology does not connect with students who are gravitating toward professions with titles that they better understand and sound more appealing.

After a competitive search process, ABIH has chosen 88 Brand Partners, a Chicago-based creative agency, to conduct brand research to evaluate the state of ABIH's brand. Over the next months, research team members will be speaking with our most valued stakeholders including practitioners, educators, students, and employers, to gain a deeper understanding of our brand and our perceived strengths and weaknesses. All opinions shared during the conversations are confidential and findings presented to ABIH will be aggregated and anonymous. The insights that the team gains from speaking with stakeholders will guide the next steps in our brand evaluation project.

The ABIH board believes that it is important to build on our established legacy of excellence and rigorous certification, while clearly communicating our role in protecting health and safety, through a modern and relevant identity. The branding exercise will help us to transmit the right message to the right people. As ABIH continues to expand its presence around the globe, we hope that this project will provide us with powerful and compelling ways to present ourselves and tell our story that will better attract qualified young professionals and be better understood by the public.