



BUSINESSEUROPE

CE brings EU consumer safety up to the mark

Manufacturers opinion on a European consumer safety mark

Paul Coebergh van den Braak

Can I trust this product?



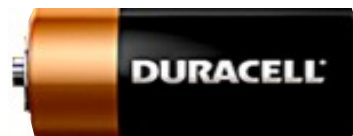
Consumer clues:

- Make Brand
- Store Brand
- Recommendation
- Marks

- General trust in society ability to guarantee safety



Can I trust this brand?



Can I trust this brand?

You may **not** have recognized these...
Surprised?

Chinese brands not
much known in Europe



Musical
instruments



Can I trust products from this shop?



- (Still) more regional
- Chain brand gives trust to all products in shop



Can I trust this qualification?

The image displays a variety of certification marks and a product label. On the left, there are logos for GS (Zeichen der Prüfstelle, geprüfte Sicherheit), DVE (triangle with DV and E), KEMA KEUR (rectangle with KEMA KEUR), LGA (blue square with LGA), DIN GS (circle with DIN and GS), spiel gut (black circle with white text), NF (blue oval with white text), BEAB (circle with BEAB), TÜV (blue triangle with TÜV), and another DIN GS logo. On the right, a large image of a power supply unit (PSU) label is shown. A blue arrow points from the text 'Marks frenzy?' to the label. The label contains technical specifications and numerous certification marks including GS, UL, SP, N136, CE, NOM, NYCE, and others. The text on the label includes 'ON Compaq', 'E132068 - LR6516-C', 'LISTED 9T54', 'S2054039', 'LEVEL 3 N16788', 'N136', 'POWER SUPPLY', 'INPUT: 100-240V~ 1.5A', 'OUTPUT: 19V= 3.16A', '3882A964', '0Y01582CB', and 'S20173'.

Why do suppliers use marks and thirds?

- For consumers
 - Pressures: distribution channels – competitors do it – tradition – avoid abandonment publicity
 - Differentiator in specific market segments
- Moreover, for B2B / professional:
 - Buying decision different from consumer - marks and/or 3rd party tests often matter (branch specific)
- 3rd party testing
 - Part of supplier procedure to ensure safety
 - **Own** decision



Consumer safety shall be self-evident !

- **Not** a choice for consumers
- **Not** voluntary for suppliers
- **Not** available in grades
- **But** guaranteed at the level we want and need in Europe.
 - “what I can buy in Europe is safe for me to use”



Safeguarding society and consumers

- Need strong regulatory framework
 - Efficient mandatory rules
 - Good necessary-and-sufficient requirements
 - Focused mandatory marking policy
 - Effective enforcement
- EU framework with **CE** marking works fine!
Focus improvement efforts on:
 - Better enforcement and surveillance
 - Filling regulatory gaps
 - Further evolving harmonized standards



Would a voluntary mark increase safety?

- The willing and able: same safety, costs rise
- The willing but unable: would their ability rise?
- The rogues: same lack of safety, more forging

- Voluntary marks become de facto mandatory
- Existing marks won't disappear
- Building trust demands long & huge investment
- Costs rise: safe products get less competitive
 - On average, **more unsafe products will get sold**



Business recommendations

- Keep efforts focused on further improving the existing system and the mandatory **CE** marking
 - Do not dilute it or cast confusion
 - Do not divert resources away from it
 - Stick to SDOC where risk level allows so
- Why prescribe any voluntary marks?
 - Leave their existence to market forces
- Promote international uniformity
 - One requirements set – One conformity assessment – Global market clearance

