



European Retail  
Round Table

# Certification & Marking for Europe

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European Retail Round Table

- Smallest business representation in BxIs?
- 15 members only, but large:
- Ahold, Asda / Wal-Mart, C & A, Carrefour, Delhaize Group, DSG international, El Corte Inglés, H&M, IKEA, Inditex, Kingfisher, Marks & Spencer, Mercadona, Metro Group and Tesco
- Between them €350 billion sales p.a.
- >2,100,000 employees
- >25,000 European stores

# Retailers and product safety

- Product safety is of massive concern
- Retailers suffer when recalls / problems
- Own image as well as manufacturer
- Therefore, huge programmes of testing, verification, QC, random spot checks...
- Products must comply EU law...
- ...but also meet consumer expectation
- National marks only if demand from consumers

# Marks & labels

- Information for consumers is vital
- But – how to define and manage what is ‘appropriate’ information
- Multitude of labels, certs, info, footprints...
- ... and possibly more to come (RFID, disposal, water usage...?)
- Role for industry to be consistent in demands
- But also need for greater policy co-ordination, holistic, long term approach - which brings real consumer understanding, not just extra stuff to read...