



Certification industry marking



Dr. Wilhelm Schubert

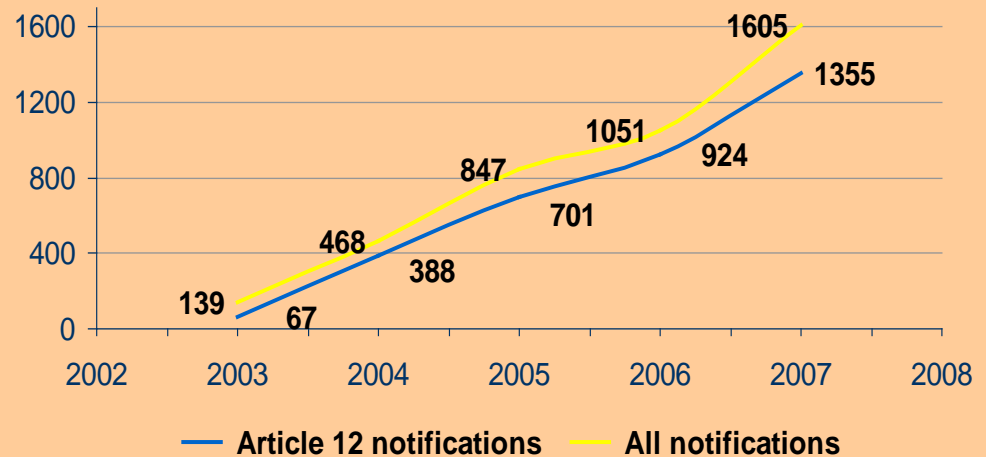
How does the certification industry respond to stakeholders' needs and expectations?



60% of products being applied for GS-marking at TÜV Rheinland LGA failed during the first test according to legal requirements

RAPEX Notifications 2003 - 2007

Notifications on products posing serious risks to consumers show only the need of certifying basic quality and safety standards

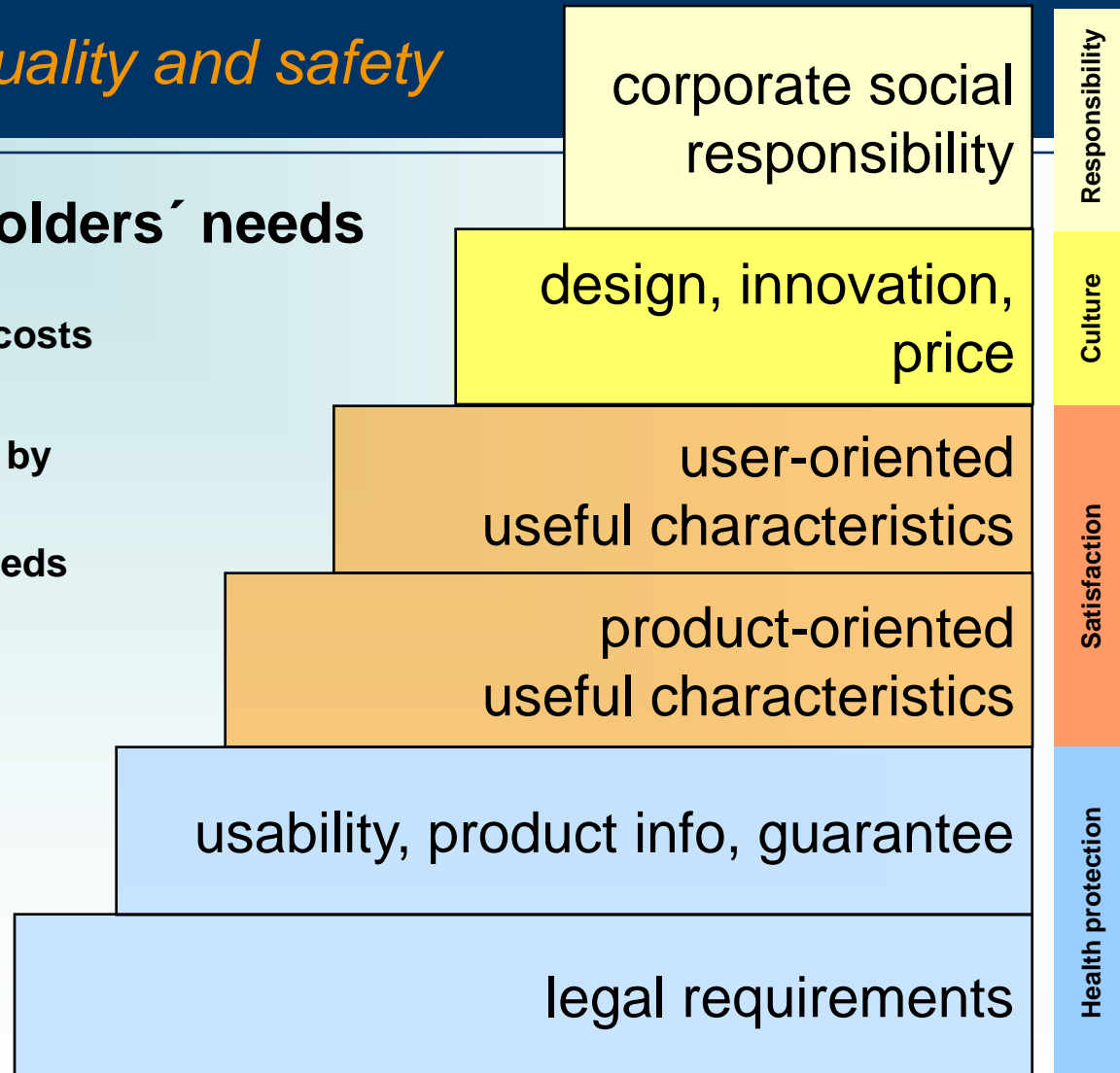


Source: European Commission, Rapex Report 2007

The meaning of quality and safety

Additional stakeholders' needs

- sufficient quality at low costs
- short times of delivery
- consider needs induced by media coverage
- consider consumers' needs
- competitive products
- high sales figures
- low risk for product recalls
- latest technologies



CE

How does the certification industry ensure that its services do not undermine the meaning of the CE marking?



additional certification services do not replace the CE marking but complete it in view of the stakeholders' needs.

- **Industry**
- **Retailer**
- **Consumer**

CE-marking

products must be labeled with CE marking



- ⇒
- product is conform with all relevant directives
 - designated for authorities
 - manufacturer self-declaration

GS-marking

products according to § 7 Abs. 1 GPSG and labeled with GS marking comply with safety and health standards due to all statutory provisions



- ⇒
- conform with all legal requirements
 - designated for industry, retailer and consumer
 - certified by accredited certification body (CAB)
 - product and factory inspection

EU Safety Mark

EU Safety Mark should be

- similar to the GS mark requirements
- based on certification by an accredited third party



- based on product testing, certification, mark approval and monitoring
- added to the logo of certification body for consumer transparency

CEOC International Members



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Thank you for your attention!



Dr. Wilhelm Schubert

LGA QualiTest GmbH
TÜV Rheinland Group

Tillystraße 2
90431 Nürnberg
Germany

Phone: +49 (0) 911 655-57 61

Fax: +49 (0) 911 655-57 77

eMail: wilhelm.schubert@lga.de