

# **WORKSHOP # 3**

**“EUROPEAN QUALITY BRAND”**

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**Current situation:**

- We thought that CE marking would afford some protection against low quality products. We know today that this was never the intention behind CE marking
- So our industry continues to be exposed to low cost, low quality products offering inferior performance
- In Europe we do have good standards, both voluntary and CE marking, but are they adequate?

**Proposition :**

- To develop a European quality mark for ARGE members
- For ARGE to own and manage this quality mark across our industry
- The ARGE European quality mark would be based on CEN standards

**Workshop output:**

- Does a European quality mark provide an advantage to our members ?
- If Yes do we develop and manage the mark through ARGE ?
- Do we need to base the mark on CEN standards?

**QUESTION 1:**

Does European quality mark provide advantages to our members

**COMMENTS :**

- Advantage to compete with low quality product.
- To differentiate quality levels with CE mark and EN standards
- To open the competition between European laboratories for third party test products
- Defensive action against very low quality products
- Risk : to decrease the brand quality level if it is to accept all member products

**OUTPUT:**

- Yes we see advantages in European Quality Mark

**QUESTION 2:**

- do we develop and manage the mark through ARGE ?

**COMMENTS :**

- Arge is the good level to have a low cost for a european Quality Mark (comparison with Epds)
- Manufacturers will “keep in the hand” the full requirement rules of that quality mark.
- A quality mark only for Arge Members

**OUTPUT:**

- Yes ARGE is the best organisation to manage a European quality mark if we do it

**QUESTION 3:**

- Do we need to base the mark on CEN standards?

**COMMENTS :**

- It could be useful to keep our initial investment in EN standards (experts of our industry)
- Cen standard are only a base which could be implemented with other requirements, that we are free to define.
- For example the quality brand could cover (supply chain characteristics. Ease of installation...)
- It has to be much wider than a standard, not only tests performances criteria

**OUTPUT:**

- Yes BUT it has to be more than a highest level of performance.

**QUESTION 4:**

- Is it enough strategic for our future business to propose to invest money on that project?

**COMMENTS :**

- It is a strategic project
- It depends of the cost and the return on invest.

**OUTPUT:**

- It require more investigation and a business case