WORKSHOP # 3

“EUROPEAN QUALITY BRAND”

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 end 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