

Price of standards proposal

The price of standards has been reported by small and micro SMEs as a deterrent to acquire them in view of using them. SMEs recognize the need to use standards but find it difficult to obtain information and assistance.

As much as the individual price of one standard, of the order of 100 €, is affordable by a micro enterprise, it becomes expensive when the price of all the standards referred in the standard of direct interest (often more than 20) is added.

Less than 10% of enterprises in Europe purchase standards and the average number amounts to one standard per company every five years.

National Standards Organisations already have discount practices established since some years when electronic download was not common. Discounts for paper collections of standards can be up to 90% but they are not necessarily adapted to the needs of micro enterprises that start using standards when the market obliges them to.

The market for standards could be significantly increased if the pricing were adapted to the needs.

After long evaluation of possible options NORMAPME submits the following proposal with the aim to increase the available information on standards, their visibility and their distribution:

Standards-search online catalogues should provide at zero cost, the title and number accompanied by a comprehensive abstract and the complete list of reference standards i.e. primary reference list of the standard and secondary list of standards referred in the reference standards.

The cluster of the standard and the reference standards should be offered at a deep discount price close to the best today practices in the EEA countries.

Such pricing should be accompanied with an intense advertising campaign to incite small enterprises to purchase standards, implement them in their own interest and comment on them such that future versions of the standards be better adapted to their reality.