



NORM APME

Benefits & burdens of Standardisation

NORMAPME a.s.b.l.

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Benefits of standardisation for the various stakeholders

- *simplification* of the growing variety of products and procedures in human life
- *variety control* and *efficient use* of materials, energy and human resources
- *compatibility and inter-changeability*
- safety, health, protection of life and the environment
- reduction of the degree of market uncertainty
- protection of consumers and community interests
- *fitness for purpose*
- *elimination of trade barriers*

Standards: Benefit or Burden?

- Standards *define and clarify* what is required from a product, a service or *give rules of behavior* for business, government or consumers, etc.
- Standards *protect the supplier and the user* by that clear definition of requirements in case of legal dispute. (DIRECTIVE 85/374/CEE)
- Standards *protect the SME* as it can sell on the same level as large enterprises by using the standard.

Standards: Benefit or Burden?

- *Good use of standards reduces cost of operation (even more so for Quality System standards):*
 - Less product/process variation,
 - Reduced risk in exports, in supply to large customers.
 - Legal protection
 - Less rejects,
 - Increased efficiency.

What you right you don't do twice!

Standards: Benefit or Burden?

- Standards *should* be adapted to the SME structure for being used effectively by them.
- Standards *can be very costly* to the Small Enterprise:
 - If designed for the large enterprise only,
 - If they are too complicated (costly) to use effectively in SME,
 - If not understood but used as a basis for contracts or exports,
 - If ignored by the SME, in case that a faulty product leads to a legal dispute.

The Advantage of Participating in Standardisation

(According to DIN study of 2000)

- So standards can be a burden if you are not informed and protected.
- But the natural tendency of many Micro-Enterprises is to ignore them unless competition, clients or authorities force the issue.
- NORMAPME tries to ensure the Craft & Small enterprise is well protected. We can help!
- Please help us also so we can be effective in our work.

The Advantage of Participating in Standardisation

(According to DIN study of 2000)

- 52% of Participating Companies believe they have an Advantage over Non-Participating ones
- 60% Believe that Early Access to Information gives them a Competitive Edge
- 48% consider they it gives them a cost saving.
- In case of Exports this is even more relevant.

With NORMAPME the SME & Craft Enterprise has the Right Instrument to Participate with Success.



**THANK YOU FOR YOUR
ATTENTION**