



# Keymark

ONE STANDARD, ONE TEST, ONE MARK



## YOUR KEY TO THE EUROPEAN MARKET

- Increase** sales opportunities
- Reduce** costs
- Simplify** access to the European market
- Enhance** customer confidence
- Certify** product quality
- Improve** the image of your company



Keymark

# Keymark

## What is it?

The Keymark is a voluntary quality mark for products and services. It is jointly owned by the European Standards Organizations CEN and CENELEC.

The Keymark System is operated by certification bodies that have been authorized by CEN. The rigorous certification methodology offers the assurance that the service or product demonstrates continued compliance with all relevant European Standards (ENs).

Manufacturers, suppliers, and service providers can all apply for the Keymark.

## The Keymark works for consumers

*“The Single European Market needs a Single European Mark of Conformity.”*

Stephen Russell, Secretary-General  
ANEC (The European consumer voice in standardization)

ANEC lobbied for the creation of the Keymark and has been a firm supporter of its use. Bearing in mind that the requirements of European Standards allow consumer products on sale in the Single Market to be safe and to reach an agreed level of performance, ANEC values the Keymark as a visible and independent confirmation of the conformity of a product to European Standards. ANEC also prefers the Keymark to multiple certification marks, so that European consumers receive a single and consistent message.

**Safety counts:** The Keymark on portable fire extinguishers assures the purchaser that the product adheres to all relevant European Standards.



## The Keymark works for industry and suppliers

*“The Keymark helps to create a large open EU market for Solar Thermal products.”*

Gerhard Rabensteiner, President  
ESTIF (European Solar Thermal Industry)

Various countries have developed incentive programmes to support the development of the solar thermal industry. Different requirements in these programmes created barriers to trade and thus became an obstacle to a Single European market for these innovative products. As a unified and simple solution, ESTIF actively promotes the Keymark.

Based on a Keymark Scheme for solar thermal products, testing, inspection and certification are now organized into a single streamlined process. The Keymark assures the quality and performance of solar collectors for an extended period.

From a sales perspective more and more customers appreciate the Keymark and in many countries it has become a precondition for financial incentives to solar thermal collectors. The Keymark is the only quality mark for solar thermal products of importance on a European scale and thus facilitates the creation of a single common European market.



**Nothing but sunshine:** The Keymark on solar collectors opens the door to new markets.





## The Keymark works for certification bodies

### Better built homes:

The Keymarking of building materials, such as ceramic tiles and thermal insulation, benefits all links of the supply chain.



*“The Keymark is the European solution for local and pan-European players.”*

Eric Winnepenninckx, Representative  
BCCA (Belgian Construction Certification Association)

In the case of thermal insulation, industry took the initiative of bringing together certification bodies across national borders. This was done to ensure not only a high quality product, but also fair competition. Since then, most European certification bodies in this area have joined the scheme.

Participating in the Keymark System is an opportunity for certification bodies to develop their business at a European level. The pan-European participation in Keymark schemes ensures continued improvement as knowledge and experience within the scheme increase. This broad European base also provides opportunities for exchange with colleagues and networking with potential clients.



## Keymark Certification

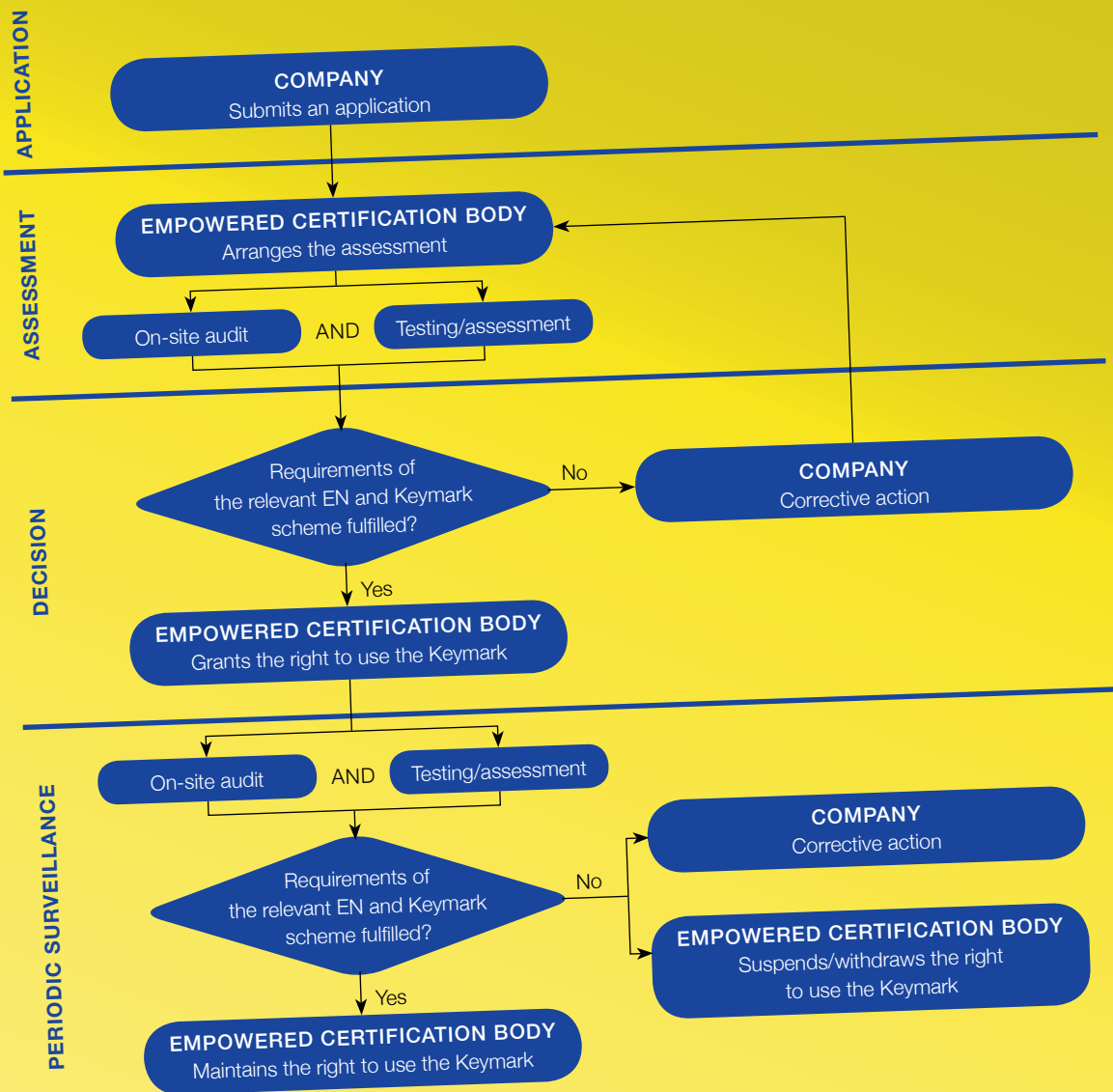
### How does it work?

The Keymark is a voluntary third party certification mark operated by empowered certification bodies. The Keymark shows that the product meets all requirements of the relevant European Standards. Once a product or service is Keymark certified there is no need for re-testing against European Standards in other countries participating in the scheme. In order to ensure ongoing compliance regular surveillance is an essential element of the Keymark system.

Manufacturers, suppliers, and service providers are authorized to use the Keymark after a successful certification process.

For more information contact [cenkeymark@cencenelec.eu](mailto:cenkeymark@cencenelec.eu).

# How to obtain the Keymark



## About CEN

The European Committee for Standardization (CEN) is a business facilitator in Europe, removing trade barriers for European industry and consumers. Its mission is to foster the European economy in global trading and promote the welfare of European citizens and the environment. Through its services it provides a platform for the development of European Standards and other technical specifications.

CEN's 30 National Members work together to develop voluntary European Standards (ENs) in various sectors to build a European Internal Market for goods and services and to strengthen Europe's position in the global economy. More than 60.000 technical experts, as well as business federations, consumer and other societal interest organizations, are involved in the CEN network that reaches over 480 million people.

