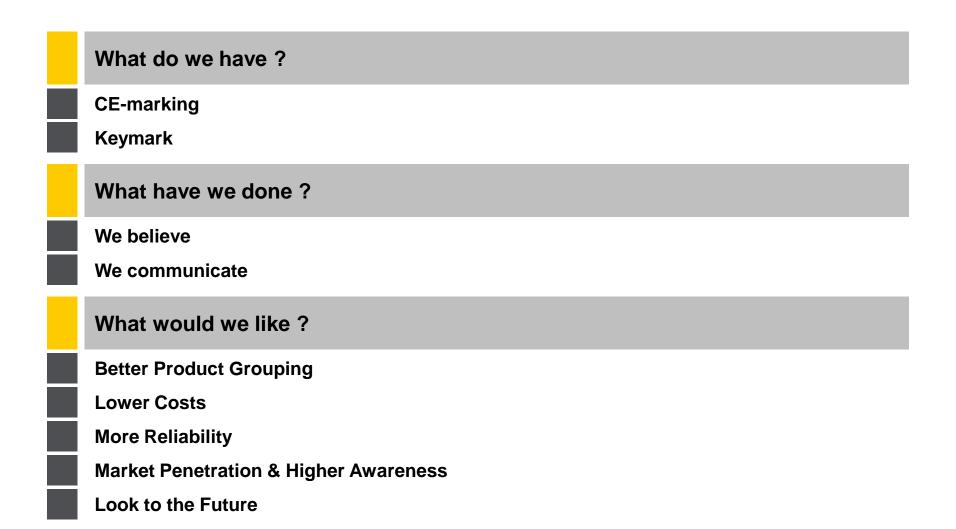
Demands of Manufacturers

Keymark 2.0 for Recticel Insulation

Berlin, 18-19 October 2016

Dirk Vermeulen







What do we have?

CE-mark

- legally required
- ► CPD / CPR
- ► AoC/ACVP (3 for the majority of our products)





What do we have?

Keymark

- voluntary quality mark
- ▶ from the start (2003) as the first & only PU manufacturer
- ▶ notified body: BCCA (N° 001)





What have we done?

Believe in the Keymark

We chose the Keymark from the start

- to give added value to our products
- to assure our customers of our quality
- because of the scheme rules:
 - manufacturer
 - registered laboratories
 - empowered bodies





What have we done?

Revive the awareness

- quality products
 - proven by testing
 - external surveilance for reliable results
- reliable
 - voluntary system
 - official notified body
- sustainable
 - annual surveilance







"Intelligent" Product Grouping

Look at what influences the product characteristics

- production plant
- production unit
- production line



* Quality as a verb



Lower Costs

qualitative

reliable

adequate

HOWEVER

lean & mean

"Intelligent" approach



PAY LESS TO PROVE OUR QUALITY



More Reliability

Use the Keymark scheme intelligently and focus on results:

- ► CPR
- Product Standards
- Experience
- ► AoC/ACVP 1 "plus"





Market Penetration & Higher Awareness

- Broaden the scope
- Widen the geographic range
- ► Link with the national schemes
- Communication & publicity
- New website





Look to the future

- ▶ new types of product ⇒ product modifications
- new systems
- future developments





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