

Demands of Manufacturers

Keymark 2.0 for Recticel Insulation

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What do we have ?

CE-marking

Keymark

What have we done ?

We believe

We communicate

What would we like ?

Better Product Grouping

Lower Costs

More Reliability

Market Penetration & Higher Awareness

Look to the Future

What do we have ?

CE-mark

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



LEGAL COMPLIANCE

What do we have ?

Keymark

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

 PROVEN QUALITY

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



WE BELIEVE

What have we done ?

Revive the awareness

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



WE COMMUNICATE



What do we need ?

“Intelligent” Product Grouping

Look at what influences the product characteristics

- ▶ production plant
- ▶ production unit
- ▶ production line



FTO = Freedom To Operate

FTQ = Freedom To Quality*

* *Quality as a verb*

What do we need ?

Lower Costs

qualitative

reliable

adequate

HOWEVER

lean & mean

“Intelligent” approach



PAY LESS TO PROVE OUR QUALITY

What do we need ?

More Reliability

Use the Keymark scheme intelligently and focus on results:

- ▶ CPR
- ▶ Product Standards
- ▶ Experience
- ▶ AoC/ACVP 1 “plus”



YOU CAN RELY ON THE KEYMARK

What do we need ?

Market Penetration & Higher Awareness

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



THE KEYMARK SCHEME
REACHES ALL STAKEHOLDERS

What do we need ?

Look to the future

- ▶ new types of product \Longrightarrow product modifications
- ▶ new combinations \Longrightarrow composite products
- ▶ new systems
- ▶ future developments



WORK TOWARDS A KEYMARK 2.0

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