

What is the European Quality Trademark (EQTM)?

The European Quality Trademark is a quality acknowledgement which will be awarded to products meeting the requirements referring to their quality characteristics and the business performance of companies producing them. It's a completely new approach, which may leverage other available quality recognitions such as certificates, markings, labels, stamps, stickers and validations till now have been referring only to the product or company alone. **European Quality** products will guarantee long-term sustainable quality in accordance with the contractual agreed criteria with business partners or end users.

Company

- ★ Registered in **Europe**
- ★ **Positive** business results
- ★ All required **licenses** and **permits** obtained. **Health&Safety** and **Environmental** aspects taken into account
- ★ **Financial obligations, legal requirements** and **liabilities** settled
- ★ **Quality Management System (QMS)** implemented

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Product

- ★ At least **3 years on the market**
- ★ At least **60% European sourced**
- ★ **Product revenue** based over at least **3 customers**
- ★ **Intellectual property** of the company
- ★ **Customer satisfaction** at least **90%**

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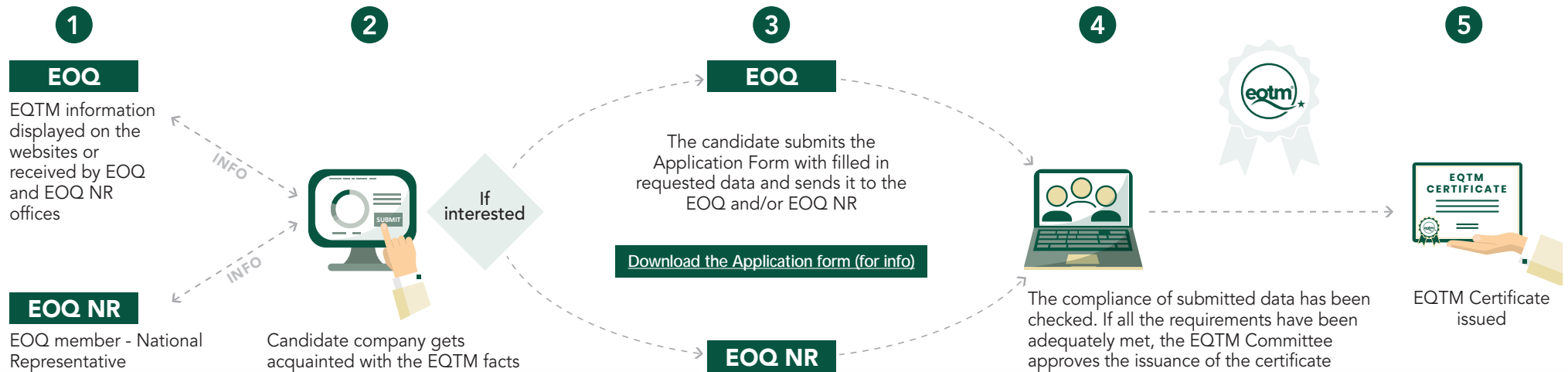
BENEFITS

EQTM products will be highly respected and its international recognition can complement other existing national recognitions. It is aimed at all countries that geographically belong to Europe. It is expected that European countries will endeavour to obtain the **European Quality Trademark** for as many products as possible. We believe that EQTM requirements and recognitions will become an important differentiation and competitiveness, not only for products on the European market, but also for products that compete globally.

APPLICATION PROCESS

The interested companies have to fill in the Application Form, which will be reviewed by the EQTM Committee. Properly managed processes will ensure that EQTM will be granted only to products that deserve it. The period of the EQTM validity is three years. For the second and third year the EQTM recipient must report that the technical conditions have been met as demonstrated at the initial assessment.

How to obtain the European Quality Trademark (EQTM)



EUROPEAN ORGANIZATION FOR QUALITY - EOQ

www.eoq.org

Vision:

Europe's leading promoter of Quality – by extending its sphere of influence throughout the entire geographical area of Europe and beyond.

Mission:

Improve European society through the promotion of Quality in its broadest sense.

Five-year ambition - 2025:

EOQ is the go-to organization regarding quality. EOQ is the key contributor to make Quality a top priority in Europe.

Through National Quality Representatives (NR) and leading Quality organizations in European countries, EOQ has access to 30,000 members (22,000 individuals and 8,000 legal entities).