



THE EUROPEAN FEDERATION OF ASSOCIATIONS OF LOCK AND BUILDERS HARDWARE MANUFACTURERS  
ARBEITSGEMEINSCHAFT DER VERBANDE DER EUROPÄISCHEN SCHLOSS - UND BESCHLAGINDUSTRIE  
FEDERATION EUROPEENE DES ASSOCIATIONS DE FABRICANTS DE SERRURES ET FERRURES

6/23/04

# How to market standards?

ARGE Conference, Helsinki, 11 June 2004  
WG C – Standardization  
**Alfred Scheurer, GLUTZ**

---



**End users**

**Architects**

**Benefit for all**

***EN-Standards***

**Specifiers**

**Distributors**

**Manufacturers**





**End users**

**Benefit for all**

**Architects**

***EN-Standards***

**Distributors**

**Specifiers**

**Manufacturers**



# The end user likes:

- ✓ Safety
- ✓ Security
- ✓ Comfort



**End users**

**Architects**

**Benefit for all**

***EN-Standards***

**Specifiers**

**Distributors**

**Manufacturers**



# The architect likes:

- ✓ Design
- ✓ Functionality
- ✓ Confidence



***EN-Standards***

**End users**

**Architects**

**Benefit for all**

**Specifiers**

**End users**

**Manufacturers**

6/23/04

Alfred Scheurer

## The specifiers like:

- ✓ Clear product description
- ✓ Updated catalogues
- ✓ Product support (samples)



***EN-Standards***

**Manufacturers**

**End users**

**Benefit for all**

**Archtiects**

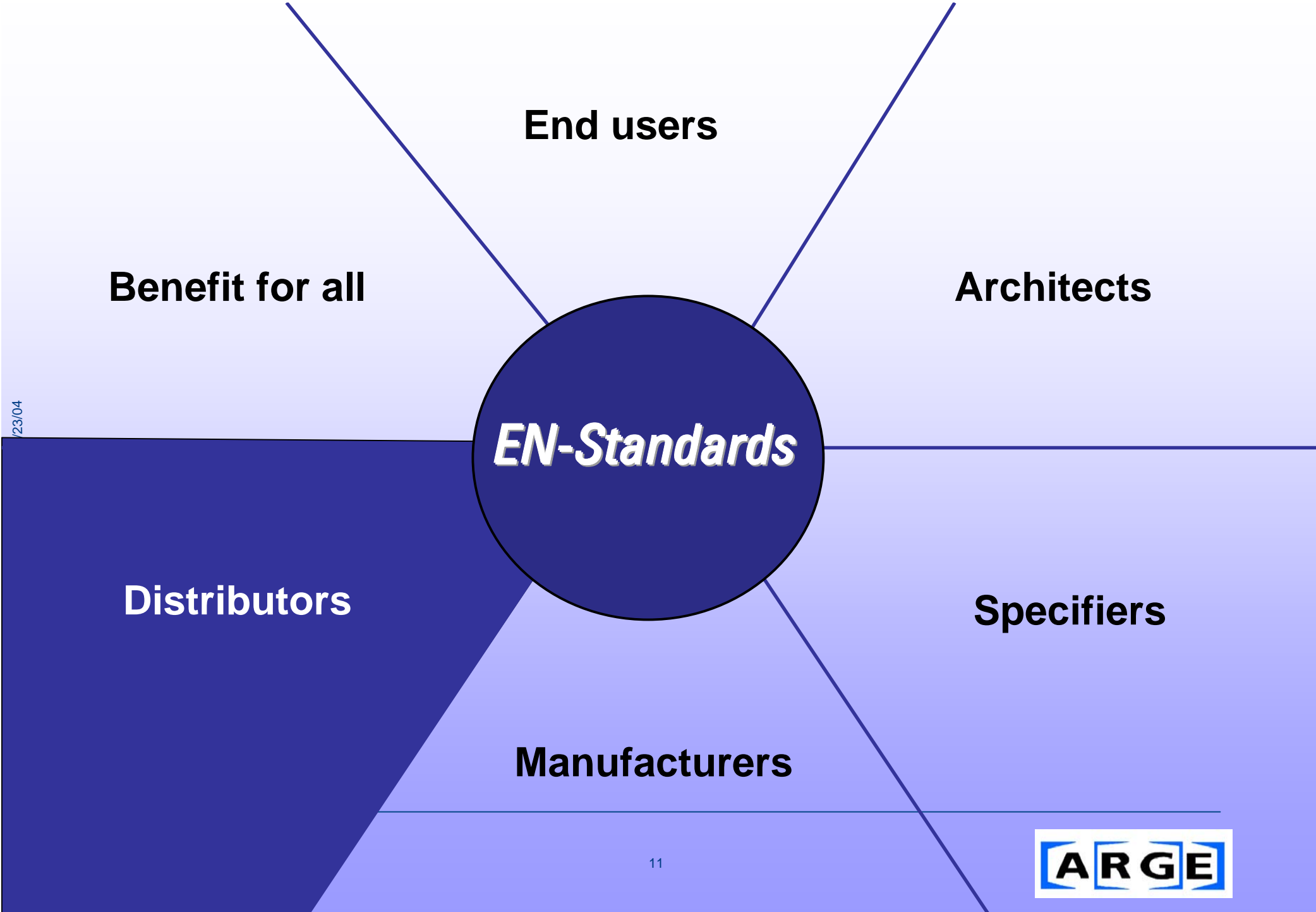
**Distributors**

**Specifiers**



## The manufacturers like:

- ✓ To produce products to a standard
- ✓ To enhance the reputation as a recognised quality product manufacturer
- ✓ To have a defence against product liability claims

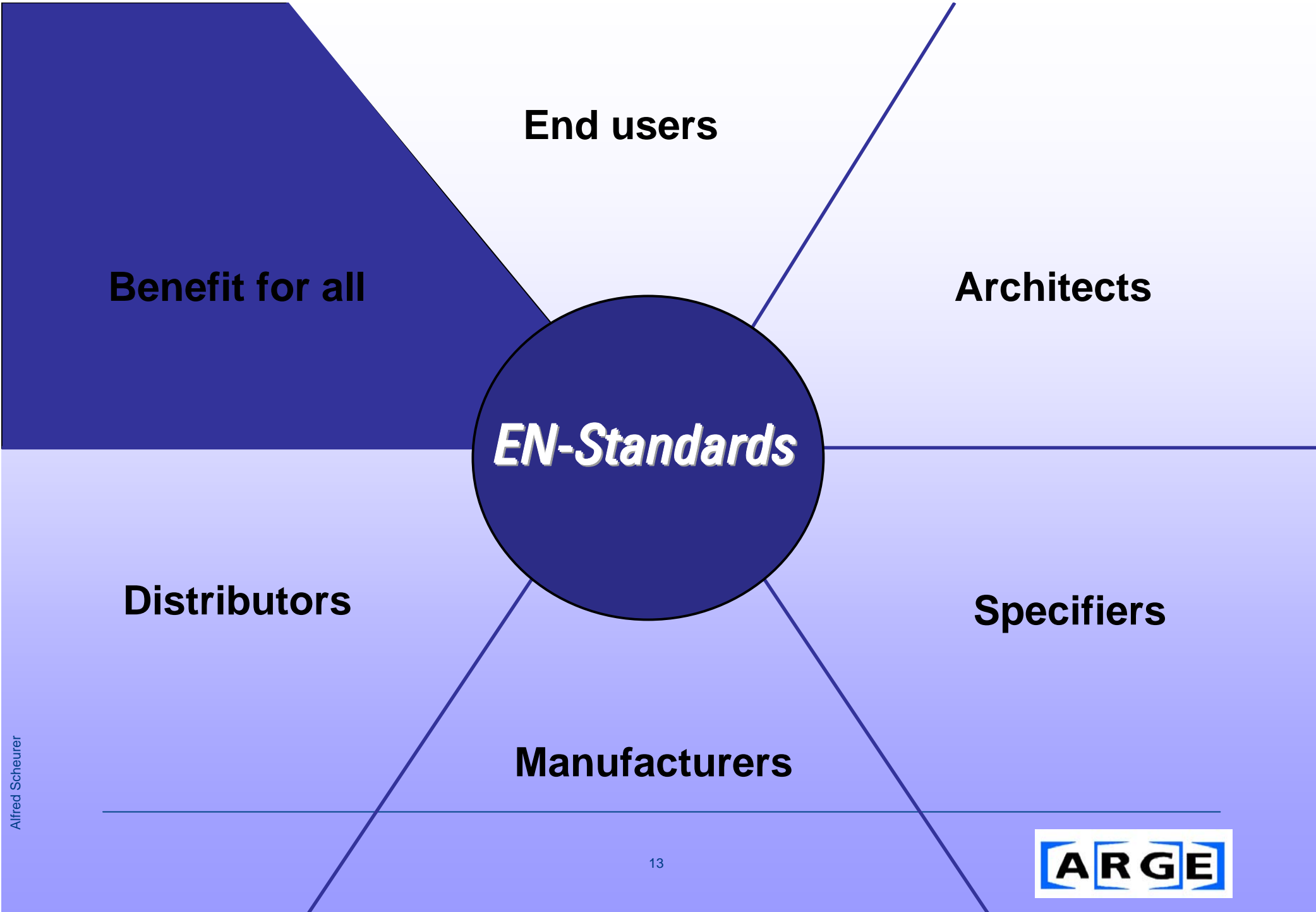


23/04



# The distributors like:

- ✓ **Benefit**
- ✓ **To sell up to a standard rather than down to a price**
- ✓ **Marketing support**



## Benefit for all:

- ✓ Restricts growth of low cost, low quality products

## What to do?

- ✓ To establish the commercial use of the EN standards through information provided by the Member Associations
- ✓ The manufacturers to promote EN standards to their customers



Thank you

