

**Intertek**

# Business Assurance Client Marketing and PR Kit



November 2013

## Introduction

Congratulations on achieving your certification! Now that your organization has proven that its management system meets international standards, you undoubtedly want to be sure that your customers and suppliers know you have achieved this valuable certification.

As our valued client, Intertek is eager to support you in these efforts. We've prepared this kit to help you effectively promote your certification, while talking about it in a technically correct manner.

## The basics

When you talk about your certification in your marketing materials, it will bring benefit to both your organization and to Intertek when you do it correctly. If you're up against a deadline and don't have the time to read this document cover to cover, here are the most important tips to bear in mind.

- The best way to refer to your certification is by the full standard name, i.e. *ISO 14001:2004 certified*. If you say your company is *ISO certified*, your readers could mistakenly think that ISO (the International Organization for Standardization) certified your organization, when in fact it was Intertek who provided that service.
- Use the terms *certified* or *registered* instead of *accredited*.
- Specify the scope of your certification as needed. If not all sites or processes are covered by the certification, don't mislead your audience in to thinking it applies to all of them.
- Ensure that any mention of your certification or use of the Intertek mark does not imply product conformity. Feel free to send a copy of your marketing piece to Intertek if you are unsure about any wording (contact information for Intertek Marketing is on the last page of this document).
- If you would like to use an Intertek certification mark, ensure that such use meets the guidelines established in our document GP205-1, *Use of Certificates and Certification Marks*.

- If you choose to mention Intertek by name in a press release, you must send a copy of the announcement to Intertek Marketing for review and approval prior to release (refer to the last page of this document for a contact list). We will always review your announcement as quickly as possible, so as not to delay the release.
- Please refer to our company by our brand name: *Intertek*. For example: “*ABC Company announces that it has received ISO 13485:2003 certification from Intertek.*” Do not refer to Intertek by the legal name shown at the bottom of your certificate (i.e. “Intertek Testing Services NA, Inc.”), “Intertek Systems Certification,” or other legacy names.

## Management Systems 101

If you’re in Marketing and not in Quality Management, the concept of “management systems certification” might be brand-new to you. By gaining a better understanding of management systems and the auditing process, you’ll be able to spot errors or discrepancies in your marketing materials more easily.

### **What is a management system?**

A *management system* consists of the separate processes that are used to plan, build, or conduct and deliver products or services in accordance with company policy and objectives.

### **What is a process?**

With regard to management systems, a *process* is: a number of reproducible, interacting activities that together convert an input to an output.

### **What is a certification body?**

A *certification body*, often called a *registrar*, is an impartial third-party organization responsible for auditing your management system against the applicable international standard(s).

### **What is accreditation? How does it differ from certification?**

Accreditation is a national accreditation or standards body's approval of a certification body – in other words, it's like the registrar's "certification" for providing certification. As Intertek's certified client, you cannot say you are *accredited*, because it is Intertek that holds the accreditation. Instead, you may say your organization is *certified* or *registered*.

### **What the difference between certification and registration?**

Essentially, none. Both refer to actions Intertek has taken as your certification body: *certification* means we have issued the certificate to your organization, and *registration* means we have added you to our client register. Either way, it signals a successful end to the auditing process.

### **Who is ISO? Why should I not use the term "ISO certification"?**

ISO, the *International Organization for Standardization*, is a global, non-governmental standards writing body. (Although it's always capitalized, ISO is a word, not an acronym. The name ISO was derived from the Greek word *isos*, meaning "equal.") ISO 9001, *Quality management systems – Requirements*, is arguably ISO's most well-known standard, but ISO is involved in much more than management systems – there are ISO standards for everything from railroad construction to ink color. Also, there are many management systems standards that aren't published by ISO (such as AS9100, which is published by the International Aerospace Quality Group). Therefore, while you may find that people use the term *ISO certification* to describe management systems certification, it's not a technically correct term. It can be corrected by adding the standard name: for example, *ISO 9001:2008 certification*.

### **How does the audit and certification process work?**

Initial certification audits are performed in two stages:

- In *Stage 1*, your Intertek lead auditor confirms that your management system has been designed to conform with the requirements of the standard and achieve your organization's policy objectives. During this audit, our team evaluates the capability of the management system to manage compliance with statutory, regulatory, and contractual requirements.
- If the results of the Stage 1 audit are acceptable, your organization receives confirmation for proceeding with the Stage 2 audit. Your organization is

- also given a predetermined amount of time to correct any non-conformities found.
- In *Stage 2*, the Intertek auditor performs a full on-site audit of the management system. The objectives of the audit are to confirm that the management system conforms with all the requirements of the standard, and that your organization has effectively implemented the management system so it can achieve the organization's policy objectives. Your organization is given a predetermined amount of time to correct any non-conformities found.

After the successful completion of both stages, your organization receives a certificate that expires after three years.

After the initial certification, *surveillance audits* are performed at either 6-month or 12-month intervals (according to your organization's preference) to ensure that the management system still conforms with the standard. During a surveillance audit, the auditor only reviews a portion of the management system. At the next surveillance audit, he will audit a different portion of the management system. These samples are determined ahead of time using an *audit plan*.

Three years after initial certification, your organization must undergo a *re-certification audit* (often called a *re-assessment*) where the entire management system is audited again. Upon successful completion of the re-certification audit, your organization receives a new certificate valid for the next three years (except for certificates issued under the Medical Device Directive, which are valid for a maximum period of five years), and a new period of surveillance audits begins. This cycle of surveillance and re-certification audits repeats for as long as your organization maintains its certification.

### **What are first-, second-, and third-party audits?**

A *first-party audit* occurs when an audit is performed within your organization by your own auditing resource. This is often called an *internal audit*.

A *second-party audit* is performed by a supplier, customer, or contractor, often against their proprietary requirements.

A *third-party audit* is performed by an independent body (i.e., a registrar such as Intertek) against a recognized standard (i.e., ISO 9001).

## Certification marks

To help our clients promote their certification in a visual way, Intertek has developed a certification mark for every management system standard we offer. An example of one of our marks is shown at right. (Note this is different from the Intertek *logo*, which is the blue rounded-rectangle design shown at the top of the page. Our clients are not permitted to use the Intertek logo.) These marks may be used in marketing materials such as advertising, letterhead, and sales literature; in some cases, it can even be used on product packaging. The certification mark can be a powerful marketing aid, provided that it is used correctly.



Usage guidelines for Intertek's Business Assurance marks are provided in our document GP205-1, *Use of Certificates and Certification Marks*. Key elements of GP205-1 include:

- Ensure that any use of the Intertek mark or mention of your certification does not imply product conformity. Remember: it's your processes that have been certified, not your product. When in doubt, use a qualifying statement such as *ISO 9001:2008 Certified QMS* in the text or alongside the Intertek mark.
- If you choose to use the version of the Intertek mark that includes our accreditor's mark(s), the entire graphic must be printed in black. If you use the Intertek mark alone, it may be printed in black or the predominant color of the letterhead or printing. (For example, if you are printing business cards entirely in green ink, the Intertek mark may also be printed in green, provided the accreditor's mark is not included.) The marks we provide to you will be in black.
- Our mark may not be rearranged or altered from the original file (except to recolor it if needed, as explained above).
- Intertek's marks may be reproduced at any size, provided that they are not distorted and all features are clearly distinguishable/legible. If you are using the version of the mark that includes our accreditor's mark, please note there may be different sizing requirements (as specified by our accreditation bodies); these are outlined in full detail in GP205-1.



The full text of GP205-1 may be downloaded in PDF format at:  
<http://www.intertek.com/auditing/management-systems/policy/>

If you have not already received the mark(s) corresponding to your organization's certification, contact your local Intertek office or send a request via email to [business.assurance@intertek.com](mailto:business.assurance@intertek.com). JPG and vector EPS file formats are available. (JPG files work well for web, email, or word processing functions, and can be opened on nearly any computer. EPS files can usually only be opened with specialized graphics software, but are ideal for professional printing or large-scale applications.)

Please note that while we would be delighted to see your organization use the Intertek mark, you are not required to do so. You are free to create your own logos or artwork – perhaps something based on your corporate logo, or a new design. However, make sure that any logos you create cannot be mistaken for the ISO logo, which is displayed at [www.iso.org](http://www.iso.org). (ISO expressly prohibits use of its logo by registrars or certified companies. This is why each registrar creates its own mark for distribution to certified clients.)

## Press release template

If you need to write a press release but don't know where to start, try using the template on the next page and adjusting it as needed. Start by swapping out the text in (blue text and parentheses) with your organization's details. As a reminder, if you choose to name Intertek in your release, you must contact the Marketing team at Intertek for prior review and approval (refer to page 9 for a contact list).







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## Ideas for promoting your certification

There are many different ways you could announce your organization's certification, both internally and externally. Here is a list of just a few of the ways our clients have accomplished this:

- Use the Intertek certification mark on your printed materials (stationary, business cards, literature, etc.). Refer to pages 5-6 of this kit for further information.
- Prepare and distribute a press release to key media, including industry magazines, trade organizations, and local newspapers. Refer to pages 6-7 of this kit for further information.
- Announce the good news to customers and suppliers with a letter or email from your president/CEO, or an article in your company newsletter.
- Display your Intertek certificate in a prominent location, such as your building's front lobby.
- Create a page on your company's website dedicated to your management system and its certification. Include an electronic copy of your Certificate of Registration for fast and easy download by customers and suppliers.
- Mention your certification in all advertising. The ad itself could be an announcement of your new certification.
- Display a flag or banner to announce your certification. (In some countries, you can purchase one through Intertek; contact your Intertek account manager for more information.)
- Add the Intertek mark, and/or text describing your certification, to tradeshow booth graphics.
- Organize an open house or reception in recognition of your achievement, and invite VIP customers and suppliers.
- Reward your employees for their effort with promotional items (t-shirts, mugs, etc.) imprinted with your company's logo and text such as *ISO 14001:2004 Registered Company*.
- Add text such as *ISO 9001:2008 Certified* to the graphics on your company vehicles.



## We're here to help

Take advantage of your certification – it's a marketing tool for you. And Intertek is ready to provide you with support you need to do it right. Please do not hesitate to contact any member of our global Marketing team directly if you'd like our help in promoting your management system's certification:

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You can also email us at [business.assurance@intertek.com](mailto:business.assurance@intertek.com), or visit <http://www.intertek.com/business-assurance/> and click *Send us a request* to reach the Intertek regional office closest to you.