



standardization
and innovation

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Standardization and Innovation

Presented by

Wayne Morris

Vice President, Division Services

AHAM

Standardization and Innovation

- Are these terms mutually exclusive?
- How can you have products standardized and yet allow companies to innovate?
- And, how can you then differentiate in the marketplace?



Standardization and Innovation

- Consider the “standard” refrigerator.
- What do you picture in your mind when someone says “refrigerator?”



Or?



Or?



Or?



Or?



Standardization and Innovation

- If all of these are refrigerators, and if all are different, how do you measure performance or energy efficiency of each?
 - Different types
 - Different usages
 - Different climates
 - Different cultures
 - Different shopping/storage patterns



Standardization or Innovation

- **We each come with our ideas of what a product will look like**
 - Features
 - Technologies
 - Performance
 - Lifetime
 - Consumer interface



Standardization or Innovation

- **Can we have both standardization and innovation?**
 - ensure innovation
 - assist innovation
 - protect innovation

Yes, if we do our jobs right.





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Standardization and Innovation

- Consider another case.
 - Dishwashers
 - US performance testing based on washing relatively easy to remove soils
 - Concern from consumers is redeposit
 - Filtration
 - European performance testing based mostly on baked-on, dried-on soils
 - Concern from consumers is aggressive cleaning
 - Consumers don't mind emptying filters



Standardization and Innovation

- With two different approaches, how can you have one standard to measure performance?
 - Working toward resolution
 - Consumer habits changing
 - New innovations in design
 - Changes to energy testing now referencing performance
- Threats to innovation can come from consumer testing agencies.
 - Reflect one viewpoint
 - Reflect past history



Standardization and Innovation

- Standards Writing Organizations have responsibilities
 - Develop current test methods
 - Keep them current
 - Allow for maximum innovation



Standards and Innovation

- **Some countries have used standards to limit innovation**
 - Not directly or intentionally (maybe)
 - Can be used to protect national industries
 - Can be limiting
 - Testing in country only
 - “Quality Inspection” trips
 - Mandatory conformity assessment without evaluation of risks
 - Not all countries have regulatory schemes, with consistency of enforcement.



Standardization and Innovation

- Responsibility to make sure standards are not used as Trade Barriers
 - US Trade Representative
 - Department of Commerce
 - Industry Trade Advisory Committees
- Review and comment on WTO actions
- Review new WTO accession requests
- Review US Trade Agreements
- Resolve Issues



Standardization and Innovation

Thank you

Wayne Morris
Vice President, Division Services
Association of Home Appliance Manufacturers
1111 19th St. NW
Washington, DC 20036
Tel: 202-872-5955 x 313
wmorris@aham.org

