



NEMA Board of Governors – Standards Boost Business

Presented by

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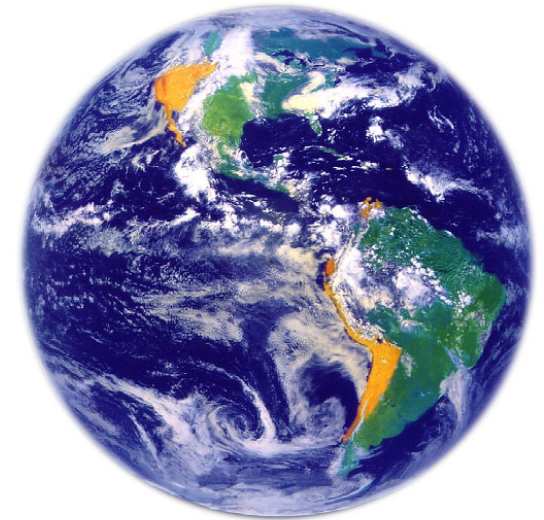


ANSI and NEMA complement and support each others' work toward a shared goal:

Strengthening U.S. business and industry through the development of standards and conformity assessment-based solutions

Benefits Companies Can Gain from Participation in Standards Development & CA

- Exert influence on technical content
- Align products and services with changing market demand
- Gain insiders' knowledge and early access to information on emerging issues
- Reduce redundancy, minimize errors, shorten time to market
- Decrease economic risk of R&D activities
- Lower costs by relying on previously standardized technologies



Increasing Participation Is Critical

- Economic downturn =
reduced funding and manpower
for standardization activities
 - Decreasing involvement is
actually a costly mistake
- International Impact
 - ISO, IEC, IAF, COPANT, PASC
 - Asia, EU, Brazil
- Domestic Impact
 - Congress, Agencies, White House



Standards Boost Business

- A new campaign to build understanding and recognition of the strategic value of standards and conformity assessment





- Streamline processes
- Trim costs
- Earn and maintain market access
- Boost the bottom line
- Earn customer loyalty

Standards Boost Business

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INCREASE EFFICIENCY



BE MORE COMPETITIVE

The answer is strategic standardization.

The U.S. Department of Commerce tells us that standards and conformity assessment impact more than 80% of global commodity trade. From design and manufacturing to distribution and marketing, all aspects of your industry's products and services are affected at some point by standardization.

But how much of an impact are we talking? Just ask the U.S. Department of Defense, which is projecting \$789 million in cost avoidance over just one of their programs. How did they do it? They focused on parts standardization and process standardization.

Or ask the electrical fire safety industry. By collaborating on a critical standard for Arc Fault Circuit Interrupters, the National Electrical Manufacturers Association, the National Fire Protection Association, and Underwriters Laboratories have helped to prevent more than 40,000 home fires, over 350 deaths, and more than 1,400 injuries each year.

Or ask Deere & Company, whose agriculture and construction equipment is exported and used around the world. By participating in standards development for component pieces like fittings and fasteners, Deere knows that these components will meet their needs "off the shelf." And the more standardized components they can use, the less they, and their customers, have to pay.

By participating in standards development activities – and by implementing standards and conformance tools – each of these organizations has been able to streamline processes, trim costs, earn and maintain market access, and boost their bottom line.

Want to learn more? The next tab tells you all about the **value of standards** to industry, government, and consumers. You can also read **case studies** that describe how companies, organizations, and government agencies are relying upon strategic standardization to meet their goals.

Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and supply chain management.

Standardization and conformity assessment activities lead to lower costs by reducing redundancy, minimizing errors, and reducing time to market.

Demonstrating compliance to standards helps your products, services, and personnel to cross borders. Standards also make cross-border interoperability possible, ensuring that products manufactured in one country can be sold and used in another.

Businesses not only reduce the economic risk of their research and development activities by participating in standardization, they can also lower their overall R&D costs by relying on previously standardized technologies and terminologies.

For more information



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