

# THE

# POWER

# OF STANDARDIZATION

Every day, standards work for you.

## HOW CAN STANDARDS BOOST BUSINESS?

Adoption of and involvement in standardization can lead to improvements in:



**COMPETITIVENESS**



**EFFICIENCY AND COST SAVINGS**



**INNOVATION AND R&D**



**CONSUMER CONFIDENCE, TRUST, AND LOYALTY**



**MARKET ACCESS AND TRADE**



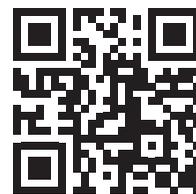
**SAFETY AND RISK REDUCTION**

## DID YOU KNOW...

...that almost everything you've touched today is affected by standardization? According to the U.S. Department of Commerce,

**93% OF GLOBAL EXPORTS**

rely on conformance to standards.



Access case studies, videos, and resources to learn more: [ansi.org/sbb](https://ansi.org/sbb)

# WHY ANSI MEMBERS PARTICIPATE



**KERRI HARESIGN, CONSUMER TECHNOLOGY ASSOCIATION**

“Participation in standards has had a huge benefit on the companies in the consumer technology industry. I like to say the phrase ‘standardization for innovation,’ because I think it’s really important when we look at fast-moving fields such as AI that we set those common baselines and standards that are needed so that companies big and small can grow and innovate on top of that.”



**LAURA LINDSAY, MICROSOFT**

“One of the benefits to Microsoft for participating in standardization is it allows us to have the ability to help set a standard or set a level that all organizations should be meeting, so even though they're voluntary they are still standards that markets, products, or systems need to meet. We find that raising that bar helps society as a whole—and benefits Microsoft because we help build trust into our products by following that set of standards.”



**MUHAMMAD ALI, HP, INC.**

“For HP, Inc. it's important to be an industry standards leader. For us, it’s getting that market access, ensuring that we gain competitive intelligence before the requirements come into place and we get a head start on complying with those requirements—ensuring that we gain customer confidence by complying with the relevant industry standards.”



**GABY DAVIS, IAPMO**

“We collaborated with ANSI and the governments of the United States and Indonesia and helped develop a national plumbing code for all of Indonesia. That led to the opening of our product test lab in Jakarta. Over a period of years this has increased U.S. plumbing product manufacturers’ exports to Indonesia by over 120%.”

## WHY SHOULD YOU BE INVOLVED?

*On any given day, a standards group or technical committee is making decisions that may impact your organization and industry. Will you be at the table to influence the direction, or outside—waiting for those decisions to impact you?*

**TO LEARN MORE:**

Contact ANSI at  
[pr@ansi.org](mailto:pr@ansi.org)

[ansi.org/sbb](https://ansi.org/sbb)

