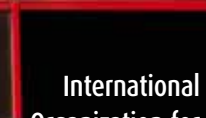
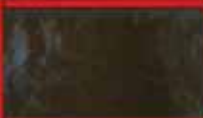


# 10 GOOD THINGS

# FOR SMEs



International  
Organization for  
Standardization





# ISO standards and small businesses

ISO International Standards provide many benefits for businesses worldwide, both in industrialised and developing countries. But these benefits are not just for large corporations and big businesses. ISO standards can also help small and medium-sized enterprises (SMEs). For example, ISO standards provide state-of-the-art specifications for products

and services. They can increase the efficiency of processes. They can help SMEs qualify for participation in global supply chains.

In short, ISO standards can help SMEs compete with bigger businesses for opportunities on the global market. ISO standards are the key to unlock future opportunities.



# 10 good things ISO standards can do for SMEs

- 1.** Standards help you compete on a level playing field with bigger enterprises
- 2.** Standards open up export markets for your products and services
- 3.** Standards help you discover best business practices
- 4.** Standards drive efficiency in your business operations
- 5.** Standards add credibility and confidence for your customers
- 6.** Standards open new business opportunities and sales
- 7.** Standards give you the competitive edge
- 8.** Standards make your brand name internationally recognized
- 9.** Standards help your company grow
- 10.** Standards enable a common “language” to be used across an industry sector

1

CANADA

## Standards help you compete on a level playing field with bigger enterprises

"Canadians tend to be shy. We don't market ourselves well internationally. We don't have the aggressiveness of our foreign competitors. So when we go up against tough

competition, we can let our standards certificate speak for us. It gives us credibility."



**Doug Smith**  
*President*  
**Conematic Heating Systems**  
Canada

*Conematic Heating Systems is a privately owned company and has a long list of certificates verifying its conformity to technical standards. Conematic has been working towards certification to ISO 9001, the world's most recognized quality management system standard.*



# 2

# SWEDEN

## Standards open up export markets for your products and services

“The payoff for engaging in standards work is greater than many small business people realize. Standards are both important and interesting. For a company like Baltic Safety, it’s essential to get involved with the working groups so we

can get started early with our planning for future designs and production methods. Globalization means that ISO standards are key for any company that hopes to succeed in export markets.”



**Per Frode**  
CEO  
**Baltic Safety Products**  
Sweden

*Baltic Safety Products is the largest manufacturer of lifejackets and buoyancy aids in Europe.*



3

ITALY

## Standards help you discover best business practices

“The high technical level of our activity must be based on a sound methodology, on personnel experience and on rigorous project management. ISO 9001 and ISO 9004 helped us in building up processes to manage all these

aspects coherently and unambiguously from design, up to deployment and customer help, which is deeply appreciated by our national and international customers.”



**Franco Nava**

*Owner*

**TW\_TeamWare**

*Italy*

*TW\_TeamWare is an engineering company based in Milan (Italy) specializing in design and production of electronic devices and systems.*



4

AUSTRIA

## Standards drive efficiency in your business operations

“ Without standards I would have had to close down... Not taking part (in standardization) would have cost me my company and my livelihood... What does it cost me if I do not get involved and others define rules that are out of line

with my needs, interests and experiences, but which I have to comply with because they are laid down in a standard? Hence, it is best to join in right at the start.”



**Martin Denison**  
*Managing Director*  
**Scuba Schools GmbH**  
Austria

*Scuba Schools Tauchausbildung GmbH (Scuba Schools Dive Training Ltd.) is registered in Vienna and specialises in training recreational divers and diving instructors and in producing training materials.*



# 5

# SINGAPORE

## Standards add credibility and confidence for your customers

"In addition to achieving higher customer confidence levels and better customer retention, our vendor selection process has also improved. For example, potential vendors are invited to make changes to their businesses to be in line with ISO 28000 requirements, such as improving their document control,

restricting access to certain areas to authorised personnel only, and enhancing security at their premises by installing CCTV cameras. Only vendors whose business processes are aligned to ISO 28000 will be selected to work with us. This ensures that our customers will receive consistently good service."



**P. Sivanesan**  
*Warehouse Manager*  
**Union Services**  
**(Singapore) Pte. Ltd**  
*Singapore*

*Union Services provides customers with the full spectrum of logistics services and solutions to bridge the supply chain to their clients and vendors.*





6

KENYA

## Standards open new business opportunities and sales

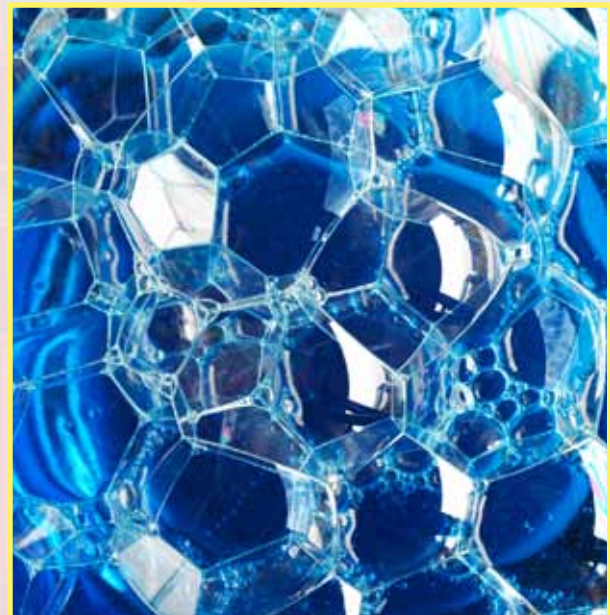
"The implementation of a quality management system and use of Kenya standards in my production has resulted in technology transfer, opening of new business opportunities

and improved sales of my products. I urge small companies to embrace the use standards in order to upgrade the quality of their products and access both local and export markets."



**Moses Maino**  
*Director*  
**Moselli Industries Ltd**  
Kenya

*Moselli Industries are manufacturers of quality powder soaps and other cleaning product, and sole distributors of Hyproclean products (Italy) in Kenya.*



7

UNITED  
KINGDOM

## Standards give you the competitive edge

" Basically, I was prompted into finding out more about ISO 9001 because many of our competitors were starting to publicize the fact that they complied with it. Now that we can do the same, we are finding that we are attracting lots of business from larger companies that want the reassurance

of dealing with a firm that can demonstrate it complies with appropriate standards. A lot of businesses choose to trade with companies that comply with recognized standards ahead of those that don't - especially in a trade like ours, where we deal with lifesaving devices."



**Mike Chilman**  
*Managing Director*  
**MC Fire Protection**  
*United Kingdom*

*MC Fire Protection is an Oxfordshire-based business which supplies and maintains fire safety equipment, and provides fire risk assessments and consultancy services.*



8

SPAIN

## Standards make your brand name internationally recognized

“Taking part in standardization work on nanotechnologies allows our company to have access to standardization developments. Furthermore, this gives us opportunity to join in and defend current and future interests of Spanish industry. Participating in both national and international

standardization committees is a key matter for our company. We are in a time of strong international growth and this participation will allow us to adapt our products to future international regulations.”



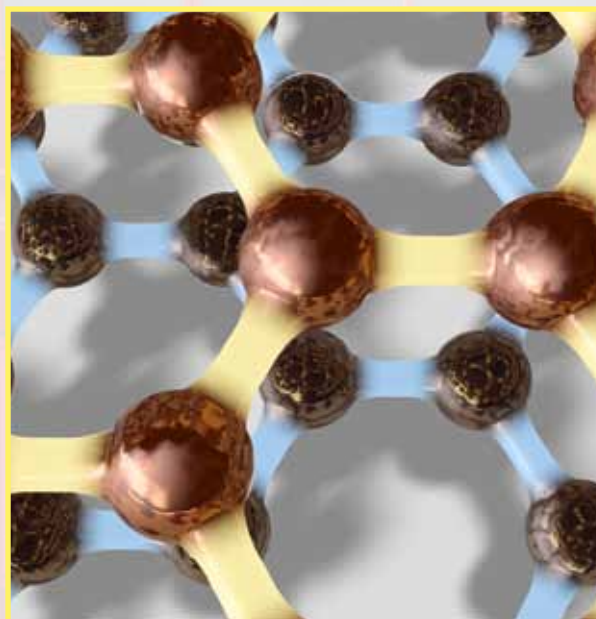
**Julio Gómez**

*CEO*

**Avanzare**

*Spain*

*Avanzare is a SME supplier of nanomaterials and nanotechnology based solutions.*



9

BRAZIL

## Standards help your company grow

"We have the certainty that the reconnaissance achieved by the Métron Acústica and the growth of our company in these past eight years are directly bonded to the commitment

of always working in compliance with the ISO and ABNT standards, thus assuring the quality and the satisfaction of our customers."



**Eng. Krisdany Vinícius  
S. M. Cavalcante**  
*Partner/Technical Director  
Métron Acústica Engenharia  
e Arquitetura Ltda.  
Brazil*

*Métron Acústica Engenharia  
e Arquitetura Ltda.  
is a service provider  
in acoustics and vibration.*





10

NEW  
ZEALAND

## Standards enable a common “language” to be used across an industry sector

“As the provider of Masterspec construction specification systems, we and our clients use a range of standards to enable a “standard” approach to be applied to project design and documentation. Standards provide a common “language” for our industry by defining the quality benchmarks that

products and building work have to comply with. For our clients’ own clients, Standards clearly show that the end product – usually a building project – will meet minimum standards of health, safety and performance.”



**Rolf Huber**  
*Chief Executive*  
**Masterspec, Construction  
Information Limited**  
New Zealand

*Construction Information Limited is New Zealand's market leader in providing specification systems and supporting software for the construction industry.*





# Resources

- ISO's Website (in English and French, with top levels in Russian and individual publications in other languages):  
[www.iso.org](http://www.iso.org)
- *ISO Focus+* magazine (10 editions annually in English and French):  
[www.iso.org/iso/iso-focus-plus\\_index](http://www.iso.org/iso/iso-focus-plus_index)
- ISO videos:  
[www.youtube.com/PlanetISO](http://www.youtube.com/PlanetISO)
- ISO Café:  
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- Contact the ISO member in your country:  
[www.iso.org/isomembers](http://www.iso.org/isomembers)



## ISO in brief

ISO is the International Organization for Standardization. ISO has a membership of some 160\* national standards bodies from countries large and small, industrialized, developing and in transition, in all regions of the world. ISO's portfolio of over 18 600\* standards provides business, government and society with practical tools for all three dimensions of sustainable development: economic, environmental and social.

ISO standards make a positive contribution to the world we live in. They facilitate trade, spread knowledge, disseminate innovative advances in technology, and share good management and conformity assessment practices.

ISO standards provide solutions and achieve benefits for almost all sectors of activity, including agriculture, construction, mechanical engineering, manufacturing, distribution, transport, medical devices, information

and communication technologies, the environment, energy, quality management, conformity assessment and services.

ISO only develops standards for which there is a clear market requirement. The work is carried out by experts in the subject drawn directly from the industrial, technical and business sectors that have identified the need for the standard, and which subsequently put the standard to use. These experts may be joined by others with relevant knowledge, such as representatives of government agencies, testing laboratories, consumer associations and academia, and by international governmental and nongovernmental organizations.

An ISO International Standard represents a global consensus on the state of the art in the subject of that standard.

\* In June 2011



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