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What are standards?
Behind the scenes, standards underpin nearly every product. They can enable faster change, safety or security of consumers, and profits. They can define a market. And they can streamline processes and limit costs.

What do standards do for your business?
By participating in standards development activities that affect your products and services — and by implementing standards and conformance tools that can help you streamline your processes and trim costs — you can continue to build your company’s marketshare and boost your bottom line.

Why should my staff spend company time on standards development?
When your employees participate in standards-setting work, your company automatically gets a leg up on emerging issues and obstacles that affect your industry or product line. You’ll gain insider knowledge and early access to information that will help you shape your agenda, develop networks, and act on priority areas.

What’s the worst that could happen?
If the private sector does not step forward to develop a standards and conformance solution to a key national priority, then the U.S. government will meet that need with a regulation. And from a market share point of view, it’s likely that your competitors are actively engaged in standardization. Without your influence and input, your competitors can dictate the way you will be doing business through the content of a standard. Worse yet, they can even include language that effectively standardizes your product off the market.

For over 100 years, voluntary consensus standards and conformance have coalesced markets and saved time and money for industry and government.

Standards and technical regulations affect 93% of global exports.
— International Trade Administration, U.S. Department of Commerce

What’s your strategy for standards development?
As you create a strategic plan, it’s important to consider the roles and responsibilities of different stakeholders — including your employees and the public. Before you can develop a plan, you must understand the scope and goals of the project, the stakeholders and their priorities, the budget, the timeline, and the timeline, and the resources needed.

What’s the best way to participate?
Participation in standards development can be a financial and time-consuming endeavor. Many companies find that it’s easier to focus on their core business and leave the details of standards development to other organizations. However, there are several ways to participate that may be more feasible for your company.

What’s the future of standards development?
As technology advances, new industries and markets are emerging. Standards development is becoming more critical to ensure that products and services are safe, effective, and reliable. Companies that participate in standards development early can gain a competitive advantage in these emerging markets.

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

For additional information on the standards development process, visit www.standardsboostbusiness.org.
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What are standards?

Standards define how products, services, and systems should operate. They help society make decisions by placing a uniform set of rules, specifications, or guidelines against which products, processes, systems, and services can be measured. Standards are voluntary, and they can be written for almost anything: from physical products to services, systems, processes, and terms.

What is conformance?

Conformance assessment is the process by which a product is shown to be consistent with a standard. It can be a simple test of a product, a review of a company’s quality system, or an examination of the documents that support a standard. The objective of conformance assessment is to determine whether a product, process, or system meets the requirements of a standard.

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

www.standardsboostbusiness.org

First things first . . .

Understand that standards and conformance play a strategic role in your company.

Ensure that your company policy supports standards development alongside quality, safety, and environmental performance.

Identify and support employees who participate in standardization.

Educate your younger employees and allow them to participate in the standards development process.

Make a resource commitment – time, money, and manpower – to the U.S. standardization system.

In today’s complex global marketplace, your company needs every advantage it can get.

Strategic standardization can help you build market share and boost your bottom line.
What are standards?
Behind the scenes, standards make everyday life work. They can establish size, shape, or capacity of a product, process, or system; they can define terms; and they can specify performance of products or processes.
For example, the standards that define the size of a light bulb is made possible by what you take money out of any ATM in the world, and that products on time in time.
What is conformity assessment?
Conformity assessment is a vital link between standards that define product characteristics and the products themselves. It can verify whether a particular product meets a given level of quality or safety. And it can provide information about characteristics, the consistency of those characteristics, and overall performance.
Testing, inspection, auditing, certification, accreditation – these measures of conformance are as important as standards in ensuring that products, personnel, services, and systems are safe and perform as expected.

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Ask yourself:

What can standards do for my business?
By participating in a standards development committee that affects your products and services – and by implementing standards and conformance tools that can help you streamline your processes and trim costs – you can continue to build your company’s reputation and boost your bottom line.

What’s the worst that could happen?
If the private sector does not step forward to develop a standards and conformance solution to a key national priority, then the U.S. government will meet that need through a regulation. And from a market share point of view, it’s likely that your competitors are actively engaged in standardization. Without your influence and input, your competitors can dictate the way you will be doing business through the content of a standard. Worse yet, they can even include language that effectively standardizes your product off the market.

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80% Standards and conformance impact more than 80% of global commodity trade.
– U.S. Department of Commerce

Standards and conformance report
We include standards and conformance
For over 100 years, voluntary consensus standards and conformance have coalesced markets and saved time and money for industry and government.

Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and effective and secure supply chain management.
– The Boeing Company

Hindsight is 20/20
Before you put standards on the back burner, consider this:
Managing the business of standards helps avoid unexpected start-up and maintenance costs to replace an outdated standards system. Such costs can exceed $100,000, and allow standards to more readily function as enablers for other major business processes.

Why are standards important?
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On almost any given day, a standards group or technical committee is meeting and making decisions that could affect your business. Shouldn’t you be involved?

Ask yourself:

But isn’t it expensive to participate?

In challenging economic times, some companies decide to downsize or even eliminate their standards development efforts. What they don’t realize is that re-starting their internal processes later can be much more expensive and time consuming than maintaining a well-functioning system.

The most successful companies recognize that standards and conformance are strategic business tools that should be managed right alongside their quality, safety, and environmental policies.

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Managing the business of standards helps avoid the heavy start up and recovery costs to repair or replace an internal standards system, helps prevent costs incurred through incorrect or outdated standards, and allows standards to more readily function as enablers for other major business processes.

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Before you put standards on the back burner, consider this:

Ask yourself:

What should I do?

Understand that standards and conformance play a strategic role in your company.

Ensure your company’s standards activities support your overall business objectives through quality, safety, and environmental performance.

Identify the key stakeholders who participate in standardization.

Monitor your program performance and use data to participate in the standards development process.

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