



# No Doubt.

Let's create a level playing field >>



# Do we need standards?

No question. Do standards need to be indisputable? No doubt. At DEKRA Certification Group, when we test, it's either yes or no. How can you be sure that your products and processes meet the appropriate standards? By applying our certification to all aspects of your **business** that will give customers **confidence** in your company.

Just like the **rules** in sport, which are designed to **ensure** there are no disputes after a game, our tests rule out differences of opinion about safety and quality. We draw the clear lines that **create trust** and make business possible. We don't make the rules, but we do apply them – in a clear, fair, unambiguous way.



# No Borders.

Enabling global and local business >>

The world is changing fast and many of the old certainties are disappearing. However, there's one type of certainty that never goes out of fashion. Globalised production and ever-expanding markets reinforce the need for watertight standards that create confidence in products and services worldwide. At DEKRA, we provide that confidence, thanks to our extensive know-how and the fact that our experts around the globe understand local needs and speak the local language.

## DEKRA: cross-border business, multi-sector focus

We facilitate successful business relationships by maintaining standards in four key areas: *safety, quality, health* and *sustainability*. These universal concerns apply to businesses in all sectors: from systems certification to occupational health & safety, from machine testing to product certification. We aim to help you maximise the reach of your products and services. Through our certification, you get wider acceptance and access to global markets.

## PRODUCT TESTING WITH GLOBAL BENEFITS

*What does all this mean for you? Basically, it opens doors and speeds up administrative processes. We can take care of the whole process of obtaining certificates, from application to certification follow-up and support. Our dedicated staff, who are experts in regulations worldwide, are spread across a global network of offices. For example, in China, where we have established the first fully owned independent testing company, our people can help you apply for CCC certification based on our test results. Wherever you operate, we can guide you through the maze of regulations and rules so that you can be more confident of winning that export order. European Directives specify the need for CE Marking. But a manufacturer's self-declaration does not necessarily guarantee that products are safe or that they comply with the latest standards. Our third-party certification does give that reassurance.*

NO MORE CLOSED DOORS:  
OPENING UP OPPORTUNITIES  
WORLDWIDE







Gretchen Kunas

Project Manager Medical Devices  
DEKRA USA







## "I BELIEVE IN ESTABLISHING CLEAR LINES IN SHOW JUMPING AND IN BUSINESS."

"I'm crazy about horse riding. It's a complex sport, where both horses and riders are improving their skills all the time. Clear rules are essential, and so is timing when it comes to obstacles – and especially combinations of obstacles. At DEKRA, we make sure that everyone complies with accepted standards for safety and quality.

This way we can all trust the products we use each day and we know that company processes are efficient and fair. As in show jumping, the customer either clears the hurdle or not. Our customers value our impartial role in creating a level playing field for businesses to sell their products."



# No Worries.

Creating a safe & trusted environment >>

Transparency is key nowadays. As standards become more stringent worldwide, companies are looking long and hard at their **business processes** in order to become more agile and more competitive. Today's markets require proof of quality and management efficiency as well as health, safety and corporate social responsibility (CSR).

We have **expertise** in all of these areas. Maybe it's time to talk to DEKRA? We take a broad view: surveying all aspects of your business as well as the **panorama** of the competitive landscape.

Corporate Social Responsibility includes issues such as sustainability, life-cycle analysis (impact on the environment from cradle to cradle), child labour and the way companies treat employees. As a leading, objective arbiter of safety, quality, health and sustainability, we want to engage in meaningful market conversations about these important trends. If you intend to build long-term brand value, you will not do things that offend society or damage the environment. This is why CSR is now such a crucial component of company strategy around the globe.

## **A SUSTAINABLE FUTURE THROUGH PARTNERSHIP**

*Now that consumers, investors and employees are showing increasing interest in social and environmental issues, corporate responsibility has moved up the list of board priorities in many companies' strategies. They are re-engineering their supply chains to make them 'greener', establishing volunteer programmes for employees, and encouraging improvements in human rights.*

*Many are unsure which investments create genuine value – for their company and for society. Some clearly produce immediate quantifiable benefits, such as those from recycling or from manufacturing processes that save energy. But social investments deliver longer-term benefits as socially aware consumers buy more of your products, investors approve of what you're doing, and new talented employees are attracted to a company they feel it's worth working for. At DEKRA we can assess all of these aspects.*



NO NARROW VIEW: OUR  
SCANS COVER ALL ASPECTS  
OF YOUR OPERATIONS





## Comprehensive partnership

We take a comprehensive approach to partnership. Our experts understand the varying requirements in different countries and are intimately familiar with the needs of a wide range of sectors. We can develop the strategy you need to achieve your aims – quickly, efficiently and cost-effectively.

Let us help you optimise the quality of your management systems and products, guarantee security and sustainability in your business, keep costs under control, and put you on track to meet your corporate goals. No matter where you're based, we're not far away. Our international network gives you direct, local access to our services worldwide.

## MANAGEMENT SYSTEMS CERTIFICATION

*As an independent partner we ensure safety, quality and sustainability through our audits. We aim to minimise the risk in our customers' businesses, while helping them to maximise their efficiency and improve their profitability. By applying innovations in quality assurance, we can strengthen your company's performance. We evaluate it against objective industry standards and help instil a culture of continuous improvement. Work with us to gain the confidence of knowing that your business processes are solid and reliable. Thanks to our international network of local auditors, we are never far away. For international companies we offer audits around the globe, based on the same consistent quality standards. We speak your language and understand your business culture, regardless of whether your organisation is small or large.*

A COMPREHENSIVE  
APPROACH  
TO PARTNERSHIP





## Sabahudin Dzino

Key Account Manager Transport & Logistics

DEKRA Germany





A swimmer is shown from the chest down, wearing a blue cap and swimming in a pool. The water is blue and splashing. In the foreground, there are white and red lane dividers. A semi-transparent white box covers the left and center of the image, containing text.

## "IT'S ALL ABOUT CONTINUOUSLY DEVELOPING AND IMPROVING."

"To compete in the stormy business environment today, you have to be fit and you must continuously improve your performance. When I compete in a swimming contest, I know precisely when and how to start and that my hand must touch the finishing line first. In between it's a question of performance, fitness and the right technique. Each time I swim I analyse my performance to see what needs to be improved next time.

The same principles apply to DEKRA. We show our customers what they did well and whether there are points that need to be improved before retesting. This way they can continually improve and convince the authorities that their products are safe and their processes are optimal. It's also how they get to market faster than the competition. And we do the same. At DEKRA we're continuously enhancing our processes and services."



# No Delays.

A simple yes or no >>



You need to shorten your time to market. A simple yes or no determines whether products and services are fit for use, creating a level playing field for companies around the world. We construct a solid certification framework against globally accepted standards so that you can concentrate on **your core business**.

Once we have established the efficiency, safety, quality and social responsibility of your operations, you can concentrate on creating **real benefits** for your customers. That's **the way** to build competitive advantage.

## Creating trust

We establish trust in trading relationships – providing reliable standards in a continuously changing world and removing the uncertainty from business relationships. Exports – the lifeblood of the global economy – depend on our approvals. We take care of standards so that you can focus on what you do best. Committed to safety, quality and trust, we set the benchmarks for excellence. Let our evidence cement your business relationships.

## SUPPORTING MEDICAL DEVICE MANUFACTURERS WORLDWIDE

*With offices around the globe, we provide local services in key high-tech medical areas, using dedicated auditors with many years of experience in the medical industry. For product assessments, we work in global teams, bringing together our best people for each project, headed by a local project manager. We offer testing, verification and certification as an accredited Notified Body. We are particularly strong in assessing high-risk medical devices.*

*At DEKRA we focus on minimising the complexities of the regulatory process, which makes the approval process shorter and smoother. Where time to market is of the essence, we offer expedited review and certification routes. Reviewing clinical protocols or parts of submissions in a modular way at an early stage can reduce time pressure at the end of the approval procedure. If you're targeting global markets, we can combine your testing and auditing requirements for e.g. the USA, Canada, Brazil, Japan, Taiwan, Israel and Australia.*

NO MERE OPINIONS:  
EVERYTHING WE DO IS  
EVIDENCE-BASED







Charles Chi

Manager Appliances

DEKRA China







## "THERE'S OFTEN A SMALL WINDOW OF OPPORTUNITY."

"With growing pressure from the competition, you have to move fast. It's the same in my favourite sport: basketball. You have just 24 seconds to shoot. At DEKRA we also keep ahead of the game on behalf of our customers. Many of our experts sit on the international committees which decide on new standards. So we know about upcoming changes in advance and can advise our customers accordingly."





# No Limits.

We assist companies around the globe >>

We are a multinational organisation with strong footholds in local communities. In recent years we have outperformed the market and we aim to continue to do so. Thanks to an enduring commitment to safety and quality, we anticipate continuing demand for our services. A focus on business performance, the environment, sustainability and risk is already high on the agendas of many companies and we believe these issues will be even more critical in the years ahead. We aim to support our customers in virtually all aspects of their businesses. This is why we offer a broad range of services related to management systems and product certification.

## Expertise without borders

We can help make your company and your products fit for global competition. We customise our operations to match your industry and your company's specific needs.

We also match our services to your business processes and deliver expertise throughout the product life cycle. Another advantage: you only need deal with a single contact for all of your standards requirements.

## EXPLOSION AND PROCESS SAFETY

*Legislation in many jurisdictions around the globe requires explosion and process safety inspections to be undertaken by a competent Notified Body such as DEKRA. With decades of experience in testing, inspections and certification of products and processes used in potentially explosive atmospheres, we offer a closed loop of services, ensuring compliance with all applicable international standards and regulations. As we have all the necessary expertise in-house, we can serve you throughout the safety chain. From initial safety concepts, staff training, process management, inspections, product testing and certification all the way through to commissioning entire plants. At DEKRA we have a clear view on an integrated approach to process management, which saves both time and money.*

EXPERTISE  
WITHOUT BORDERS



### A strong parent company: the DEKRA Group

We provide certification of management systems as well as technical support, testing and certification of a wide range of products throughout the life cycle. Our expert services comply with both national and internationally accepted regulatory requirements. Our experienced personnel, who work in fully equipped state-of-the-art laboratories, can meet all of your safety and performance testing needs, whether they are electrical, mechanical, chemical or electromagnetic.

DEKRA's business expertise centres on automotive, industrial and personnel services. Among other activities, the company is engaged in vehicle inspections, expert appraisals, international claims management, sustainability, consulting, industrial testing, product testing, certification, environmental protection, explosion and process safety, qualification, providing temporary staff, outplacement and recruitment. Over 28,000 employees are committed to ensuring long-term safety, quality and environmental protection.

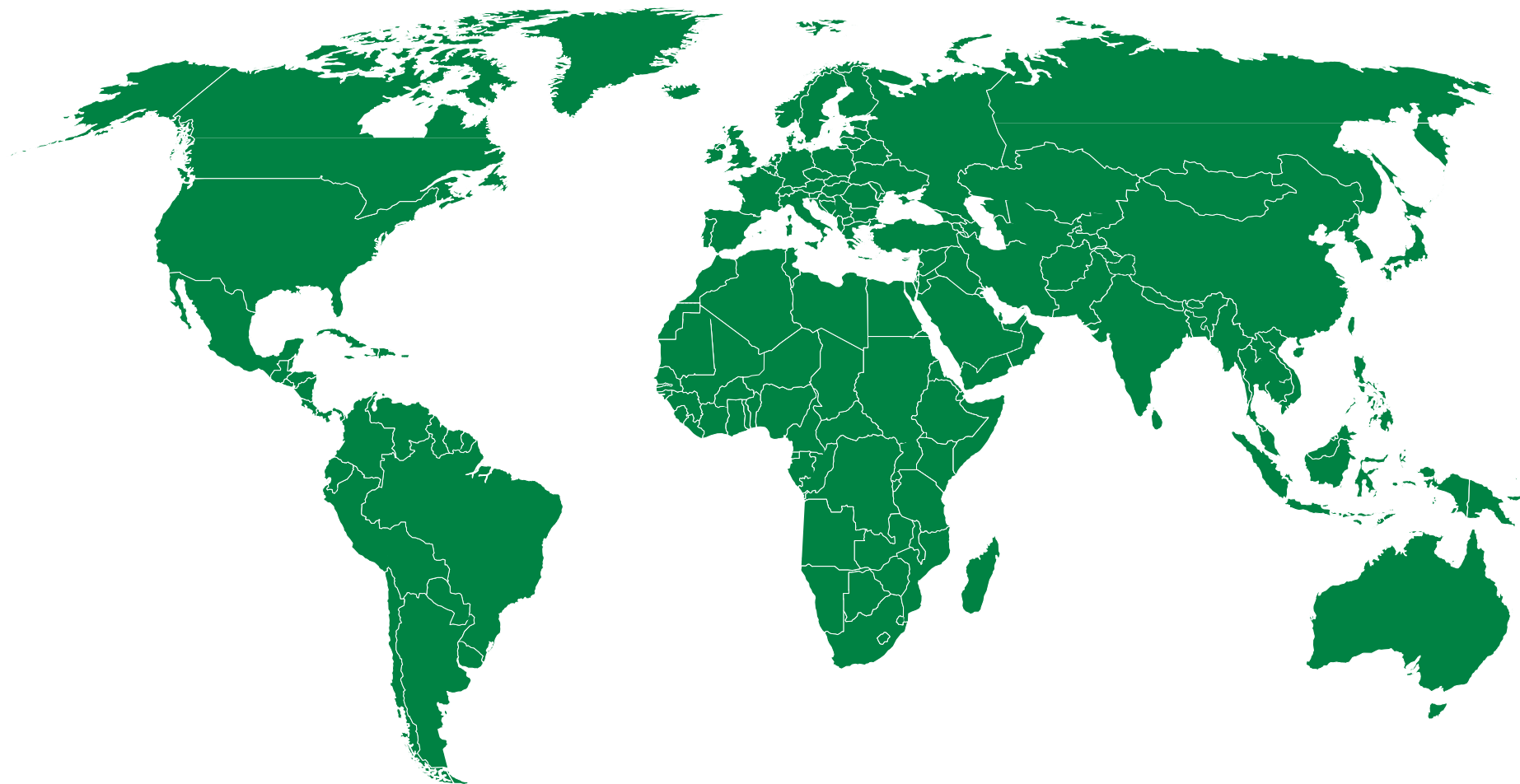
Benefit from the confidence that comes from having a reliable partner at your side.

Welcome to the DEKRA Certification Group.



THE WORLD  
OF DEKRA





*DEKRA Certification Group. Wherever your business is.*  
*See for more detailed information [www.dekra-certification.com](http://www.dekra-certification.com)*



