

NEW LOGO FOR SCANDINAVIA'S CERTIFIED GLASS PRODUCTS

Crystal Clear

KIWA SCANDINAVIA HAS DEVELOPED A NEW LOGO TO ENABLE ITS CUSTOMERS IN THE GLASS BUSINESS TO COMMUNICATE THEIR COMPLIANCE WITH EUROPEAN (CE) STANDARDS. THE LOGO IS AVAILABLE IN THREE VARIETIES: ONE FOR THERMALLY TOUGHENED SAFETY GLASS, ONE FOR INSULATING GLASS AND ONE FOR LAMINATED SAFETY GLASS. IN THE SAFETY GLASS SEGMENT THE KIWA LOGO IS SCANDINAVIA'S FIRST.

One of the first companies to carry the new logo is Osby Glas AB, an independent manufacturer of insulation glass products. Director Lars Eriksson is more than pleased with the quality the scheme represents, he says. When he and his co-director bought Osby Glas in 2007, they knew they wanted to focus on quality. "We wanted a company whose customers can expect outstanding quality and totally reliable delivery times and delivery security", says Eriksson, adding that quality and reliability are a key means for his company to distinguish itself in a field that includes every kind of competitor from global players to low-cost suppliers from neighbouring Poland.

THE GREATEST COMPETENCE

To achieve this excellence, Eriksson and his colleague decided to apply for CE marking. "We already had a Swedish certificate, the P-mark, but we weren't satisfied with the quality." They scoured the certification market for the best partner and chose Kiwa Scandinavia, also based in the southern Swedish city of Osby. "We found the greatest competence with Kiwa, and particularly Kiwa Scandinavia's manager Marco van Brink. His expertise in the field of regulations and testing and his understanding of the internal routing of Osby Glas were precisely what we were looking for."

The certification process for Osby Glas AB's insulation glass gave the firm a major quality injection, according to Eriksson. "The total quality of our business processes was improved quite a lot, which is what we wanted. We basically renovated the whole company. And already our customers are responding positively to the changes."



SEVERAL LANGUAGES

The new logo developed by Kiwa is intended to support customers like Osby Glas in communicating their CE compliance to the market. The logo is being rolled out in several countries and languages and can be used after Kiwa has proven that the manufacturer's factory production control is in agreement with the relevant standard. This means that the logo is linked to a valid Factory Production Control certificate or Product Conformity certificate. Currently the logo is available for insulating glass units (EN 1279-5); thermally toughened (safety) glass (EN 12150-2); and laminated (safety) glass (EN 14449). The European Construction Products Directive (CPD) stipulates that all building materials must comply with the requirements of CE marking.

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The new logo is available in several languages and with three different texts for thermally toughened safety glass, insulating glass and laminated safety glass, respectively.