

# Using quality marks to strengthen your brand image

Competitive advantage with quality mark logos



Lights with the highest quality standards and certificates

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CE DEKRA

EN05 PLUS

Quality mark certification comparison

	CE-Mark	ENEC
Mandatory	✓	✗
European mark	✓	✗
Accredited testing needed	✗	✓
Yearly factory inspections	✗	✓
Yearly product verification	✗	✓
Quality assurance	✗	✓



Stadilight 1.1 Stadilight 1.5

DEKLight



## Practical tips on how to use quality marks effectively and strengthen your product

A quality mark issued by an independent testing agency demonstrates the safety and reliability of your product to potential customers and helps you stand out from other companies. This promotion kit contains practical tips on how to use quality marks effectively and strengthen your product.

Before we get into the specifics of how to strategically promote your quality mark logos, we will highlight the benefits of your newly-acquired quality mark.



### ISO Type 5 certifications

ENEC, ENEC+ and DEKRA Mark are all ISO Type 5 certifications. This kind of certification strengthens your product's reputation, increases customer confidence and gives you a competitive advantage. It shows that your product meets strict requirements and guarantees the quality of your products.

The most important aspects are as follows:

- **Extensive safety tests:** in-depth testing to guarantee the safety of your product.
- **Annual production-process inspection:** a regular evaluation of production processes to ensure ongoing compliance with the standards.
- **Annual reassessments:** regular audits to confirm ongoing compliance with requirements.
- **Annual compliance audit:** verification that the product still meets all relevant legal safety requirements.



### The ENEC mark

A European ENEC mark shows that your electrical product meets various quality criteria. Stricter requirements apply for this mark than for the mandatory European CE mark. The CE mark demonstrates that a product complies with certain European laws and regulations, while the ENEC mark stands for independent and thorough quality assurance.

## The ENEC mark

Aspect	CE mark	ENEC mark
Testing	The manufacturer tests its product independently or outsources testing to an independent test laboratory. It is not necessary for the test laboratory to be accredited.	The manufacturer outsources testing to an independent <i>and</i> accredited test lab.
Mandatory	Mandatory for many products that are sold in the European market.	Additional certification: extra verification over and above the requirements of the CE mark.
Responsibility	Self-declaration by the manufacturer or importer that the product meets the relevant legislation.	Certification by an independent, accredited organisation (DEKRA).
Quality assurance	No audits.	Ongoing quality assurance with annual audits and product tests.
Market access	Required for access to the European Market.	Eases access to the European market and strengthens confidence in your product. This mark is recognised throughout the European Union and parts of the Middle East.

### Comparison

	CE mark	ENEC mark
Mandatory	✓	✗
European mark	✓	✓
Accredited testing needed	✗	✓
Annual factory audits	✗	✓
Annual product verification	✗	✓
Quality assurance	✗	✓



# ENEC+ certification



The ENEC+ mark is an extension of the traditional ENEC mark and focuses specifically on the performance of luminaires. The EPRS standards are used to independently verify the performance claimed for a luminaire.

## Added value of the ENEC+ mark

- Independent performance assessment: verification of light output, colour temperature, energy efficiency (lumen per watt) and light distribution.
- Quality assurance: a 1,000-hour endurance test to verify the consistency of light output even with age, plus a maximum loss of 10% in LED performance.
- Extensive certification: the ENEC and ENEC+ marks guarantee both electrical safety and energy performance.





# DEKRA Mark



The DEKRA Mark is an ISO Type 5 certification that shows compliance with strict safety and quality standards. This mark is issued exclusively by DEKRA and consists of an an-depth inspection of production processes, product performance and safety aspects and also an annual reassessment to guarantee ongoing compliance.

### Features of the DEKRA Mark

- **Broad scope of application:** this quality mark can be used for various product groups, including categories that are not eligible for the ENEC mark.
- **International market access:** the DEKRA Mark is not tied to specific regions, so it facilitates global market access for certified products.

### ENEC, ENEC+ and DEKRA Mark versus the CE mark

	CE mark	DEKRA Mark	ENEC	ENEC+
Self-declaration	✓			
Independent inspection		✓	✓	✓
Annual audits		✓	✓	✓
Safety quality standards		✓	✓	✓
Performance guarantee				✓



The effective use of quality marks in your marketing strategy can significantly help strengthen your brand. An ISO Type 5 certification like ENEC, ENEC+ and DEKRA Mark shows customers that your product meets strict quality and reliability requirements. The clear communication of these certifications to your clients strengthens your brand position, especially in a competitive market. This promotion kit gives examples of how to effectively use these quality marks to strengthen your brand.

## How do you promote your quality marks?

### DEKRA Mark

We recommend that you display the DEKRA Mark in colour (Pantone: 348 C, HKS: 57 K, CMYK: 100/0/90/20, RGB: 0/125/64). It can also be displayed in black or white if a colour version isn't possible.



The dimensions of the quality mark logo are 45 x 20 mm (100%). The proportions and distances are precise. The logo size may be increased or decreased provided the original shape and proportions do not change. The logo must never be stretched disproportionately and the lettering must always be clearly legible. Always assess the legibility of the lettering before production starts.



If your products are too small for the standard DEKRA Mark logo, you can use the extra small version instead. See the image opposite.





How do you promote  
your quality marks?

### ENEC & ENEC+

The ENEC logo may be enlarged to the size of your choice. However, the same shape and proportions must be retained and the lettering must always be clearly legible. The logo must never be stretched disproportionately; it must also be clearly visible and securely attached to the product.

When using the logo on pipes, the rectangle may never be any smaller than 7 x 12 mm.

The logo is usually displayed in black or white but other colours are permitted too.

Gradients and shading are not permitted. The word "ENEC" is mandatory on the label but can also be used on the packaging. The number "05" in the ENEC+ logo shows that DEKRA issued the quality mark.





To maximise the advantages of quality mark logos, it is important to position them strategically. There are several effective ways to display them:

## 1. Product packaging

Consumers often see a product's packaging first. By prominently displaying quality mark logos on the packaging, customers immediately see that the product has been approved against recognised safety and quality standards.



Where can you display your quality mark logo?



## 2. Online and offline marketing materials:

Incorporate the quality mark logo into your (online) advertising, brochures and catalogues. This emphasises your commitment to quality standards and demonstrates the high-quality nature of your products.



Where can you display your quality mark logo?



### 3. Trade fairs and events:

Display the quality mark logo on exhibition stands, banners and promotional materials at events. This attracts the attention of visitors and showcases your commitment to high quality standards. Besides displaying the quality mark logo, comparisons with other quality marks - like the CE mark - are possible too. See the examples below of the effective use of quality marks at events.

Where can you display your quality mark logo?

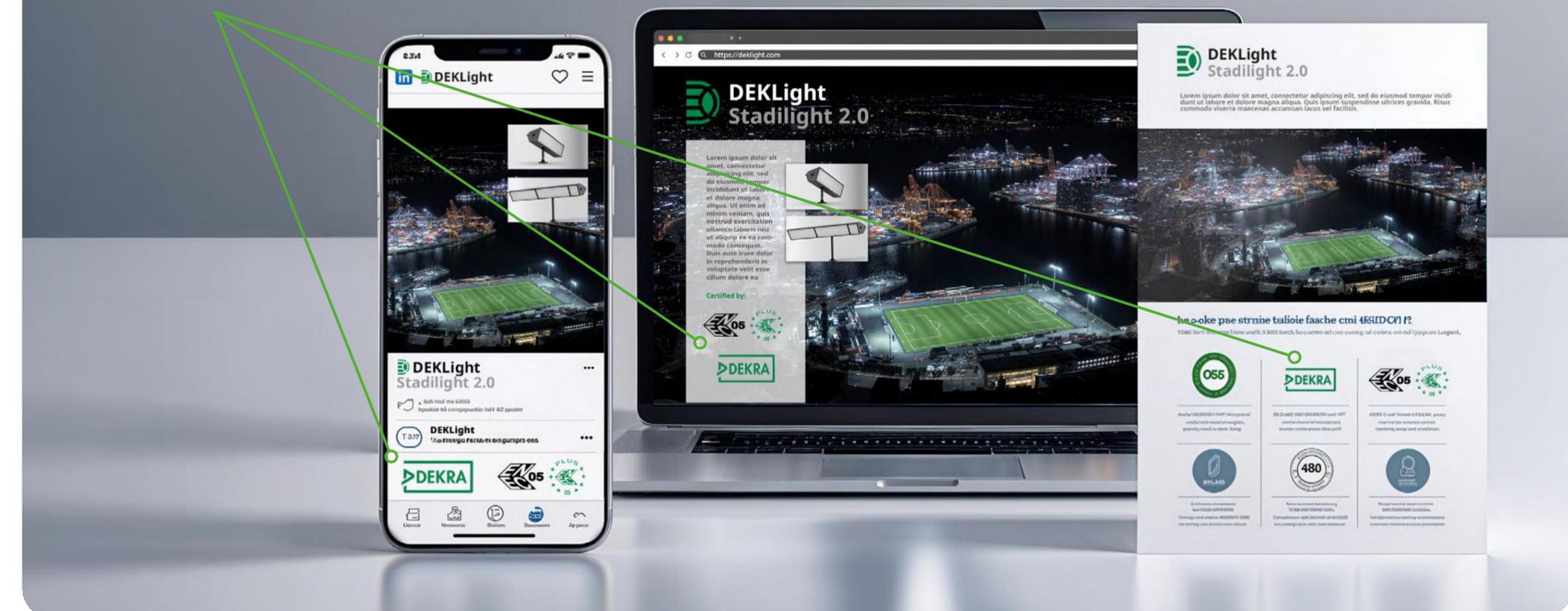
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## 4. Digital communication:

Add the quality mark logo to your website pages, digital newsletters and social media posts (you can tag DEKRA Netherlands on LinkedIn and Instagram, etc.). This keeps your online audience informed about your certifications and highlights your reliability. Also add the certification to your website in PDF format.



Where can you display your quality mark logo?

# QUESTIONS OR IDEAS?

If you have any questions or ideas about how to use logos or marketing communications that we haven't described here, please don't hesitate to contact us. We are always very happy to help you achieve the best possible exposure for your certified product.

[Contact us](#)