

STANDARD MARK



Trading interests have shown a growing appreciation of the value of the Standard Mark as a reliable means of certifying the quality of their goods. During the year, 220 applications for licenses to use the Standard Mark were lodged by applicants engaged in 15 different industries. Licenses have been issued in 193 cases, while the remaining applications were still under consideration at the close of the year. The following table sets out the industries concerned, together with the number of licenses granted in each case:—

| Industry. | Licenses granted. | Industry. | Licenses granted. |
|-----------------------------------|-------------------|---|-------------------|
| Household furniture | 150 | Flock | 2 |
| School-paper stationery | 9 | Plywoods | 2 |
| Footwear | 9 | Electric plugs and sockets and ceiling-roses .. | 1 |
| Paints | 4 | Fire-extinguishers | 1 |
| Regenerated lubricating-oil | 4 | Flushing-cisterns | 1 |
| Leather dress gloves | 3 | Cup-greases | 1 |
| Milking-machine rubberware | 3 | Fencing-wire | 1 |
| Soaps | 2 | | |

In addition, under the Board of Trade (Meat Grading) Regulations 1943, all meat sold in abattoir districts throughout New Zealand is required to be graded in accordance with the relevant Standard Specification and marked with a Standard Mark in the form of coloured stripes. As a result, graded meat is now sold in all the retail shops in these districts, while footwear, furniture, and school stationery bearing the Standard Mark is coming on to the retail market in increasing quantities. The certification scheme based on Standard Marks is therefore operating in respect of commodities in such general use that its advantages and benefits are being fully appreciated by manufacturers, distributors, and consumers.

There is a growing appreciation on the part of manufacturers of the value of the Standard Mark as a means of protecting them against the false competition of inferior goods which simulate high-quality goods. The Standard Mark is also demonstrating its value as a means of establishing fuller confidence and more harmonious relationships between producers, distributors, and consumers. Finally, consumers are showing a keen appreciation of the facility offered, which enables them to know and compare the quality and utility of the commodities they purchase.

The introduction of a certification scheme based on the use of the Standard Mark has aroused considerable interest in other English-speaking countries, as has been evidenced by requests for information concerning the manner in which the scheme operates which have been received from the United States of America, the United Kingdom, and Australia. Canada and South Africa have also shown an interest in this matter, while the view has been expressed by responsible standardization authorities overseas that the certification scheme now in operation in New Zealand will provide valuable experience which the United Nations Standards Co-ordinating Committee might use at a forthcoming international conference as a basis for the consideration of the adoption of similar certification schemes by the other participating countries.

The purpose of such certification schemes is well stated in the *Bulletin of the Canadian Standards Association* of 30th September, 1944, which states:—

“The practice of certification may be described as the displaying of evidence that certain materials or products conform to accepted standards of quality and/or performance.

“ . . . The evidence may be in the form of a label, attached to the product, or in a statement in a producer's or agent's catalogue, or in a published record of certified products. The value of the certification is no greater than the recognized integrity of the issuer of the certificate.

“Whatever form the procedure may follow, the importance of the principles of certification is becoming more and more recognized by producer and consumer alike. There is a growing appreciation of the fact that the consumer is entitled to know upon what basis of quality and performance his investment in a product is made.

“Many departmental stores, packing-houses, and food-producers, particularly, have long recognized the value of well-advertised brands, but unfortunately modern advertising practices have in many cases been misleading, and, without independent confirmation, there can be no assurance to the purchaser, except by the process of practical experience, that the claims for any product are justified.

“Consequently certification can best be practised by an independent agency that possesses or has access to a qualified testing laboratory and is willing to issue evidence that certain products have met the required tests prescribed by accepted standards which, preferably, are nationally recognized.

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“The acceptance of a voluntary certification practice on manufactured articles, generally, could not help but be of value to both producer and consumer. The manufacturer may sell his wares as ‘certified’ products, the advertising value of which is generally accepted, and the consumer, on the other hand, may purchase with confidence.”