

ISO

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

ISO RECOMMENDATION R 526

SIGNIFICANCE TO PURCHASERS
OF MARKS INDICATING CONFORMITY WITH STANDARDS

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BRIEF HISTORY

The ISO Recommendation R 526, *Significance to Purchasers of Marks Indicating Conformity with Standards*, was drawn up by Technical Committee ISO/TC 73, *Marks Indicating Conformity with Standards*, the Secretariat of which is held by the *Association Française de Normalisation* (AFNOR).

Work on this question by the Technical Committee began in 1961 and led, in 1964, to the adoption of a Draft ISO Recommendation.

In May 1965, this Draft ISO Recommendation (No.872) was circulated to all the ISO Member Bodies for enquiry. It was approved, subject to a few modifications of an editorial nature, by the following Member Bodies:

Argentina	France	New Zealand
Australia	Germany	Portugal
Belgium	Hungary	Republic of South Africa
Brazil	India	Spain
Canada	Ireland	Sweden
Chile	Israel	U.A.R.
Colombia	Italy	United Kingdom
Denmark	Japan	U.S.A.

No Member Body opposed the approval of the Draft.

The Draft ISO Recommendation was then submitted by correspondence to the ISO Council, which decided, in November 1966, to accept it as an ISO RECOMMENDATION.

SIGNIFICANCE TO PURCHASERS OF MARKS INDICATING CONFORMITY WITH STANDARDS*

FOREWORD

The purpose of a mark indicating conformity with standards is to give an independent assurance about a product for the guidance of the purchaser, by certifying, under the control of a standards organization, that it has the characteristics specified in an appropriate standard.

If the purchaser is well-informed, he will consult the reference standard or standards, form his own opinion on the advantages of the requirements specified therein and make his decision with full knowledge of the facts. It is only important to tell him exactly which reference standard or standards to consult.

In the case of an ordinary consumer, on the other hand, he will be interested in the mark only in so far as its presence exempts him from acting as a technician. What he requires, therefore, is that the mark certify that all the essential characteristics he can reasonably demand of a product well-designed for its intended use are present, that the product is of good workmanship and that the characteristics described are genuine.**

It is recommended that ISO Member Bodies satisfy this expectation on the part of purchasers, and therefore apply the following rules which supplement the "principles of operation of standards marks" laid down in ISO Recommendation R 189.

RULES

1. It is recommended that the systems of standards marks apply preferably to cases where the reference standard or standards deal with all the essential characteristics that make a product fit for the use to be reasonably expected of its particular type.
 - 1.1 If, however, it seems that in certain special cases the standards mark should be properly used to emphasize one or a small number of essential characteristics only (for instance: interchangeability of a joint, safety of an apparatus, washability of a textile product), its appropriate presentation should very clearly show the exact scope of the guarantee implied.
 - 1.1.1 In such cases, unless a mark indicating conformity concerns only a particularly well-informed class of consumers, it is recommended that the mark be accompanied by a plate, a label or a notice indicating, in plain language, the character and extent of the guarantee implied. The same particulars should appear on all lists of products entitled to the mark circulated by the Committee in charge of managing the mark (see ISO Recommendation R 189).
 - 1.1.2 Exceptionally, in the case of particularly well-informed consumers, it may be sufficient to supplement the mark by referring to the reference standard.
2. Standards and regulations covering marks should make it possible for the responsible authority (national standards body) to intervene in any case in which a product bearing the mark indicating conformity with a standard also carries, on publicity material or other means of information, incorrect particulars on power, capacity, consumption of energy, content of useful components or any other factors of output or efficiency of the product.

* See ISO Recommendation R 189, *Principles of Operation of Standards Marks*.

** Intentionally, the word "quality" is not mentioned in this ISO Recommendation. In spite of its convenience and the attraction it has for the consumer, this imprecise word may give rise to abuses and misunderstandings.