

100
ways...

**... to benefit from
standardisation.**

www.ceb-bec.be





www.freethefuture.be

100

ways

**to benefit from
standardisation.**

Introduction

The BEC started this project to make all market players (government, education, consumers, distribution, industry and SMEs) aware of the potential and proven added value of electrotechnical standardisation.

Driven by the benefits of a well-founded, deliberate active participation in the development of electrotechnical standards, decision makers and shareholders testify to the high strategic value of standardisation and its impact on the cost-efficiency of their company, as well as its positive contribution to innovation, sales & marketing, market development, sustainability and self-regulation.

Governmental authorities and consumers perceive in a continuous way the numerous advantages of the electrotechnical standardisation in a co-regulation model, taking into account today's high development rate of technologies.

The aim of this booklet is to invite all market players to reflect on their strategic decision to benefit from electrotechnical standardisation. To facilitate this decision process, 100 aspects and benefits are highlighted here in a triggering presentation of statements and images.

We hope that this tool contributes to your future business success and look forward to meeting you at your convenience.

Paul Romanus, Secretary-General BEC

1

Standardisation makes start-ups operational faster.

Starting companies drastically shorten their preliminary R&D phase by applying standardised development processes centred on standardised products.





**Get
started.**

2

From the finite number of standards come limitless opportunities to differentiate.

Electrotechnical standards are a shared starting point. Where you take it from there is up to you. The opportunities to differentiate are literally endless.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





**Stand up
and
stand out.**

2

3

Standardisation describes the present and clarifies the future.

Electrotechnical standards are the perfect starting point for a future-oriented, sustainable development path. As they reflect past and current developments in the marketplace, standards offer a roadmap of future changes and opportunities.



A close-up, blue-tinted photograph of the front of a car. The image shows the headlight on the left, the front grille with a central emblem, and the front wheel on the right. The text "See the road ahead." is overlaid in white, bold, sans-serif font.

**See the road
ahead.**

3

4

Offer your users products with guaranteed quality and safety.

Applying electrotechnical standards to your product ensures that quality and safety are—at the very least—of a minimum level. You can go far beyond that minimum, but you will never go below if you start from standard-based design.



**Guarantee
performance
and safety.**

4

5

Standards extend your product's lifecycle.

Thanks to electrotechnical standards, successful design principles can and will be reused throughout the industry, creating products that age slower.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation



A person wearing a yellow helmet and safety harness is rappelling down a rope. The background features a blue sky and a large, white, geodesic dome structure, possibly part of a space station or a large tent. The text "Live longer." is overlaid in large white letters.

**Live
longer.**

5

6

Applying standards shows you care about all your community members.

All new electrotechnical standards incorporate a number of social considerations, including specs aimed at weaker social groups like the elderly, disabled persons and children.





**Show you
care.**

6

7

Standardisation is still a differentiator.

Awareness of the importance of electrotechnical standards is noticeable around the world, but it is still growing. Involvement in standardisation will be a differentiator for some time to come... but not forever. Now's the time to take the lead in your sector, your region, your market. If you don't, the competition will.





Don't follow,
lead.

7

8

Globally accepted benchmarks enable objective assessment of conformity.

Electrotechnical standards are an objective reference tool for 3rd party testers to assess and certify your standard-based product. Fair assessment leads to fair benchmarking.



A background image showing several black graduation caps with gold tassels falling against a clear blue sky. The caps are in various stages of descent, with some appearing closer and larger, and others further away and smaller. The tassels are long and flowy, trailing behind the caps as they fall.

Stand the test.

8

9

Standardisation is about growth.

“I spent a lot of time, a lot of money, to participate in the world of standardization (...). The people ask me “Mr. Reichelt what is the success for you and for your company”... and my answer is “I don’t know, but when I started (...) I had 80 people and now when I get this nice award I have more than 500 people.”

Wolfgang Reichelt, CEO Block Transformatoren-
Elektronik GmbH, upon winning the 2006 IEC
Lord Kelvin Award

10

You too can influence the standardisation process.



Visit the BEC website for a video testimonial by Dany Sturtewagen (Niko Group).



www.ceb-bec.be/en/about/customers

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation

10

11

Standardised hardware cuts the cost of software development.

With more standardised hardware, fewer software variations need to be developed, leaving you time and money to spend elsewhere.





**Invest in
innovation,
not variation.**

11

12

Standard-based development tools save your designers time.

As more design tools become standard-based, the design process itself becomes more efficient. In addition, standard-based tools stimulate standard-based design.



**Pamper your
developers.**



12

13

Consumers should not be afraid to use technology.

Every member of society is entitled to everyday appliances and technologies that are safe to use. Your standard-based products help create a safe living and business environment for the young, the old and everyone in between.



A close-up, high-contrast photograph of a woman's face, focusing on her eyes, nose, and mouth. She has dark, curly hair and is looking slightly downwards. The image is used as a background for a text overlay.

**Make
safer
days.**

13

14

Electrotechnical standards keep legal texts light.

With electrotechnical standards as the basis for government regulation processes, legislation becomes much easier to formulate and remains relevant for longer, simply by referring to the relevant standards instead of writing them into the legal texts themselves.



Unburden the law.



14

15

Standardised products limit the number of connection devices.

Standardised products are easier to cross-connect, which means you manufacture and market fewer connection types for more customers.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation



A close-up photograph of a white power strip with several cables plugged into it. From left to right, there is a black power cord, a black data cable, a black power cord, and a beige data cable. The cables are plugged into the strip, and their handles are visible. The background is a solid light blue color.

**Make less
for more.**

15

16

Technical committees are a national and international platform.

Every member of a BEC-chaired national technical committee is eligible to become the representative of the Belgian position on the European and even the global level. Active participation in a technical committee is de facto a networking opportunity among global peers.





Talk to the world.

16

17

The more companies apply standards, the more will follow.

Stimulate standardisation in your partners and suppliers by applying standards yourself.



**Lead by
example.**

17

18

Conformity boosts your product's quality perception.

Spec sheets open doors... and standard-based products have more convincing spec sheets.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





**Spice
your specs.**

18

19

Technological innovation requires standardisation in order to be sustainable.

“By 2020, nano-electronics will be an integral part of our lives.”

after Gilbert Declerck, CEO IMEC,
in De Tijd, 9 May 2009.

20

Standardisation makes it easier to track and sanction low quality products.



Visit the BEC website for a video testimonial by Pierre Gérin (Cablebel).



www.ceb-bec.be/en/about/customers

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sales & marketing - **sustainability** - self-regulation

20

21

Standard-driven organisations respect a basic consumer requirement: ease of use.

Incompatibility is a major hurdle for consumer adoption. Standard-based applications are easier to interconnect. Electrotechnical standards enable cross-brand compatibility.





**Think
consumer
convenience.**

21

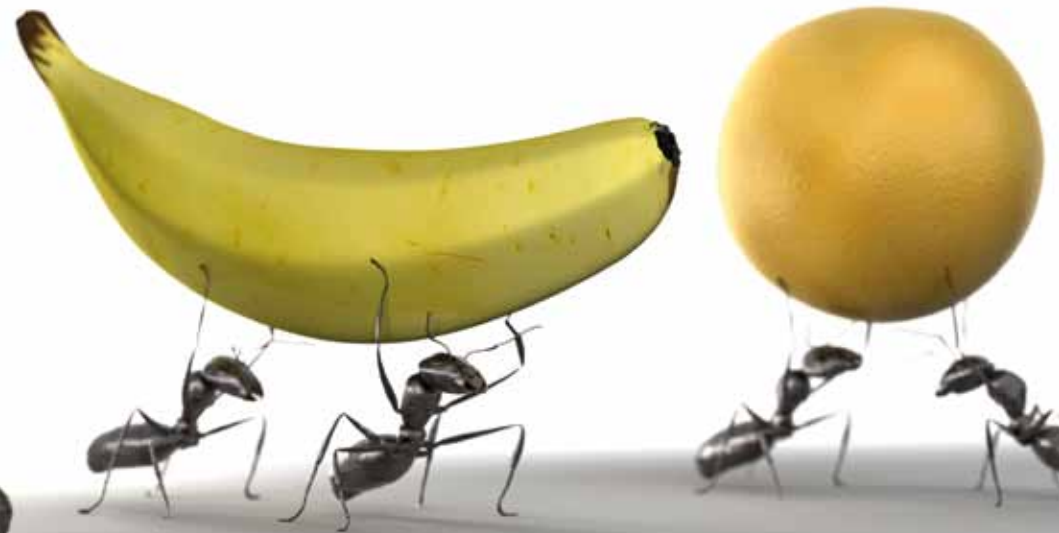
22

In standard development, one voice is one vote, whether you're a multinational or an SME.

The consensus process at the basis of standard development is a radical democracy. Every vote in a technical committee carries the same weight, whether you speak for a company of 200 or 20,000 employees.



Be heard.



22

23

Standard-based products are designed, manufactured and marketed at a lower bottom line cost.

Cut down on trial-and-error. Start from a shared body of knowledge. Mitigate your risks at every stage. There's no need to start from scratch: the body of electrotechnical standards provides the reference you need.



A close-up, slightly angled view of a dark grey computer keyboard. The focus is on a few keys. Overlaid on the image is large, bold, white text. A specific key has the text 'Save € now' printed on it in a smaller, white font. In the bottom right corner, the number '23' is printed in a large, bold, white font.

**Save time
and money.**

Save € now

23

24

Standardised products put you ahead in tenders.

Complying with electrotechnical standards puts your product ahead of non-conforming products and puts you at an equal footing with every competitor in a standard-based tender.



A man in a dark pinstripe suit, white shirt, and dark tie is shown from the chest up, smiling broadly with his arms raised in a celebratory gesture. A thick red ribbon is draped across the lower part of the image, partially obscuring his torso. The background is a bright blue sky with soft white clouds. The overall mood is one of triumph and success.

Create your competitive advantage.

24

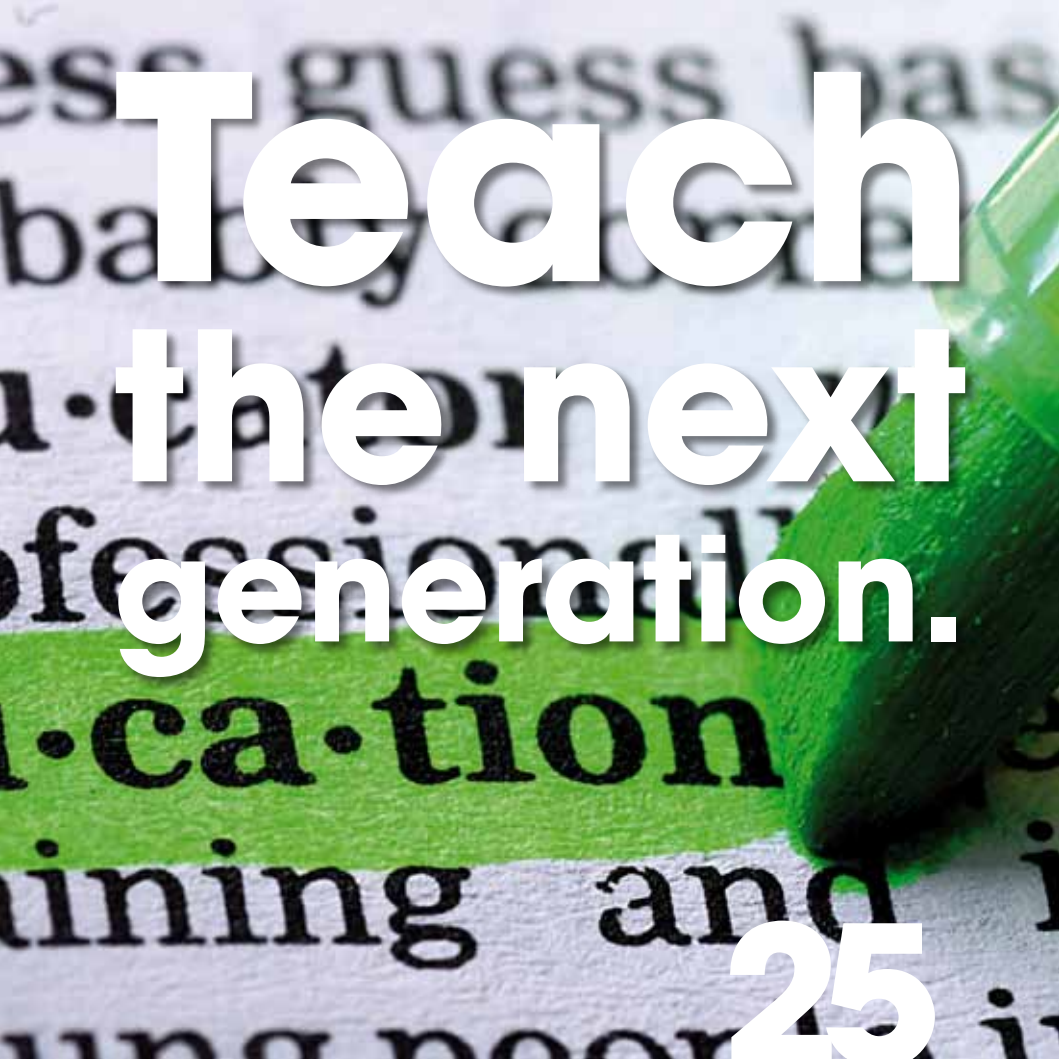
25

Standards are excellent training material for tomorrow's industry professionals.

The body of electrotechnical standards is a rich source of hands-on technical know-how, ideally suited for teaching and training both at high school level and in higher education.

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sales & marketing - sustainability - self-regulation





**Teach
the next
generation.**

25

26

International electrotechnical standards fit into the global field of international non-electrotechnical standards.

Many products incorporate electro-technical as well as non-electro-technical aspects (e.g. mechanical). Good to know, then, that IEC and ISO collaborate closely to avoid overlaps, harmonise information and offer a highly complementary support to the industry.

IEC International Electrotechnical Commission www.iec.ch

ISO International Organization for Standardization www.iso.org





**Benefit
from both.**

26

27

Standardisation improves the quality of the troubleshooting process.

Electrotechnical standards provide a handy set of reference data for easier problem handling and troubleshooting.





**Improve
your aim.**

27

28

Standardisation increases ICT
userfriendliness.

Between manufacturer and provider,
between provider and consumer, ease
of use is a fundamental requirement.
Electrotechnical standards are a sure
path to trouble-free use of your ICT
applications.



The background of the slide features a glowing blue grid pattern, resembling a wireframe globe or a digital network. In the foreground, a clear plastic RJ45 network cable connector is shown being inserted into a dark grey port. The connector's internal wiring, including green, yellow, and red strands, is visible. The overall aesthetic is high-tech and digital.

**Plug 'n' play,
don't
plug 'n' pray.**

28

Standardisation is a shared tool between governments, companies and citizens.

“
To create sustainable growth, we
need ambitious politicians, brilliant
scientists and responsible citizens.”

after Lord Nicolas Herbert Stern, baron Stern of
Brentford, author of A Blueprint for a Safer Planet,
in De Tijd, 9 May 2009.

30

Standard testing creates fair benchmarks.



Visit the BEC website for a video testimonial by Daniel Daems (Tyco Electronics).



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sales & marketing - sustainability - self-regulation

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31

Safe products start with safe components.

Standard-based product components in themselves already offer a measure of reliability and safety in your finished product.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation



A close-up photograph of a young child with dark hair and a joyful expression, wearing a bright yellow inflatable life preserver. The child's face is wet with water droplets, and the background shows a blurred blue body of water. The text "Start from safety." is overlaid in large white font across the top half of the image.

**Start from
safety.**

31

Standards are an objective reference for product and performance benchmarks.

Across the world, benchmarking is a fundamental business practice for governments, companies and consumers. But benchmarks are only productive if they offer an objective basis for informed decision-making.

Electrotechnical standards create this objectivity by introducing a set of globally accepted neutral reference points, taking interpretation and grey areas out of the equation.



A photograph of three young children with blonde hair, wearing blue shirts, sitting on a red wooden dock. They are looking towards a pond where many ducks are swimming and standing. The text 'Keep benchmarks fair.' is overlaid in large white font.

**Keep
benchmarks
fair.**

32

33

Complying with electromagnetic standards saves you money on shielding.

Every electrotechnical appliance generates an electromagnetic field. Electrotechnical standards make sure you spend in the most effective way.



A close-up photograph of a pair of hands cupped together, holding a large quantity of coins. The coins are of various denominations, including US quarters and dimes, and are piled together in the palms. The background is a soft, out-of-focus light blue.

**Shield your
budget.**

33

34

You can directly influence the consensus-making process.

Electrotechnical standards are created by all market players for all market players. As an organisation, you need to get actively involved and exert your influence on this process, or tomorrow's standards will not bear your stamp but your competitor's.





**Shape the
consensus.**

34

35

Developing standards means entering and developing new markets.

Offering standardised products brings you global market acceptance. In markets where standardisation awareness is not yet established, your presence will give a valuable impulse toward adopting standardisation as a tool for national economic development.

Once you've entered the market, you will more easily increase your market share by building on the solid foundation of your standard-based product portfolio.



A close-up photograph of a hand holding a key. A small tag is attached to the key, and the word "SUCCESS" is printed on it. The background is a textured, light brown surface.

**Open and
develop
new markets.**

35

36

Technical committees are efficient and productive think tanks.

At the basis of the consensus decision-making process are discussions conducted within the various technical committees. As all participants are world-class experts and the topic is highly focused, these committees foster more fruitful discussions than isolated research teams within organisations could.

Think fast.



36

37

Standard-based operations are more attractive.

Organisations with standard-based processes and procedures in place are a lot easier to integrate. In other words, standardisation seriously boosts your attractiveness for take-overs, mergers and joint ventures.

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Be sexy.



37

38

A universal technical language creates easy communication.

Electrotechnical standards provide a globally accepted set of graphical electrotechnical symbols and their definitions. One dictionary for millions of users.

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sales & marketing - sustainability - self-regulation



**Use the
dictionary.**



38

39

You develop markets faster with standard-based products.

Standardised products are more convincing. Your standard-based product offering will be adopted by more consumers in less time, enabling you to quickly deepen or widen your offering in the shortest possible time span.



**Overcome
market
reluctance.**



40

Standards raise global technical expertise.

The global availability of electro-technical standards increases awareness and know-how across the globe, making and keeping R&D fast and focussed.

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**Increase
global
know-how.**

40

41

Tomorrow's reality is shaped by today's electrotechnical standards.

“By 2020, we will have an electricity network organised like the Internet, with power generated and exchanged de-centrally.”

after Frank Vandenbroucke, former Flemish
Minister of Employment and Education,
in De Tijd, 9 May 2009.

42

Today's engineering students are trained with industrial standards.



Visit the BEC website for a video testimonial by Dirk van der Linden (Artesis Hogeschool / Universiteit Antwerpen).



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43

Electrotechnical standards create a “safe harbour”.

In case of a legal conflict over product quality, standard conformity takes the burden of proof off your shoulders. The law recognises that standard-based products de facto provide users with minimal quality and safety guarantees.



A close-up, warm-toned photograph of a young child's face, focusing on the eye and ear area. The child has dark hair and is looking slightly off-camera. The background is a soft, out-of-focus orange-brown color.

Find justice.

43

44

You can define tomorrow's technical criteria.

Your organisation has a vision of the future, and electrotechnics are an integral part of that vision. There is a place to bring that vision to life in a very hands-on way.

The technical committees chaired by the BEC are a platform for shaping tomorrow's electrotechnical world. It is here that the future criteria for R&D, manufacturing, testing, compatibility, safety and so on are created.

Don't leave standards development to other parties (including your competitors). Active participation in one or more technical committees is a must.



An aerial night photograph of a city, likely Dubai, showing a dense skyline of skyscrapers and a multi-lane highway with long-exposure light trails from cars. The text "Shape the future." is overlaid in large white font.

Shape the future.

44

45

Conformity makes a convincing selling point.

Your sales department will have a much easier time selling your product if it is standard-conform. Make electro-technical standardisation part of your product marketing strategy, and you will boost your sales process.

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sales & marketing - sustainability - self-regulation





Sell it.

45

46

As technology impacts our environment, standards impact our technology and the environment... for the better.

Electrotechnical standards serve as a reference for fixing environmental targets that are locally applicable yet globally relevant and impacting. Applying standards limits your environmental footprint.





**Clarify
your green
targets.**

46

47

Active participation in standards development provides a unique opportunity to trade views with peers and competitors.

Every technical committee meeting is quality time spent with industry professionals who are both competent in their field and committed to pragmatic, consensus-based solutions. A cost-efficient way of getting to the heart of any technical issue and broadening your professional and commercial horizon.





**Sit down
with the
competition.**

47

48

Standardisation is your key to a global technical discourse.

The discourse of electrotechnical standardisation is based on a globally accepted set of terms and definitions, a global consensus-based technical language. Speaking and understanding that language brings you into a global conversation with very little room for miscommunication.

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sales & marketing - sustainability - self-regulation





**Join the
global
conversation.**

48

49

Complying with harmonised European electrotechnical standards is complying with the requirements of the law.

Directives at European level often refer to electrotechnical standards instead of loading the legal text itself with tech specs. As a result, complying with the specifications in the standard document referred to, creates the “presumption of conformity” and a legal advantage for your organisation.



**Comply with
legislation.**

49

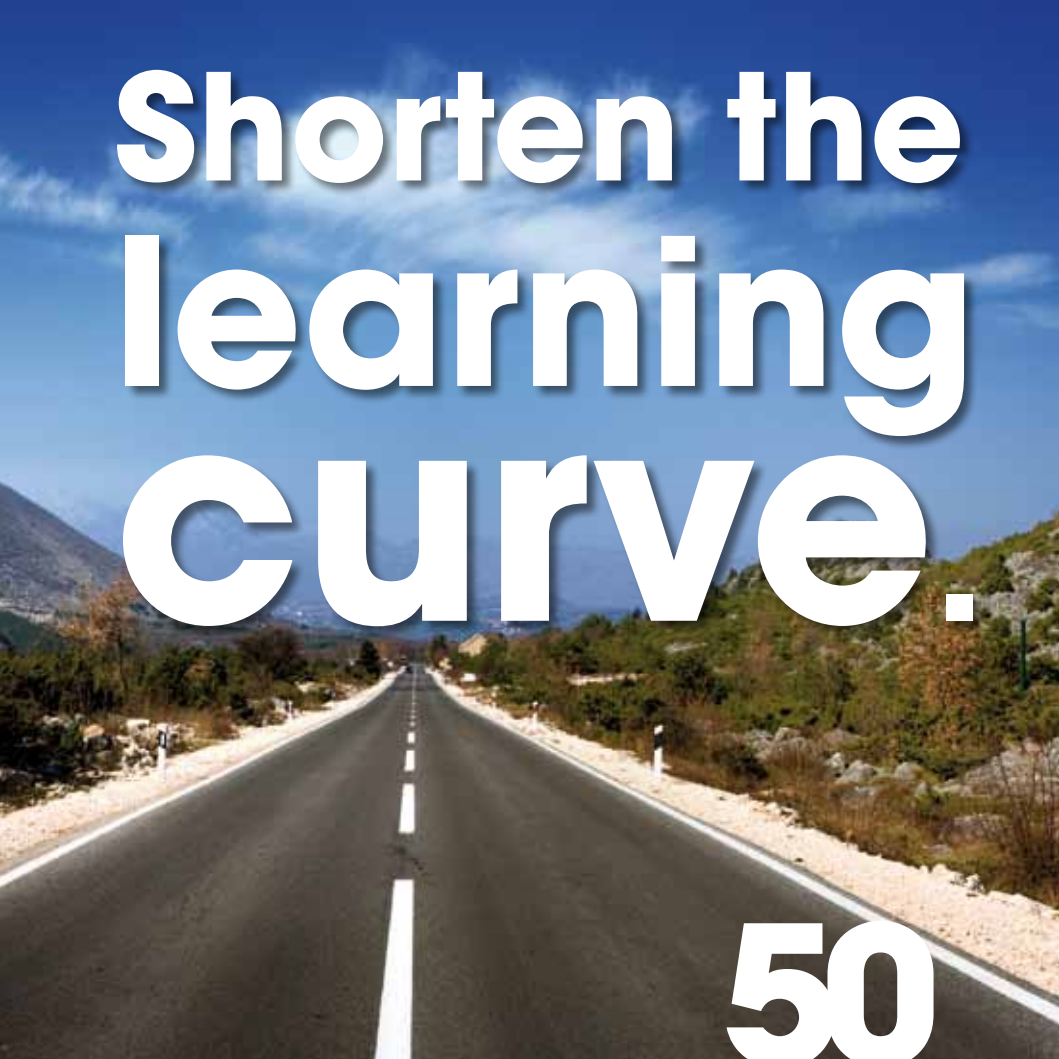
50

Standards are a valuable tool to train new employees.

Electrotechnical standards make new employees aware of the countless benefits and applications of standardisation. You want innovative thinkers, but you do not want them wasting time reinventing the wheel. Standards speed up the ROI of your new staff.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





Shorten the learning curve.

50

51

Standards are an excellent starting point, for you as well as for the competition.

The body of electrotechnical standards is an excellent starting point for your product strategy, your R&D, your business development strategy. But not just yours. The competition can also have access to the same source of information and know-how. That's how standardisation keeps the whole industry sharp and competitive.



Stay sharp.



51

52

Standard-based processes make partnerships more rewarding.

Any company driven by standard-based processes comes highly recommended as a business partner. Standard-based collaboration pays off better and sooner.

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sales & marketing - sustainability - self-regulation



Partner up.



52

53

Standardisation brings a degree of simplicity to a complex world.

Life and business are complicated enough as they are. Both consumers and organisations benefit from the clarity and simplicity resulting from electrotechnical standardisation.

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sales & marketing - **sustainability** - self-regulation



**Cut the
clutter.**

Easy Street

NEXT EXIT



53

Standardisation drives innovation,
innovation gives people hope.

“The crisis is mainly in our heads.
Companies that have the guts to
launch new products in these times
give people hope.”

after Marc Fauconnier, CEO Famous, author of
I love the crisis, in De Tijd, 9 May 2009.

55

Standardisation is a business-strategic issue.



Visit the BEC website for a video testimonial by Norbert Anselmann (European Commission).



www.ceb-bec.be/en/about/customers

55

56

Standardisation also applies to your business processes, present and future.

Electrotechnical standards are aimed not only at product excellence but also at process excellence. Standardisation increases your operational flexibility and confidence by enabling you to streamline your present business processes and swiftly introduce new ones.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation



Excell.

A person wearing a white long-sleeved shirt and dark trousers is performing a backbend in a grassy field. Their hands are touching their feet, and their head is touching the ground. A laptop is open on the grass to the right of the person. The background is a clear blue sky.

56

57

Standardisation enables quality management in a free trade economy.

With electrotechnical standards as a common language and reference tool, the industry as a whole manages the quality of products and services across the globe.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





**Free the
trade.**

57

58

Standardisation makes your investment pay off sooner and better.

Standardised products are more easily adopted by the marketplace, which means: faster market development, higher sales volumes, and both sooner rather than later.

A large, 3D blue arrow points diagonally upwards from the bottom left towards the top center of the frame. The background is a bright blue sky filled with soft, white, fluffy clouds. The overall composition is clean and motivational.

Aim high.

58

59

Standardised testing makes assessment easier.

Standardised testing and benchmarking procedures make assessment of conformity efficient and objective.

cost-efficiency - innovation - market development
sales & marketing - sustainability - **self-regulation**



A pair of blue denim jeans is laid out on a wooden deck. The jeans are positioned diagonally across the frame, with the waistband and belt loops visible on the right side. The wooden planks of the deck run parallel to the jeans. The text "Stand out." is overlaid in large, white, bold letters across the center of the image.

**Stand
out.**

59

60

Standard-based components and products are compatible with 3rd party technology.

Tap into market opportunities, even if you are not the first player in that market. Your standard-based product will easily plug into existing technology, opening up an already developed market for you.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation



A close-up photograph of a hand placing a blue puzzle piece into a larger assembly of blue puzzle pieces. The background is a light blue gradient. The text 'Plug in.' is overlaid in the top left, and the number '60' is in the bottom right.

Plug in.

60

61

User safety is a direct result of standardisation.

As an organisation committed to social responsibility, you offer consumers guaranteed minimal user safety through your standard-based product offering.



A close-up photograph of a person's hand gently cupping a small, realistic model of the Earth. The globe shows blue oceans and green landmasses. The hand is positioned in the background, with fingers visible around the globe. The overall lighting is warm and soft.

**Keep your
community
safe.**

61

62

Standards enable efficient device interconnectivity.

Forget 3rd party adaptors and customised interfaces. Standardised appliances will interconnect efficiently and inexpensively, satisfying end-users and enhancing your market credibility.





**Connect
without
the cost.**

62

63

Standardisation helps respect natural resources.

All new electrotechnical standards incorporate a number of environmental considerations, including specs to make dismantling and recycling easier... and more cost-efficient as well. Easy on the planet, easy on the budget.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation



Recycle.

A photograph of a house with a brown tiled roof. A large array of blue solar panels is mounted on the roof. In the foreground, there are several bright yellow-orange flowers, likely daisies, growing from green foliage. The sky is a clear, bright blue.

63

64

Standardisation is essential in everyday quality control.



Visit the BEC website for a video testimonial by Hervé Breulet (ISSeP - Institut Scientifique de Service Public).



www.ceb-bec.be/en/about/customers

65

Standardisation enables future-proof purchasing decisions.



Visit the BEC website for a video testimonial by Sigrid Jacobs (Arcelor-Mittal).



www.ceb-bec.be/en/about/customers

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation

65

66

Serious business is standard-based business.

Involvement in standardisation (applying and/or shaping standards) is just as much a matter of reputation management as it is a technical concern. The day is approaching when only standard-based organisations are taken seriously.



A person wearing a brown suit and a watch is crawling on a sandy surface. The person's head is buried in the sand, and their hands are pushing them forward. The scene is brightly lit, casting shadows on the sand.

**Guard your
brand.**

66

67

1 standard, 1 test, 1 certificate.

Electrotechnical standards create maximum transparency both in the marketplace and within your organisation. The market will readily recognise standard-based 3rd party certification, your in-house specialists will develop a competitive product efficiently and verifiably.



A hand is shown holding a test tube containing a pink liquid. The background is a solid blue color. The text "Standardise testing." is overlaid in large white letters. In the bottom right corner, the number "67" is displayed in large white letters.

Standardise testing.

67

68

Your faith in standards earns the faith of consumers.

Applying electrotechnical standards is the industry's most powerful reply to society's demand for quality and reliability. Consumers know they can trust standard-driven organisations and their products.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation



A low-angle, upward-looking photograph of three business professionals (two women and one man) in a huddle, with their hands stacked in the center. They are all smiling and looking towards the camera. The background is a bright blue sky with scattered white clouds. The text 'Build consumer trust.' is overlaid in large, white, bold, sans-serif font, centered over the image.

**Build
consumer
trust.**

68

69

Standardisation inspires consumer confidence.

The adoption of new ICT applications is always a challenge. Many consumers are initially unwilling to cross a new threshold. Electrotechnical standards lower that threshold by bringing the benefits of interconnectivity and ease of use within the consumer's grasp.





**Lower
the ICT
threshold.**

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70

A standardised set of electrotechnical documents makes the global discourse more productive and more efficient.

In today's small world, the electro-technical discourse takes place at a truly global scale. Standards effectively offer the world one document that cuts across language and interpretation barriers.

The language of electrotechnical standardisation is a consensus-based global language, using globally accepted electrotechnical terms to express globally accepted meanings.

cost-efficiency - innovation - **market development**
sales & marketing - sustainability - self-regulation





**Speak the
universal
language.**

70

71

Standardisation makes your R&D more cost-efficient.

With the body of electrotechnical standards as a reference, R&D becomes more focussed, more efficient, more likely to lead to profitable innovation. No more trial and error.



A soccer ball with white and teal panels is positioned on a green grass field. In the background, a chain-link fence and a line of trees are visible under a clear blue sky. The text "Learn faster." is overlaid in a large, white, sans-serif font.

**Learn
faster.**

71

72

Standardised technology is easier and more attractive to start using.

Market adoption of new technologies is always a challenge. Standard-based new technologies reach critical numbers of consumers much more easily.



A photograph taken from a high angle, looking down at a baby with blonde hair wearing a white t-shirt. The baby is crawling on a black laptop that is placed on a green lawn. The baby's right arm is extended towards the laptop screen, and their left hand is near the keyboard. The text "Move the market." is superimposed in large white letters across the top half of the image.

Move the market.

72

73

Standard-based R&D drives alternative fuelling systems.

“Family-sized vehicles are typically hybrid-powered today. There’s still a lot of R&D needed in new battery technologies.”

after Eddy Geysen, former CEO of Opel Antwerp,
in De Tijd, 9 May 2009.

74

Electrotechnical standards make it easier to communicate with design engineers.



Visit the BEC website for a video testimonial by Martin Dieryckx (Daikin).



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sales & marketing - sustainability - self-regulation

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75

Compliance with standards makes you an attractive government partner.

Electrotechnical standards are born from market impulses and consensus-based specialist discussions. This market relevance makes them attractive for government bodies to serve as technical reference in public tenders. Compliance brings those public tenders within your reach.

cost-efficiency - innovation - **market development**
sales & marketing - sustainability - self-regulation





Go public.

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Governments encourage the self-regulating system of electrotechnical standardisation.

Around the world, governments are happy to leave the laborious but vital task of creating new electrotechnical standards to the industry and keep legislation free of variable technical specifications.

cost-efficiency - innovation - market development
sales & marketing - sustainability - **self-regulation**





DIY.

76

77

Standards create energy efficiency.

Electrotechnical standards enable maximum energy efficiency in household and other appliances, both in the manufacturing process and in the daily use by consumers and companies.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation



A large wind turbine is silhouetted against a vibrant sunset sky. The sun is a bright orange circle near the horizon, casting a warm glow. The sky transitions from deep orange near the horizon to a clear blue at the top. Another smaller wind turbine is visible on the right side of the frame.

**Save some
energy.**

77

78

Save time and money in R&D.

There's no need to start from scratch in product development. The foundation is right there in the relevant electrotechnical standards, conveniently published on the BEC website.

Visit the BEC webstore at

www.ceb-bec.be/en/external/webstore

www.ceb-bec.be/fr/external/webstore

www.ceb-bec.be/nl/external/webstore





**Jumpstart
product
development.**

78

79

Standardised products make your supply chain more cost-efficient.

With standard-based materials, dimensions and specifications, products become easier to store, transport and handle, reducing your overhead cost.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation



A glass of orange juice is partially visible on the left side of the frame. The background is a dark, textured surface, possibly a table, with a shadow cast by the glass. The text is overlaid on this background.

**Save on
your supply
chain.**

79

80

Standardisation brings out the entrepreneur in you.

Shaping tomorrow's electrotechnical standards or "only" applying today's stimulates and facilitates entrepreneurial spirit, an established source of company growth and national economic development.

cost-efficiency - innovation - **market development**
sales & marketing - sustainability - self-regulation

Respect entrepreneurship.



80

81

Standards show you where to spend your R&D money and in which direction to manage your most innovative thinkers.

Innovation starts from a firm grasp of today's limits and opportunities. Whether you apply standards or are also actively involved in shaping them, you have your finger on the world's electrotechnical pulse at all times.



**Feed the
innovation
machine.**

81

82

Standard-based suppliers are preferred suppliers.

More and more organisations insist on standard-based processes and products from their suppliers. When the time comes to select a (new) supplier, standardisation makes your company stand out.





Get
selected.

82

83

Standards make your green commitment measurable.

Protection of the environment starts with a commitment. It can only continue if relevant and realistic targets are set. And it can only be sustained if relevant and objective measuring points are provided.

Electrotechnical standards help you set objective targets and introduce objective and accepted performance indicators. After all, quantifiable impact is all that matters when it comes to our respective environmental footprints.





**Measure
your green
commitment.**

83

84

Standardisation makes your value proposition more transparent.

Standard-based products and processes hugely facilitate 3rd party auditing as well as in-house quality control.





Open up.

84

Standardisation is a future-oriented strategic issue.

“A manager should scrutinise every investment but leave the future-oriented ones alone whenever he can.”

after Wouter De Geest, CEO BASF, in De Tijd,
9 May 2009.

86

There can be no technological evolution
without standardisation.



Visit the BEC website for a video
testimonial by Yves de Coorebyter
(FEE).



www.ceb-bec.be/en/about/customers

86

87

Standardisation limits product proliferation.

Electrotechnical standards enable you to rule out unwanted variations within the same product type. This helps you streamline your manufacturing and inventory process by limiting the number of SKU items.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





**Streamline
production.**

87



The best decisions are based on the latest facts.

Active participation in standardisation keeps you up to date on all present facts and involves you in shaping tomorrow's electrotechnical context. A full grasp of today and a firm hand in tomorrow: the best basis for your decision-making process.

Decide.



89

Applying standards limits your risk of excess inventory and shortens your newest product's time-to-market.

As electrotechnical standards keep you up to date on the latest market requirements, they give you a clear view of how much (or little) stock you need to keep of previous product models. Without obsolete stock to work through first, your newest product will hit the marketplace much sooner.





Don't waste

time-to-market.

89

90

Standards are a fast-moving response to fast-moving technology.

Our society changes faster than legislation can be updated. Authorities are satisfied to refer to specs outside of the legal texts, knowing that the market players will update electrotechnical standards as fast as the marketplace requires. Standards keep legislation fresh.





**Move
fast.**

90

91

Wherever people connect, standardised technology is there.

As citizens of the global village, we meet virtually in online communities, travel physically across borders and time zones, communicate and interact around the clock, exchange words, images and data.

Without electrotechnical standards, we would not quite so freely enjoy cable, the Internet, digital television, satellite communication, Twitter, Facebook, international air travel, GPS, public transport...

Standardisation truly powers the global village.





Connect people.

91

92

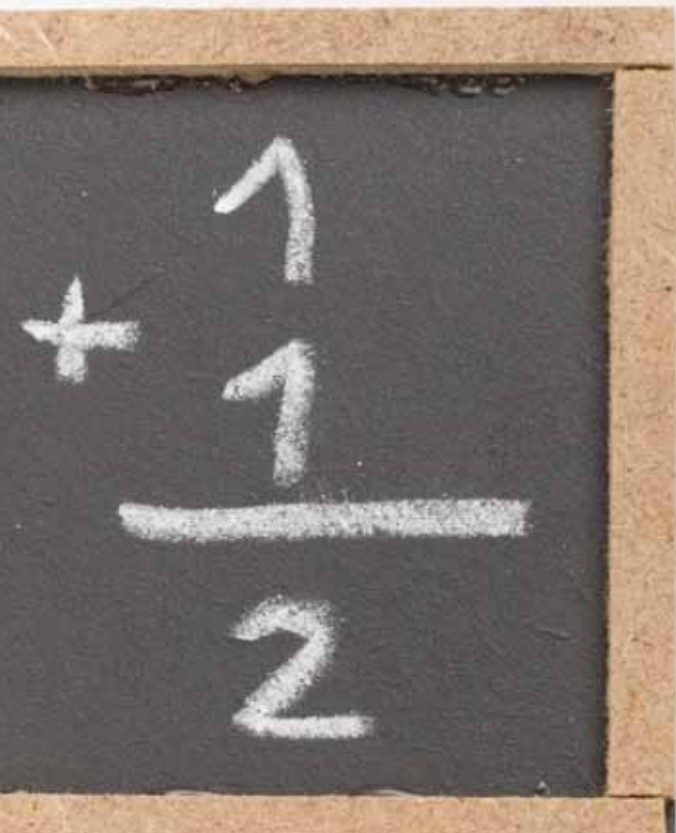
The body of standards keeps global business practice simple and efficient.

As a shared reference and source of globally relevant information, the body of electrotechnical standards saves global business partners time and money better spent on actual business.

cost-efficiency - innovation - **market development**
sales & marketing - sustainability - self-regulation



Keep it simple.



92

93

Standardisation is initiated by the industry for the industry.

Electrotechnical standards are born from real and relevant market needs, not from specialist preferences or scientific curiosity. It is a self-regulating system in which the industry initiates and standardisation experts pick up, develop and finally return the benefits to the industry.

cost-efficiency - innovation - **market development**
sales & marketing - sustainability - self-regulation





**Feel
the need.**

93

94

Today's know-how is the next generation's starting point.

Today's standard-driven database of electrotechnical know-how is a precious gift to future generations of product developers and business managers.

cost-efficiency - **innovation** - market development
sales & marketing - sustainability - self-regulation





Make history.

94

Standardisation has a key role to play in eco-friendly design.

“Small fully electrical cars may be very interesting, but only if you can produce clean electricity at the same time.”

after Dirk Van Braeckel, Head of Design Bentley,
in De Tijd, 9 May 2009.



More and more customers insist on standard conformity in their contracts.



Visit the BEC website for a video testimonial by Luc Jonckheere (Televic).



www.ceb-bec.be/en/about/customers



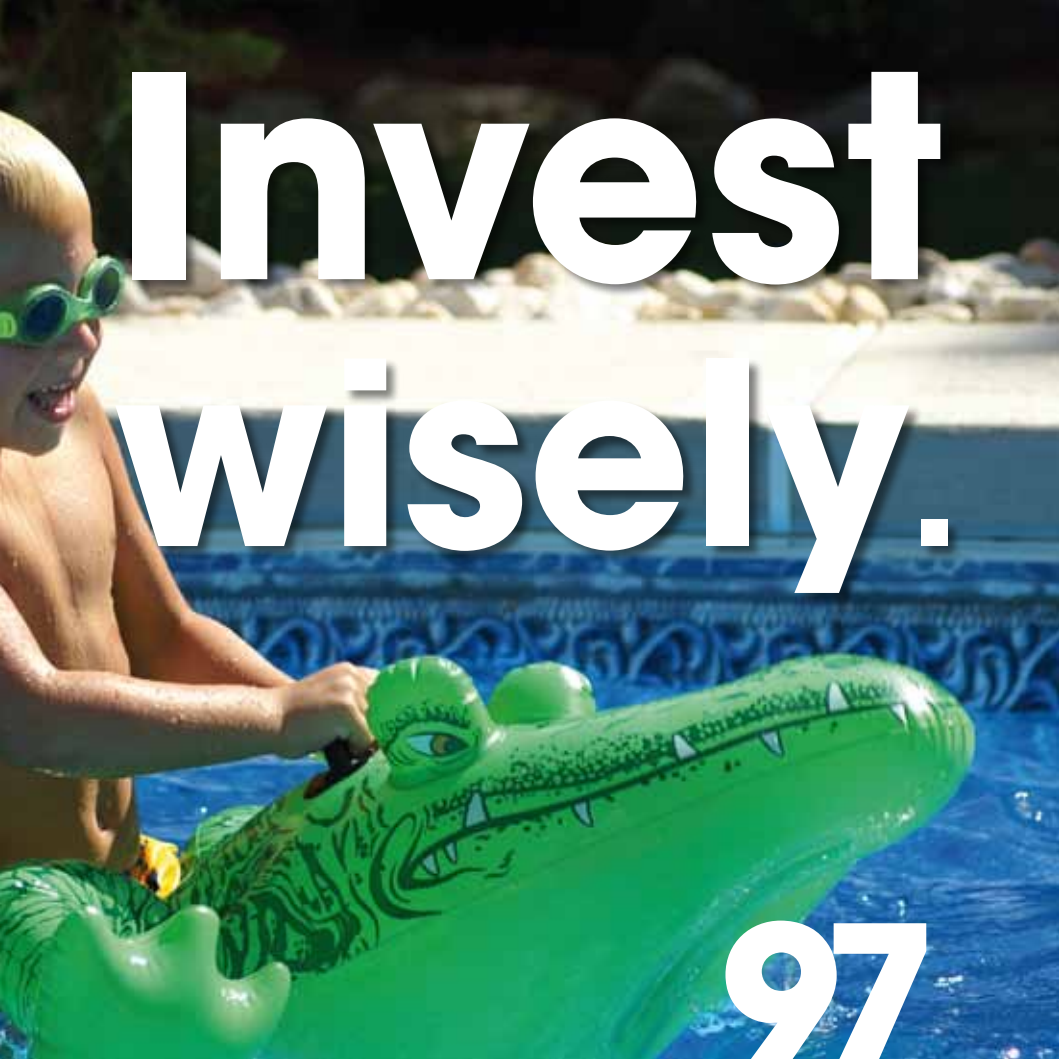
97

Standardisation mitigates your risks and increases your ROI.

Your investment in electrotechnical standards pays off in guaranteed market adoption of your product or service.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation





Invest
wisely.

97

Standards are the starting point of every successful product strategy.

A standard-based product strategy automatically meets market-relevant requirements, ensuring interoperability and objective benchmarking. It creates opportunities, reduces risks and inspires confidence in purchasing decision-makers.

Risk less.



98

99

Involvement in standardisation is a commitment to global humanity's life and work.

In the end, standards serve to improve the quality of life and work for millions of consumers and end-users around the world. Safety, ease of use, quality etc. are central considerations in every new electrotechnical standard.

cost-efficiency - innovation - market development
sales & marketing - **sustainability** - self-regulation





**Service
the world.**

99

100

Standards are continuously updated,
and so are you.

Apart from continuous market-driven updates, every electrotechnical standard is regularly reviewed by a maintenance team. Standards always reflect the latest state of affairs in the marketplace.

cost-efficiency - innovation - market development
sales & marketing - sustainability - self-regulation



A large radio telescope dish is the central focus, angled towards the upper right. It has a complex metal lattice structure. In the background to the left, another similar dish is visible. The scene is set against a sunset sky with soft orange and purple hues. The ground is dark with some trees in the distance.

Get the latest.

100

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www.freethefuture.be



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“The question is not
what you gain from
standardisation, **it's**
what you lose
without it.”

stimulating innovation
1909 ⚡ 2009
one century at a time

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