

EOQ recognition of National Quality Mark Labels

Introduction

- Quality Marks are symbols for recognized and proven quality of products/ services/ activities, which help to promote sales and achieving sales targets.
- Quality Mark Labels are often used as a point of differentiation in competitive markets and they should be widely trusted.
- A National Quality Mark Label (NQML) leads to business success and represents a promotion not only for an individual company/organization, but also for the country where it is granted.
- The EOQ recognition of NQMLs intends to offer EOQ member organizations a new EOQ product to be used as an additional marketing tool for their own products.
- This EOQ product is the EOQ Recognized Quality Mark Label of EOQ Member Organizations (EOQ Recognized MO-QML).

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Criteria for EOQ recognition of NQMLs

- EOQ member organizations (EOQ NR or Associated member if appointed by the EOQ NR) who are granting at national level NQMLs or who want to implement a NQML may apply for the EOQ recognition of the MO-QML.
- Minimum criteria to be fulfilled by the applicant EOQ member organization:
 1. Being an EOQ National Representative or EOQ Associated member organization
 2. National trademark registration of the NQML
 3. Granting the NQML since at least 2 years (to be considered only by EOQ-MO applicant having its own functional NQML)
 4. Evidence of a quality management system (ISO 9001 certification is not mandatory) also for the label carrier (end product/service/activity)
 5. Availability of a Registration facility of the NQML
 6. No outstanding financial contribution to EOQ
 7. Clear responsibility (persons)
 8. Existence of documented criteria and procedures for granting/suspending/withdrawing the NQML, considering the listed topics in the EOQ application form (EOQ F76) in its valid version

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Use of EOQ Recognized NQM Label

- The EOQ Recognized NQM Label may be used by the customers of the EOQ member organization who has a valid EOQ Recognition agreement for the products/services/activities for which has been issued the NQM Label and has been paid to EOQ the amount agreed in the EOQ Recognition agreement.
- The EOQ Recognized NQM Label is forbidden to be used if:
 - There is any legal or quality complaint against the product/service/activity; this information is to be delivered to EOQ by the EOQ MO, partner of a valid EOQ Recognition agreement
 - The EOQ Recognition agreement has been cancelled, prior the expiration of its validity
 - The validity of the EOQ Recognition agreement has expired and it was not renewed
 - Criminal investigation proceedings for the respective company or for its legal representatives; this information is to be delivered to EOQ by the EOQ MO, partner of a valid EOQ Recognition agreement

EOQ recognition of National Quality Mark Labels

EOQ member organizations (EOQ NR or Associated member if appointed by the EOQ NR) interested in the recognition of their National Quality Mark Labels, please contact EOQ General Secretariat (by using the application form EOQ F76, attached)

Email: eoq@eoq-org.eu