



SLOVENSKA KAKOVOST

1. BASIC INFORMATION

Quality mark SQ (Slovenian quality) has been firstly used in 1991 by “Gorenjska trade fair” in order to promote Slovenian goods and raise their profile in comparison with the Yugoslav products. The SQ MARK was supported by the Ministry of Science and Technology, Chamber of Commerce and a number of other institutions.

Immediately there was a great interest obtaining the SQ MARK. It has been granted to the products and / or services of more than 1000 organizations, some of them were large and important Slovenian companies.

In December 2011, Slovenian Association for Quality and Excellence (SZKO) becomes the owner of the trademark SQ. The Executive Board of SZKO raised a number of new activities for further promotion and consolidation of SZKO leading role in the field of quality products and services. The revitalization of SQ MARK has been one of those initiatives. In 2012 more than 20 new different procedures and documents were created and issued to define the rules for obtaining SQ MARK for products/services.

Quality Mark SQ supports larger companies operating in various industries. Ministry of Economy and Technology Development supported the recovery of SQ mark. The Ministry has been convinced that SQ MARK will contribute to the promotion of Slovenian companies and Slovenia as a country.

2. CONDITIONS FOR OBTAINING QUALITY MARK SQ

1. The company has been registered and headquartered in Slovenia.
2. The company operates successfully and regularly settles its obligations to business partners, employees and the wider environment in accordance with legislation, treaties and established business practices.
3. Products / services are offered to the market for at least one year.
4. The company has registered its business and acquired the license for realization of its products / services.
5. The high proportion of at least 50 percent of knowledge, material, parts and work referring to the products / services has been of Slovenian origin.
6. Products / Services do not include elements that would mislead the purchaser / user (eg.

imitation of an established product / service from another organization, misleading names and messages on the characteristics of the product, etc.).

7. Customers have been satisfied with products / services (as it is evident from complaints, claims, awards and other responses obtained through various surveys), there is no public scandals and negative information in the media in connection with the company or its products / services.

8. The company knows and respects the laws and standards in relation to the products / services; during the last two years there have been no serious violations; if yes, they all have been properly solved.

9. Not any unresolved litigation exists in relation to the products / services.

10. The company has established an effective quality management system.

The fulfillment of the required conditions has to be checked during the on-site assessment performed by SZKO experts. The complexity and duration of the assessment has been set referring to the size of the companies, which have been divided in accordance with the Slovenian Companies Act in four groups - micro, small, medium and large companies. The awarded SQ MARK is valid for two years. After two years, the validity could be extended for another two years

3. ADVANTAGES AND BENEFITS OF QUALITY MARK SQ

4.1. Easier recognition of quality and its origin

- Quality Mark SQ is a symbol for recognized and proven quality of Slovenian products/services, which helps to promote sales and achieving sales targets.
- Within Slovenia, and even more so abroad, the competition is stronger. Quality Mark SQ increases the visibility ahead of the competition.
- Quality Mark SQ leads to business success and represents a promotion not only for an individual company, but for Slovenia as a country of origin as a whole.

4.2. Raising quality level

- The procedure for obtaining the Quality Mark SQ is demanding. It includes a comprehensive quality assessment of products / services for which it will be awarded.
- Various risk factors associated with the product and the production process or performance of services have been examined and assessed. Successful assessment of the quality management system guarantees a high degree of probability that the candidate will provide long-term quality of their products and services.
- During the assessment various nonconformities and weak points have been detected. The added value of the assessment consists of encouraging corrective actions when and where necessary with the goal of achieving higher level of quality.
- The candidate must prepare a plan of progress for the next period.
- Effectiveness and efficiency of plan implementation progress and the adequacy of the factors that have been discussed at various stages of the assessment; they will be examined before the extension of the validity of Quality Mark SQ for another two years.