

Application Form for obtaining the EQTM

The European Quality Trademark EQTM is owned and managed by the EOQ. By providing the EQTM, the EOQ recognizes the products that meet the specific requirements set up under the EQTM framework. The EQTM will only be awarded to products that have attained high quality levels, respect all technical requirements and standards obligations and are manufactured by companies that continually sustain the quality agreed with their customers. Building on the current systems in place, the EQTM will offer further trusted recognition of the products manufactured by quality organizations with significant added value being generated in Europe.

PRODUCT / FAMILY OF PRODUCTS

PRODUCT FAMILY OF PRODUCTS

1. The company has to be registered with its headquarters and operations in Europe.

European Quality Trademark refers to products being manufactured in Europe. It takes into account Europe as a geographical point of view. It takes into account Europe as a geographical point of view. The product has to be manufactured by a European company, which means that the company should have been registered with its headquarters and operations in Europe. Therefore please fill in the table with all relevant data which will prove this statement.

Company name: _____

Address: _____

Phone: _____ E-mail: _____

Website: _____

Contact person (first and last name, position within the company): _____

Phone: _____ E-mail: _____

Long name (Business Register title): _____

Status: _____ Number of employees: _____

Presentation of company and products (description or access to its website): _____

2. Business result have to be positive. It does not refer only to the product, but to the entire business operations, including any other business being executed by the company (products or services).

The product awarded with the EQTM should have been manufactured by companies that have long-term positive business results. Companies should have been operating for at least three years. Please fill in the table below.

Year			
Turnover (€)			
EBITDA			

3. The company has acquired all licenses and permits proving that the product has been manufactured according to national and international requirements and standards. It has introduced the requirements referring to health& safety and environmental issues.

The company must obtain various production licenses, permits and other relevant records which prove that the product has been realized in accordance with standards and legal requirements. The number of records varies referring to the technology applied. Maybe for some very simple products there are no specific requirements. However, in certain manufacturing areas, not only licenses have to be obtained, but every step in the production process must be planned in detail and approved before being executed. Please attach the most important documents such as Certificates, Approvals, Registrations, Marks, and CE markings which have been prescribed by the authorities in your country or have been internationally recognized and required. Submit legal official documents that prove that the company has legal existence and is licensed /authorized to provide the product on the manufacturing sites mentioned above.

Apart to the above stated, the company must ensure that it meets the highest standards referring to health & safety and environmental issues.

List of the attached documents:

Health and safety issues have been taken into account: H&S management system certified and/or documented with Manual and/or relevant procedures YES NO

Environmental issues have been taken into account: Environmental management system certified and/or documented with Manual and/or relevant procedures YES NO

If any of the statements were marked with NO, an appropriate explanation must be provided. It must clarify which actions have been performed to guarantee that the specified requirements have been met.

Attached documents:

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4. Financial obligations, legal requirements and liabilities, referring to stakeholders outside and within the company must be settled.

Financial obligations referring to state authorities, suppliers, subcontractors, inside and outside labor force and customers have to be regulated in due time, as defined by payment orders and contracts. If there were any legal requirements and liabilities referring to the product, they should have been settled.

Statement according to the requirement:

Attached documents:

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5. The company has implemented and certified QMS (Quality Management System).

During the last hundred years the quality function has gone through different development stages, from simple piece-by-piece quality control, to nowadays comprehensive quality management systems sustained by sophisticated information technology. The implementation of Quality Management Systems, based on internationally recognized standards has proved to be a good reference for quality assurance and management, namely to meet market requirements. Therefore, EQTM products should be manufactured by companies holding a valid certificate obtained by a third party assessment on the basis of worldwide recognized standards or quality frameworks (e.g. ISO 9001, IATF 16949, AS 9100, EN 15224, ISO 21001, ISO 13485) issued by an internationally accredited certification body.

Valid certificates attached (cert. number, date of issue):

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6. The product must have been at least three years on the market. Its quality characteristics should be constantly improved so that the product will meet customer expectations.

The company should be able to show that it adopts customer-centric approaches to product development, manufacturing, delivery and post-sales services. It should also be able to show that procedures are in place for customer voice collection and handling of complaints, both leading to changes and improvements to the product that must be recorded and reported.

Attached documents:

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7. The product should be at least 60% European sourced.

European generated value should be estimated on the basis of a calculation of the product's own value. Five product elements have to be taken into account: know-how (copyright, patents, design and development), basic raw materials, semi-products, labor and the supply chain (logistics, transportation, packaging, storage). The percentage of each element has to be filled in (%). European Input Share (S) of each element is marked with a number from 0.0 to 1.0, while the European Origin is calculated as the product P x S (%).

Example:

Product elements	Percentage P (%)	European Input Share S	European origin P x S (%)
Know-how	10	1.0	10
Basic raw material	30	0.3	9
Semi-products	10	0.5	5
Labour	40	1.0	40
Supply chain	10	1.0	10
Total	100		74

Table to be filled in:

Product elements	Percentage P (%)	European Input Share S	European origin P x S (%)
Know-how			
Basic raw material			
Semi-products			
Labour			
Supply chain			
Total	100		

8. Revenues generated from the sale of the product must be realized with at least three different customers, where none of them exceeds 70% of the average product annual turnover in the last three years.

EQTM awarded products should have been manufactured by a company that attracts a broader range of customers. The table below should show six customers and the percentage of turnover realized for the last three years with this product through such customers.

Example:

Customer	2018	2019	2020	Average
A	35	40	45	40
B	21	18	20	20
C	10	15	12	12
D				
E				
F				
Others	34	27	23	28
Total	100	100	100	100

Table to be filled in:

Customer				Average
A				
B				
C				
D				
E				
F				
Others				
Total				

9. The product has been developed by the company and in no way copies or imitates similar products. If and when required, intellectual property rights have been obtained.

The EQTM will be awarded only to products which do not include elements that would mislead the customer (e.g. imitating established products of another manufacturer, misleading names and messages regarding product properties, failure to comply with IP rights).

Statement according to the requirement:

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10. The quality of the delivered products must be regularly monitored. The result must be at least 90%.

Customer satisfaction analyses have been frequently used for the quality assessments. Usually, those analyses comprise the total performance of a company and do not refer to one product only. As the EQTM is granted for an actual product, such an analysis is not appropriate.

A simple customer satisfaction feedback has been outlined. It should be performed by the manufacturer of the product which candidates for the EQTM. For each order / delivery two attributes should have been monitored - product quality and delivery time, with 83% of the total possible achieved score assigned to product quality and 17% to delivery time.

A case study in the table below has been prepared. For a certain time period, 30 orders / shipments were delivered. The table shows various quality and delivery time outcomes which, with assigned factors, gives the opportunity to calculate the overall achievement score.

The company needs to clarify its understanding and definitions for the different product quality levels (Good, Minor comments, Complaints and Critical non-conformities) and delivery times (On time, Too early / too late).

Please fill in, as shown in the example table, achieved outcomes for the products delivered in the period of the last three years. The example of one year shows a result of 87.5%. The overall, average result of three years should be more than 90%.





Example:

Time period: year			
Number of orders / shipments		30	
QUALITY	factor (F)	number (N)	F x N
Good, as defined by the contract	10	24	240
Minor comments	6	4	24
Complaints	0	1	0
Critical non-conformities	-6	1	-6
DELIVERY TIME			
On time	2	29	58
Too early / too late	-1	1	-1
Achieved score: $(10 \times 24) + (6 \times 4) + (0 \times 1) + (-6 \times 1) + (2 \times 29) + (-1 \times 1) = 315$			315
Maximum score: $10 \times 30 + 2 \times 30$		360	
Result: 315 / 360			87.5%

Table 1 to be filled in:

Time period:			
Number of orders / shipments			
QUALITY	factor (F)	number (N)	F x N
Good, as defined by the contract	10		
Minor comments	6		
Complaints	0		
Critical non-conformities	-6		
DELIVERY TIME			
On time	2		
Too early / too late	-1		
Achieved score:			
Maximum score:			
Result:			

Table 2 to be filled in:

Time period:			
Number of orders / shipments			
QUALITY	factor (F)	number (N)	F x N
Good, as defined by the contract	10		
Minor comments	6		
Complaints	0		
Critical non-conformities	-6		
DELIVERY TIME			
On time	2		
Too early / too late	-1		
Achieved score:			
Maximum score:			
Result:			

Table 3 to be filled in:

Time period:			
Number of orders / shipments			
QUALITY	factor (F)	number (N)	F x N
Good, as defined by the contract	10		
Minor comments	6		
Complaints	0		
Critical non-conformities	-6		
DELIVERY TIME			
On time	2		
Too early / too late	-1		
Achieved score:			
Maximum score:			
Result:			

Year				Average
Result				