

# PRESS RELEASE



It is with great pride that EOQ can announce **the launch of a new product** for Quality Acknowledgement.

With the 'European Quality Trademark – EQTM', EOQ is **tapping into a new reality** and thus responding to the demand from the vast EOQ network and the need to further contribute to the recognition of “Quality Made in Europe”.



The new EQTM acknowledgement **has been developed to** ensure the long-term fulfilment of **good business cooperation** and end-user consumer satisfaction.

EQTM awarded **products** will indicate long-term sustainable quality according to the expectations of customers and through appropriate manufacturing processes.

EQTM requirements refer to **the products** (quality characteristics) and **companies** that produce them (business performance), which gives **a unique approach** and guarantees long-term customer satisfaction.

As a European organization, **the "Europe" factor** is obviously important. Thus, the EQTM label can only be obtained if **the company** has been registered with its headquarters and operations in Europe and **the product** should be at least 60% European sourced.

**CONCLUSION: There is no doubt that EQTM will be a sought-after quality recognition factor for many firms in no time because:**

- EQTM awarded products will indicate long-term sustained quality according to the expectations of its customers.
- EQTM requirements refer to the products (quality characteristics) and companies that produce them (business performance), which gives a unique approach and guarantees long-term customer satisfaction.
- EQTM will be a great recognition factor for European products, no matter in which country they are produced.
- EQTM will achieve the leading status for promotion and sales of products in Europe and around the world.
- EQTM can leverage and complement other already existing product quality recognition frameworks, such as national marks, by providing a sound layer of “European Quality”, as assessed by the EOQ as a leading driver of Quality in Europe.

For more information on EQTM, we invite you to visit our website: [www.eoq.org](http://www.eoq.org)