

KENYA BUREAU OF STANDARDS (KEBS) IMPORT STANDARDIZATION MARK (ISM)

To help consumers identify in the local market, imported products that have been certified by KEBS, KEBS has made application of ISM mandatory for all imports.

The new mark will be issued as stickers that are specific to each product/consignment. They will bear security features plus a QR code that customers can be able to scan using their smart phones and hence receive in exact quantities commensurate to the imported retail units. ISM comes with secure security features, complete with track and trace software/ technology. Finished ISM stickers will have a code encrypted with details about the product and certification status for traceability purposes.

Under the new ISM scheme:

1. All imported products which are offered for sale at the retail outlets will be required to have the Import Standardization Mark.
2. The ISM will be based on a CoC or a KEBS test report.

Therefore ALL goods arriving without Certificates of Conformity (CoCs) shall be subjected to inspection and testing prior to issuance of the ISM.

All importers of goods (covered or not under PVOC) are encouraged to have CoC's for faster issuance of ISM.

Regulation is applied to all imported commodities and products intended for retail in Kenya excluding the following:

- i. Medicines
- ii. Medical Devices (From 1st July 2016 when Pharmacy and Poisons Board takes over full control)
- iii. Pest Control products.
- iv. Seeds (Plant Materials)
- v. Printed Materials e.g. Books, Newspaper, Magazines etc.

- vi. Precious stones, Jewellery etc.
- vii. Illuminated Signs and Name plates etc.
- viii. Motor Vehicles and Bike (covered under a different inspection regime).
- ix. Artificial flowers, Walking sticks, Antiques etc.
- x. Products manufactured in an EAC partner state and bears Quality Mark of that Partner State.
- xi. Raw materials

For products intended for use by manufacturers and contractors PVoC product list applies.

Products already certified by KEBS under the Diamond Mark of Quality Scheme are exempted from mandatory application of ISM. The Diamond Mark of Quality will be re-designed and certification fees aligned to prevailing ISM costs.

Products subject to PVoC must be accompanied with CoCs the above list notwithstanding.

This guideline is effective for new imports as from 1st September 2015. Imported products already in the market can be sold without the new ISM stickers' up to 30th June 2016. No imported product subject to this regulation will be allowed for sale in Kenyan market without ISM sticker after 30th June 2016.

Importers with substantial old stock likely to be in the market after the above deadline are advised to apply and acquire the new ISM stickers from KEBS.

Where COC is obtained through Route A or B as provided for in the PVoC guidelines the importer shall apply for issuance of ISM stickers by completing an application form and submitting to KEBS together with copies of CoC, Customs Entry, IDF and Packing list.

For licensed products (Route C of the PVoC programme), the importer shall apply for issuance of ISM stickers by completing an application form and submitting to KEBS together with a copy of the PVoC License issued by KEBS appointed inspection agent to the exporter.

Application for ISM stickers MUST be submitted before KEBS final clearance of the goods from the Port of Entry. It may be submitted before goods arrival in Kenya.

Importer shall affix the ISM stickers only on retail units of certified products. In case marking or sticking of the ISM on retail unit is not possible, the Mark shall be affixed on a package containing two or more Retail Units provided the retail cost of a single unit shall not be more than KES 25.

For small fast moving items such as cutlery on display in trays or pegged, the corresponding ISM stickers may be displayed on the tray or display units at the point of sale.

Importers who obtain ISM stickers before goods are shipped out of the country of supply are free to affix the stickers before shipping.

FAQ, application form and KEBS guidelines can be found on [KEBS website](#).

SGS IS THE WORLD'S LEADING INSPECTION, VERIFICATION, TESTING AND CERTIFICATION COMPANY

WHEN YOU NEED TO BE SURE

