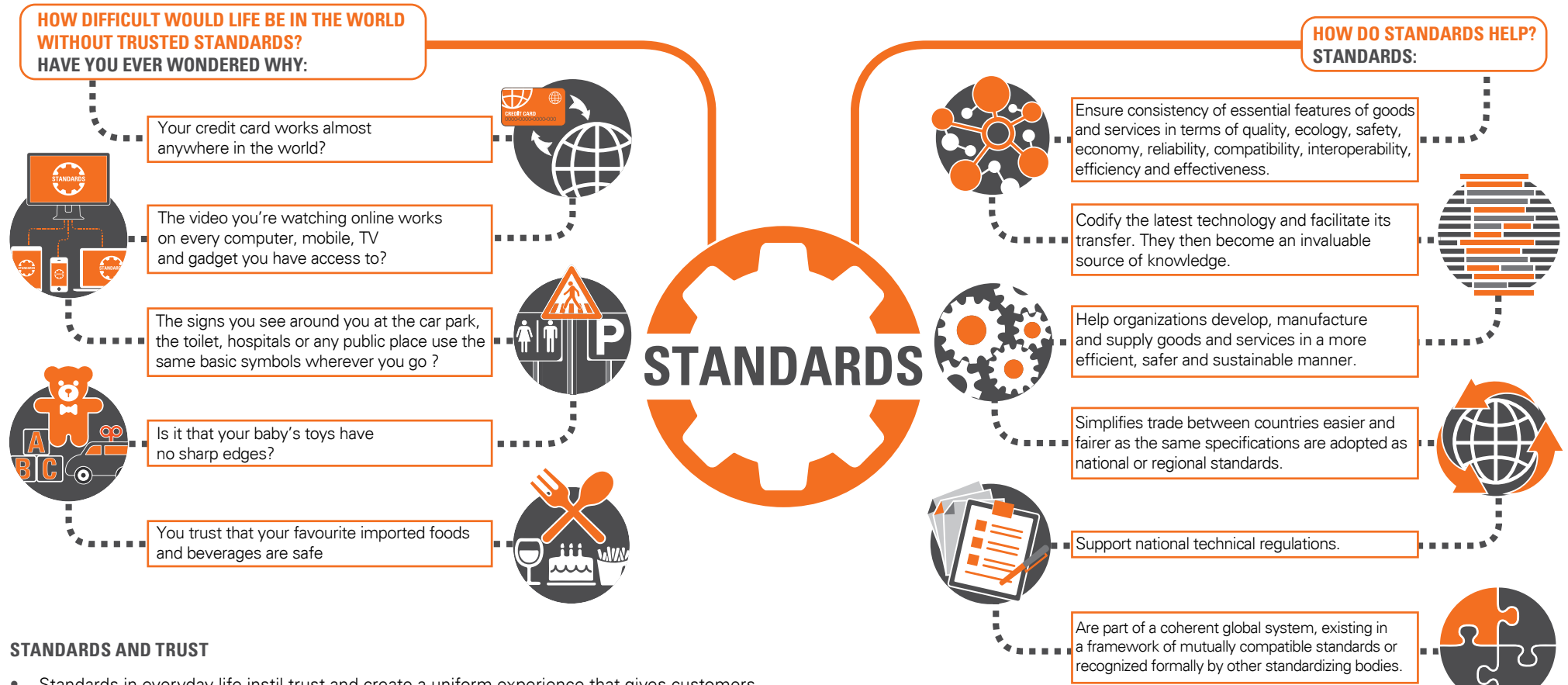


WHERE WOULD THE WORLD BE WITHOUT STANDARDS?



STANDARDS AND TRUST

- Standards in everyday life instil trust and create a uniform experience that gives customers confidence in the products and services they use.
- They enable organizations, whether global or local to build confidence in an intangible asset.
- The brand instilled with trust, helps an organization to set expectations, communicate with customers, and stand out in the marketplace.
- What are some trusted brands that you can name?

WHEN YOU NEED TO BE SURE

SGS