



SRC'S CERTIFICATION MARK

A MARK OF QUALITY

The Scientific Research Council's Certification Mark is a significant milestone which supports the growth of industry and commerce. It can be viewed as a solution towards enhancing industries competitiveness. The Certification Mark which is a symbol of excellence (denoting safety and quality) will be displayed on products developed by the SRC, commercialized through technology transfer and on any products that satisfies the necessary conditions. This is a part of the SRC's commitment to facilitate development of local industries through the provision of quality products and services.



SRC Launches Certification Mark - Minister of Industry, Investment and Commerce, Karl Samuda, unveils the Scientific Research Council's Certification Mark while Dr. Audia Barnett, Executive Director (SRC) looks on. The Certification Mark, a symbol of excellence denoting safety and quality, is to be placed on products developed by SRC, commercialized through technology transfer or any product satisfying required conditions. The SRC launched its certification mark on Tuesday, February 26, 2008

The Certification Mark will among other things:

- 1) **Build Consumer Confidence** - as it denotes quality and safety
- 2) Increase brand loyalty
- 3) **Increase Product Acceptance** - Indicates that products are manufactured at internationally acceptable quality standards
- 4) **Facilitates Market Access** of products
- 5) Increase marketability and competitiveness of products in local and international markets
- 6) Makes quality and safety visible - increase product appeal, ultimately positively impacting sales
- 7) Shows that product has undergone rigorous quality checks and is compliant with international quality standards
- 8) Corporate branding