

# Certification NEWS

## Spotlight on Service

Meet new CSA International Vice President Randall W. Luecke



Randall W. Luecke

**C**SA International's main goals are to ensure that its customers derive the maximum benefit from faster market entry and exemplary customer service. So says Randall W. Luecke, CSA International's new Vice President, Certification.

"Service and timeliness are the 'deal makers' when manufacturers choose among equally qualified certification and testing organizations," says Mr. Luecke. "Advancements in technology and an increasingly global economy have amplified both customer requirements and expectations. To meet these challenges, we are committed to making the testing and certification process faster and more efficient, enabling us to maintain the highest customer service levels possible without sacrificing quality."

Under Mr. Luecke's leadership, CSA International will continue to strive to meet the requirements of its customers by setting new standards for customer service, and investing in people, facilities and technologies. CSA also retains its commitment to addressing issues critical to its customers including the harmonization of standards, recognition of certified components, mark awareness and counterfeiting of certification marks.

Mr. Luecke notes that CSA International has most recently shown its leadership by taking a stand on the issue of mutual component recognition and in doing so hopes to make the U.S. certification market-

place more competitive for industry stakeholders. The recent North American Electrical Component Forum is a positive step toward resolving this emerging issue. (See page 2 for details.)

In his previous position as Vice President, Finance, CSA Group, Mr. Luecke had the responsibility of overseeing the organization's financial operations. And, since joining CSA in 1994, as a member of the executive team at International Approval Services (IAS) – the certification and testing arm of the American and Canadian Gas Associations – Mr. Luecke has not only showcased his leadership skills but also has demonstrated his commitment to change management, forward-thinking and customer care.

Over the course of a career that spans four decades, Mr. Luecke has helped to streamline customer service, operations and procedures, and improved financial performance for a number of organizations, in several industries. But although he is proud of the financial part of his background, Mr. Luecke's current focus is on much more than the bottom line. "In my new role, I will continue to support and expand CSA's long-standing commitment to a competitive marketplace, where certification and testing organizations compete for business on price, service and quality, and an unwavering commitment to safety. I intend to continually improve our services to better meet customer needs."

He adds, "I firmly believe in the proud traditions of quality, service and consumer protection that CSA has represented for more than 80 years. And it is my objective to provide a safe environment for our customers. What keeps me energized, is an image of an elderly lady turning on the gas valve of her kitchen range, and assuming that she can do so safely. This also keeps me focused on the importance of CSA International to our customers and the community as a whole."

Maintaining a strong focus on the needs of its customers, Mr. Luecke contends will enable CSA International to set the pace for excellence in the certification industry for years to come.

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## Protectors of U.S. Coasts choose CSA

**C**SA International is proud that the U.S. Coast Guard has chosen its laboratories to test and certify equipment on its flag merchant vessels. The choice of CSA's services by an essential life-saving and life-protecting organization such as the Coast Guard, provides proof that CSA's certification and testing services are efficient and effective, without compromising safety.

As of February 3, 2003, the U.S. Coast Guard has expanded its acceptance of CSA International as an independent laboratory to include certification for explosionproof and flameproof equipment, including testing to IEC standards. CSA was already approved to certify equipment for hazardous areas for most other items required by Title 46, Code of Federal Regulations (CFR), subpart 159.010-5 for the U.S. Coast Guard.

This listing means that once CSA has tested the systems to meet the requirements, no additional equipment approval action by the Coast Guard will be necessary.

## CSA International Receives U.S. Department of Energy Recognition of Electric Motor Energy Efficiency Verification Program

**C**SA International has received recognition by the U.S. Department of Energy, classifying its Motor Energy Efficiency Service Program as a nationally recognized certification program in the United States.

This recognition enables electrical motor manufacturers to receive U.S. energy efficiency verification (EEV) from CSA International, as mandated in legislation by the U.S. Department of Energy. Effective June 2002, electric motor manufacturers must submit a compliance certificate to the U.S. Department of Energy, demonstrating that their electric motors meet the applicable requirements. The final rule of the legislation published in the Federal Register (10 CFR Part 431) acknowledges the use of a "Nationally Recognized Certification Program" as one of the methods to demonstrate compliance to the requirements.

CSA International has been operating an EEV program since 1992, and with this new accreditation will provide product cer-

tification and EEV for electrical motors entering both the U.S. and Canadian markets. Additionally, CSA International can help electrical motor manufacturers meet CE marking requirements for the European market.

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CSA INTERNATIONAL

# First North American Electrical Component Forum

*It's about customers...and we get it!*

As a trusted organization serving industry, CSA International is leading the drive to ensure that today's businesses are able to deliver products to market efficiently - while maximizing profitability and maintaining safety and quality. It was with this goal in mind that on December 3, 2002, CSA International welcomed over 50 global manufacturers, certification and testing agencies and industry associations to the first North American Electrical Component Forum in Washington, D.C.



**Grant Carter, Vice President, Marketing and Communications, CSA Group and Forum Chairman.**

The Forum was attended by a who's-who of industry stakeholders, including: American Lighting Association (ALA), Information Technology Industry (ITI), National Electric Manufacturers Association (NEMA), Electro - Federation Canada, Omron, IBM, Invensys, Rockwell Industries, Schneider Electric, Intertek Testing Services and Underwriters Laboratories (UL), among others.

CSA International organized the Forum to provide a platform for manufacturers and other industry stakeholders to discuss the certification and testing industry's current practices with regards to the universal acceptance of electrical components certified by competitive agencies.

Formal presentations were made by CSA, IBM and ITI - representing the IT industry - KEMA, UL and Intertek. Presentations included successful, and proven, certification and testing harmonization models from European markets and within the Information Technology (IT) industry.

The presentations allowed various industry members to share their views regarding component acceptance and offer key findings based on divergent industry models.

Grant Carter, Vice President, Marketing and Communications, CSA Group and Chairman of the Forum, outlined the dramatically different approaches to component acceptance offered by major certifiers.

"Since 1994, CSA has accepted components certified by other accredited certification bodies without requiring additional testing, inspections and costly delays in getting products to market," said Mr. Carter.

A key example from within the Information Technology (IT) sector was discussed in much detail during the Forum. Attendees heard that in 1994, CSA implemented a certification model that enabled the usage of CSA-certified components within end-use products certified by UL and vice versa.

This form of reciprocity eliminated the requirement for redundant testing and follow-up inspections and created a prototype for efficient product testing within the IT industry. By eliminating redundancy, compa-

nies were able to get new products to market faster and without unnecessary delays or additional costs.

And for a specified range of electrical products, CSA and UL agreed to a "Memorandum of Understanding" in 1996 enabling manufacturers to use test data generated by one certification agency to receive the other agency's mark, without the time and expense of re-testing.

The costs of redundant certification and testing were also explored in some detail during the Forum, and a real-life example was given of an end product with four CSA certified components.

It is estimated that the extra certification costs for four components at \$5,000 per unit would be \$20,000, which works out to a potential of \$20 million in duplicate costs to industry for each 1,000 end products - without even taking into account the 16 additional follow-up inspections required for each component at a cost of \$10,000 per year.

Following the presentations, Forum attendees delivered informal comments from the podium in order to share ideas, debate the issues surrounding component acceptance and develop strategies for collaboration. There was also a universal call for what Mr. Carter explained as a, "simpler process for acceptance of certified components ensuring the efficient delivery of better products to consumers and business without compromising on safety."

## EEMAC/EFC SUPPORT CSA

The Electrical Equipment Manufacturers Advisory Council (EEMAC) has issued a position paper titled 'Mutual Acceptance of Electrical Component Certification'. The position paper advises industry members and industry related associations to support the mutual acceptance of electrical components because it recognizes both national accreditation systems and balances the industry's needs to move product cost-effectively between markets. The EEMAC/EFC position paper concludes that it: "supports CSA's position and its policy to accept components in end-use products that have been certified by accredited certification organizations without additional testing, without application of an additional certification mark and without follow-up inspections." EEMAC, part of Electro-Federation Canada (EFC), represents over 80 companies involved in the manufacturing and sale of electrical products, systems and components in Canada. To download the position paper, go to [www.electrofed.com](http://www.electrofed.com).

### A viable solution for the future?

One idea that was discussed at the Forum was the European model of mutual component recognition. Maarten J. van der Dussen, Vice President International Operations for KEMA Quality, based in Arnhem, the Netherlands, presented the European perspective. "In Europe, we have both local or national marks such as

KEMA, VDE and IMQ, and European Marks," said Mr. van der Dussen. "Under the CENELEC Certification Agreement (CCA), we mutually recognize test results."

In Europe, schemes operate based on mutual recognition of test results. All testing companies use identical procedures. Certification and testing bodies are evaluated based on proven experience and peer review. In addition, each company has operational documents that detail their procedures.

The result is schemes that certify appliances and components in a uniform way based on commonly accepted standards.

"The European model shows that mutual acceptance is not only possible, but works well for both the accredited bodies and the manufacturers," added Mr. van der Dussen.

### One component mark for North America

Mr. Carter concluded the Forum by outlining CSA's component acceptance vision for the future. He foresees a single component mark for North America, similar to the ENEC mark in Europe. This mark would be used by a coalition of certifiers and accepted by all certifiers. A single component directory, consisting of listing information, conditions of acceptability, and standardized component reports, would be shared and accessed by all participating organizations.

"Not only would this break down barriers to information exchange between certifiers, but it would provide numerous benefits to manufacturers," said Mr. Carter. "Component manufacturers would only require one mark, no rejection from other manufacturers, no duplicate testing and no duplicate costs. Speed to market would improve, and component manufacturers would be free to choose their certifier. Finished product manufacturers could choose from a wider selection of suppliers, and would have no unnecessary delays due to component rejection, no duplicate costs and the freedom to choose their certifier."

And the reaction from the Forum participants was positive. Customers appreciated CSA's work organizing this Forum, and championing component acceptance among certification and testing agencies.

Many participants supported CSA's approach and agreed that the model that CSA endorsed has infinite potential for the electrical industry. It is a model that has not compromised safety, and a model that puts customers first. Participants embraced CSA's call for a change to their current restrictive component acceptance practices.

"We are very excited by the December 3rd meeting and we appreciate CSA International's opening up discussion on this issue," says Mike Motz, Liebert Corporation. "Manufacturing is a cornerstone of any economy. It is important that we have an environment that serves to provide the best opportunity for our success, for delivering products that meet the needs of consumers and offers the highest degree of safety. The current environment offers unnecessary and costly obstacles. We are very hopeful that we can remove these barriers by working together."

# Hilti-CSA partnership expands to the U.S. market

When Ulrich Betten, Certification Manager of Hilti Inc., approached CSA International to test and certify a state-of-art, software-driven battery charger for the U.S. market, the project posed some complex challenges. He required CSA to certify the battery charger to rigorous U.S. requirements and meet a time-sensitive product launch deadline. Most certification agencies estimated the project would require an entire year of costly certification and testing.

At that point in 1999, Hilti and CSA had already worked together for more than 30 years in the Canadian market, but this would be the first U.S. venture.

“The situation required some innovative thinking for both organizations. In the end we were able to approve a very innovative design in half the time and at half the cost of the competing agency without compromising the integrity of certification,” says Sal Taft, CSA International Senior Engineer.

“The driver behind the whole process – and the person with the vision – was Mr. Betten,” he adds. “He was technologically knowledgeable and provided assistance when we needed it. He also made sure engineers from both organizations met crucial delivery deadlines.” Hilti’s battery charger, bearing the CSA C/US mark, was successfully launched in the U.S. market in January 2000.

“Achieving certification of this charger project was very important in all the discussions with our development managers and in starting a close cooperation with CSA International,” wrote Mr. Betten once the project had been completed.

Subsequently, Hilti chose CSA International as the testing and certification agency for another revolutionary product, the new DG 150 grinding system. Unique features of the grinder include an electronic magnetic switch without electro-mechanical contacts, and a sophisticated microprocessor to control a brushless electric motor. These features prolong the life of the grinders, which are used in heavy-duty construction applications, where dust would cause wear and tear on the switch contacts and commutators. The Hilti tool, bearing the CSA C/US mark, was successfully launched in the U.S. market in May 2002.

Hilti is recognized internationally as a manufacturer of innovative, premium quality products. The microprocessor-software-driven battery charger and the DG 150 grinding system are the latest in a long line of high quality power tools introduced by Hilti. Both products have been well received in the U.S. market by contractors, electricians, carpenters and other construction professionals. The CSA C/US mark indicates that the products comply with applicable U.S. and Canadian standards, and is the only mark Hilti needs in the U.S. market.

Hilti selected CSA International because of CSA’s proven experience in working with both American and Canadian standards. As an OSHA-accredited Nationally Recognized Testing Laboratory (NRTL), CSA is fully qualified to test a wide range of electrical, electronic, mechanical, plumbing and other products sold in America.

To support Hilti’s choice of CSA for the U.S. market, the marketing departments joined forces. Hilti’s 700 sales representatives left fact sheets, developed jointly by Hilti and CSA’s Marketing Department, with electri-



Ulrich Betten, Hilti (second from left), with Tony Lui, Sal Taft and Ivan Milkovic of CSA International.

cians, contractors and carpenters at U.S. construction sites. This promotional piece provided essential information that helped Hilti explain that the CSA certified tools meet the applicable U.S. requirements.

“Thank you very much for all of your work in getting this piece together and getting it to us in time for our deadlines,” wrote Dennis Hoops, Hilti Director for Drilling/Diamond HNA in a letter to CSA. “The pads were well received by the sales force. They were appreciative of the fact that they looked professional and that the tear off sheets were easy to use. Thanks for doing a real professional job.”

A collaborative approach to certification that involved lateral thinking, dedication, and innovative marketing tools, were the crucial elements that helped Hilti and CSA launch these innovative products successfully in the U.S. market on time and under budget.

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## Meeting Customers in the Far East

Rob M. Griffin, President and CEO, CSA Group and CSA International operations staff recently travelled to China and Japan to meet with key certification customers and network associates. These meetings provided an excellent opportunity to discuss CSA’s certification and testing services for Asian manufacturers, learn what customers need and gather useful information on CSA’s services.



Rob M. Griffin, President and CEO, CSA Group addresses the CCIC Conference, Guangzhou, China (above); and the conference in Tokyo, Japan (right)

Mr. Griffin addressed 100 attendees from more than 40 companies in Tokyo, Japan, and more than 300 companies in Guangzhou, China at conferences organized by CSA’s network associates, Japan Quality Assurance (JQA) and China National Import and Export Commodities Inspection Corporation (CCIC) in early fall. These conferences provided a constructive

exchange of ideas, and recommendations from customers that will help CSA International enhance its current services and expand into new business areas.

Mr. Griffin informed the customers that CSA International would continue to expand its business in the Far East. CSA recently added to its presence in the Far East with the appointment of Egon Varju as Operations Manager based in Tokyo, whose mandate is to expand the company’s presence in Japan. He also pointed out that 20 per cent of CSA’s customers are located in China, Japan, Korea and Taiwan, and that number continues to grow. With 2,500 factories in China and approximately 2,000 factories in Japan, CSA will continue to focus on expansion of its services and new business initiatives.



## Lowe’s joins growing list of retailers that accept CSA Mark

Lowe’s Home Improvement Warehouse has accepted CSA International as a third-party listing agency for electrical, electro-mechanical, gas and products that are integral parts of an electrical circuit sold in their stores. This means that manufacturers can choose an accredited third-party listing agent such as CSA with full confidence that their products will be accepted by Lowe’s.

“CSA International applauds Lowe’s for their commitment to safety and for supporting a competitive marketplace where certification and testing organizations compete for business on price, service and quality,” says Randall W. Luecke, Vice President, Certification, CSA International.

“CSA is continually improving our services to better meet customer needs and strive to win more business! We will continue to make CSA mark acceptance by retailers a top priority,” he adds.

Lowe’s joins a growing list of North American retailers that accept CSA marks including Home Depot, Wal-Mart, Sears, JC Penney, Kmart, RadioShack, Spiegel and Circuit City just to name a few.

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# Upcoming EVENTS

## SPRING/SUMMER

### CSA Learning Centre offers seminars on the following topics in 2003.

- **Fall Protection Series**
- **Hazardous Locations (U.S. and Canada)**
- **ISO 9001 (U.S.)**
- **QMI – Quality Management**
- **QMI – Occupational Health and Safety**
- **QMI – Environmental Management**
- **Respiratory Protection and Fit Testing**

To register or obtain information about discounts, content, in-house training or other details call (416) 747-4017 in the Toronto area or 1-800-463-6727, e-mail [seminars@csa.ca](mailto:seminars@csa.ca) or visit the Web site at [www.csa.ca](http://www.csa.ca).

#### March

**12**  
Visit CSA at Booth #716 at Assembly Canada, Toronto, Ontario.

#### April

**11-13**  
Visit CSA at Booth #5095 at KBIS (Kitchen Bath Industry Show), Orlando, Florida.

#### Mark your Calendar

*CSA's Annual Conference  
June 15-17, 2003 at the Fairmont  
Algonquin, Saint-Andrews-by-the-Sea,  
New Brunswick*

#### June

**3-5**  
Visit CSA at Booth #24653 at Supercomm, Atlanta, Georgia.

#### 15-19

Visit CSA at the AWWA (American Water Works Association), Anaheim, California.

#### August

**18-22**  
Visit CSA at the IEEE Symposium on Electromagnetic Compatibility, Boston, Massachusetts

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#### New P.O. Box for CSA International, Europe

CSA International Europe has a new, P.O. Box, which can be used for regular mail.  
CSA International, P.O. Box 1142  
6801 BC Arnhem, the Netherlands

For express services, please use the visiting address:  
CSA International, Utrechtseweg 310  
6812 AR Arnhem, the Netherlands

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[www.csa-international.org](http://www.csa-international.org) [www.csa-europe.org](http://www.csa-europe.org)

## Certification NEWS

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## Celebrating 50 years of KEMA/CSA Cooperation

On September 23, 1952, Mr. D.S. Martin, P.Eng. of Approvals Laboratories, a Division of Canadian Standards Association, set sail on the Nieuw Amsterdam cruise liner from New York, arriving in Arnhem around October 1. Mr. Martin was the first CSA engineer at KEMA, and his voyage marked the beginning of a relationship between KEMA and CSA that has lasted for 50 years!

CSA and KEMA marked half a century of cooperation on October 1, 2002. The original 1952 agreement was a cooperative scheme which enabled Western European manufacturers to test their electrical products and apply for CSA certification in Arnhem.

The relationship between KEMA and CSA has grown and prospered. In 1999, CSA and KEMA signed a strategic agreement to help CSA expand its European customer base and help KEMA reach the North American market. Each organization agreed to use the other as their primary partner on the other's continent.

By March 2000, CSA International had opened an office inside KEMA's building in Arnhem, the Netherlands, with Suzanne Kiraly, Director of Marketing and Communications, CSA Group, spearheading the startup.

As Randall W. Luecke, Vice President, Certification, CSA International says, "We are proud indeed to celebrate 50 years of cooperation between CSA and KEMA, and we will continue to work with absolute integrity to help manufacturers get their products efficiently and successfully to the market!"

## New Appointments at CSA International

**George Gruss** was appointed Director, U.S. Operations for CSA International in December 2002. In his new role, Mr. Gruss will focus on making the organization more responsive to customers' needs, further streamlining service delivery in both Cleveland and Irvine. George brings excellent management experience, plus a solid technical background, to this position. He has been CSA's Director of Certification in Cleveland for the past eight years.

George replaces **Spencer Grieco**, who is now Vice President, Standards, CSA America Inc. In his new role, Mr. Grieco will focus on developing new business programs such as Fuel Cell and Infrastructure Technologies, Standards and Codes. CSA has published test requirements and is a major certifier of fuel cell products, and a leader in the development of gas standards for the U.S.

**Irma Vescan** is now Managing Director, Service Quality (previously EQA). In her new position, Ms. Vescan will expand the quality assurance function and ensure improved service consistency across the organization.

## Address Change FaxBack

**Customers:** Send your changes to  
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**Other readers:** Send your changes to  
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