

Certification NEWS

Service That Makes A Difference

Exploring the results of CSA International's client-focused service

"Service and timeliness are the 'deal makers' when manufacturers choose from among equally qualified certification and testing organizations." So says **Randall W. Luecke**, Vice President, Certification, CSA International.

Industry surveys show that as manufacturers face increasing pressure to shrink product development time, they are selecting testing laboratories not only on the basis of their technical capabilities and accreditations, but also on the levels of service they provide.

That's why CSA International is leading the drive to help businesses take products to market efficiently, while maximizing profitability and maintaining safety and quality.

To streamline certification services throughout the entire lifecycle of client interactions, CSA International is investing heavily in client service capabilities and infrastructure. A key initiative is the newly launched Client Services Center, which is staffed by knowledgeable representatives equipped to provide answers to project inquiries without delay.

"By improving internal information systems and staffing a client care center, we enable our engineers to devote more attention to helping clients," Mr. Luecke explained. "And we ensure that those

clients have continuous access to information that can help keep their projects moving forward without delay."

Talk to manufacturers, and it's clear that the service-based business initiatives of CSA International are showing some impressive results.

Growth in the U.S. Market

Take, for example, Beckman Coulter Inc., a \$2-billion California-based company, which develops and markets instruments, chemistries, software and supplies that simplify and automate laboratory processes.

Like growing numbers of other U.S. manufacturers, Beckman Coulter has placed its confidence in CSA International for testing and certification services. The company recently informed CSA that it has dropped UL for the U.S. market in favour of the CSA C-US mark for North America.

Jeff Gonzalez, Product Safety Engineering Supervisor at Beckman Coulter says, "As one of the world's premier laboratory instrumentation providers, Beckman Coulter is committed to product safety, quality and total customer satisfaction. Over the last 20 years, our continuous work with CSA International has enabled us to get our products to market faster and more efficiently. Their Vancouver Bio-Medical team consistently provides us with the flexibility and technical expertise we need to certify our products and guarantee their safety."

The Nautilus Group StairMaster Division has also decided to move its business from UL and MET to CSA International. Its treadmill and stationary bike products have already been tested to electrical safety standards by CSA's Vancouver's office; a home-stepper and elliptical trainer are in process, and more products are on the way. Shipping in North America and around the world, Nautilus appreciates the responsiveness of CSA.

Laura Zuleger, Quality Assurance Manager, at The Nautilus Group StairMaster Division, says, "I've had nothing but aggravation from other certifiers – I don't even have an identified person looking after my projects. By contrast, the service at CSA International astonishes me.

continued on page 2



Sue Dempsey, Director, North American Sales and Service, CSA International and Randall W. Luecke, Vice President, Certification, CSA International, cutting the ribbon at the official opening of the Client Services Center.

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Serving up speed and convenience

Need to get your products certified quickly? Want a fast answer from someone in the know?

CSA International's Cycle of Service initiative is designed to deliver on all that and more. The Client Services Center is being rolled out to clients as another convenient access point, in addition to their project engineer.

Initiatives include:

- A Client Services Center providing fast and easy client access to information about current or prospective testing and certification projects, as well as administrative questions on billing, invoicing,

testing services, etc.

- Online self-service capabilities that will make it easier for clients to obtain service information, request project quotes, initiate projects, check project status, and review accounting records.
- New client relationship data systems which will arm CSA's client-facing staff with real-time access to customer information and the tracking of individual projects.
- A new document management system that will improve access to information, enable more timely and simultaneous updates, allow multiple parties to

collaborate on documents, and speed issuance of certification reports.

- Investments in its network of North American laboratories to provide more convenient local or regional access to testing capabilities and expertise.
- Expansion of testing capabilities to include fuel cell systems and testing of gas water heaters in the presence of flammable vapors.



CSA INTERNATIONAL

Service That Makes A Difference *Continued from page 1*

I have a direct line to my product engineer who answers my questions promptly and thoroughly; even when she's away sick, I get a return call! And CSA test reports are always extremely well-presented and delivered quickly."

Established and Accepted

Manufacturers today are content to deal with top-notch expertise, no matter where in the world they find it.

That's a page right from the lesson book of ProtectConnect, a Southern California-based manufacturer of patented modular electrical switches and outlets. Its innovative product line was selected as EC&M (Electrical Construction and Maintenance) magazine's Product of the Month for August 2003.

Steve Purves, President of ProtectConnect, says: "We've understood that we needed to manufacture the best product we could, at the best price we could. And that meant looking for talent and quality and skill, no matter where headquarters happened to be. We are a relatively young organization, so when we needed an established certification body accepted by retailers and regulatory authorities across North America to certify and test our products, CSA International was the obvious choice. Its rigorous testing and certification to North American standards is important to us, because one of the primary benefits of our design is safety."

More Options for Clients

Good service means flexible offerings that can carry clients through all stages of their business lifecycles.

CFM Majestic, a Canadian success story, began in 1987 as a small company manufacturing just one model of fireplace. Everything hinged on the success of that early model, which CSA International helped certify. Since then, CFM Majestic has grown into a multinational corporation with over \$600 million in sales, and while fireplaces are still the core business, the company has diversified into water quality equipment and leisure products as well.

Andy Vella, Laboratory Manager at CFM Majestic says, "We use CSA International offices across North America for our certification needs and CSA staff always go out of their way to assist us. In fact, we can



Stephane Poutissou, Certification Engineer, Bio-Medical Group, CSA International and Mr. Jeff Gonzalez, Product Safety Engineering Supervisor, Beckman Coulter Inc. at the Beckman Coulter test lab.

attribute some of our growth to our close relationship with CSA International."

Easier Routes to Foreign Markets

CSA International is well practiced at serving geographic growth too.

Zebra Technologies, maker of innovative and reliable on-demand printing solutions to businesses and governments the world over, is a case in point. When its Warwick, Rhode Island facility switched to CSA International for certification of various remote control, hand-held printers earmarked for the Canadian market, it was the beginning of a positive relationship that has led to several other projects not just for Canada but for the U.S., Europe and CB Scheme approval.

Bob Heon, Project Engineer, New Product Development at Zebra Technologies, says client service is the reason CSA has been getting more and more of his company's business. He was particularly happy with the service of CSA regarding an update project with a tight marketing schedule; in fact, the project was completed two days ahead of schedule in an already-expedited approval process.

Influence and Involvement

As satisfied as these manufacturers are, CSA International takes a broad approach to service, recognizing that the understanding and acceptance of certification marks is key to getting products out into the market. That's why CSA works proactively with retailers (see story page 4) and specifiers to champion

the CSA mark on behalf of its clients.

CSA International was influential in getting ARCOM (Architectural Computer Services) to recognize CSA-certified products in the first of its over 500 master specifications, published on behalf of the American Institute of Architects. Most top engineering and architectural firms in the U.S. use MasterSpec®, a collection of templates that cover electrical, mechanical and plumbing subjects.

CSA contacted ARCOM about a specification for surge suppressors that mentioned only UL-approved products. "ARCOM confirmed they had not intended to preclude the use of a Nationally Recognized Testing Laboratory such as CSA," says **Trig Smith**, Manager, Certification Business Development, CSA International. Now the text has been changed to accommodate devices tested and listed by CSA to UL standards, and other specifications are under review.

In an effort to serve clients better, CSA International also advocates on their behalf on issues that affect time-to-market. For example, CSA has long championed standards harmonization and has adopted over 250 IEC standards to date. It is also a member of the IEC's CB Scheme, a cooperative agreement among certifiers worldwide that allows for the mutual recognition of test reports for electrical equipment.

CSA International has also taken a leadership role in the acceptance of components approved by other accredited testing agencies while encouraging others to do the same. This can save manufacturers time and money while assuring that safety standards are met.

Manufacturers are also concerned about the illegal use of their trademarks on counterfeit products. CSA International has adopted a "zero-tolerance" program to detect, expose and punish unauthorized use of product certification marks. (See related story page 4.)

In more ways than one, CSA International is working hard to earn and keep the trust of its clients.

From going the extra mile... to advocating on behalf of client interests, CSA International is ushering in a whole new era of superior service.

The Sky is the Limit

Please fasten your seat belts and ensure that your seats and trays are in the upright position as CSA International takes to the skies.

Throughout the month of November, on all American Airlines audio-equipped flights worldwide, Randall W. Luecke, Vice President, Certification, CSA International can be listened to on the in-flight broadcast speaking about Fuel Cells, The Alternate Energy — A topic CSA International has long been involved in, both in the development of fuel cell standards as well as in the certification of specific fuel cell products. Also speaking in the segment are Ford Motor Company and General Motors.

Back on the ground, please visit our Web site at www.csa-international.org and hear the four-minute interview, *Fuel Cell/Alternate Energy*.

New Product Incident Report

CSA International's Corporate Audits & Investigations (A&I) team is pleased to announce yet another new feature to its Online Product Recalls section. Now available on both the www.csagroup.org and www.csa-international.org Web sites is an online form allowing Fire Marshals, Police and other Regulatory Authorities as well as concerned consumers to file electronically incident reports to A&I involving CSA marked products.

As an integral part of the CSA Group Legal Department, the A&I team investigates incidents involving CSA certified products. "This new feature allows us to collect information in a more concise manner and will enable us to expedite investigations in a more timely manner" says Doug Geralde, Director, Corporate Audits and Investigations, CSA International.

Visitors to the Online Product Recalls section are primarily regulatory authorities and concerned consumers and traffic to the section averages 2000 unique visitors per month.



Delivering Certification Internationally

In a world of promising markets, CSA International offers what many manufacturers covet: knowledge and connections. Knowing the requirements and how to access the right people is key to getting products certified quickly and conveniently. Like a walking encyclopedia, CSA International provides services and conducts inspections in 70 countries to people speaking 60 different languages.

“Tell us where you are manufacturing, and we can be there to help you meet North America requirements or obtain a CB certificate that opens the door to 43 countries around the world,” declares Suzanne Kiraly, Director, International Services. Ms. Kiraly is responsible for developing CSA’s international business strategy, managing partner and customer relations, and delivering services through eight offices outside of North America.

Throughout Asia...

CSA International operates a thriving Asian practice from its Hong Kong office, supported by offices in Guangzhou and Shanghai, China; Bangalore, India; as well as joint customer service centres with CSA partners in Tokyo, Japan; Taipei, Taiwan; and Kuala Lumpur, Malaysia.

CSA International is already helping North American manufacturers obtain the CCC mark for China – a new requirement that became effective August 1st. Continually improving agreements and processes to assist manufactures comply with the requirements is key in the international arena. CSA has recently formalized an agreement with the Chinese accreditation authority, the CNCA, to facilitate processes.

In Mexico...

Another market for which many manufacturers are seeking information on local markings is Mexico. There too, CSA International can deliver knowledge and expertise, promptly. In fact, with its connections, CSA International can help expedite

work required by ANCE, the Mexican certification and standards association.

In Europe...

On the other side of the world, CSA has forged important links with leading certification agencies in Europe.

“Right now, we have several options for European manufacturers,” explains Ms. Kiraly. “In addition to working with CSA’s North American staff, clients can have their certification issues handled locally at CSA’s office in Arnhem, the Netherlands or through one of our local partners.”

CSA’s strategic partner in Europe is KEMA, which provides testing services for electrical products. CSA also works closely with NEMKO in Oslo and the U.K. and with IMQ in Italy.

“We want to make sure that European manufacturers have easy access to North American markets and vice versa, and that they can easily obtain a full range of testing services, such as the GS mark for Germany and compliance to the ATEX directive for products used in hazardous locations,” adds Ms. Kiraly.

Where do you want to go?

CSA International’s Assistance to Exporters unit not only provides one-stop access to knowledge on foreign markets but is also a good connection to testing and certification services abroad.

Under the leadership of Ms. Kiraly, CSA’s International Services is making the world a much smaller place. She brings a unique vantage point to her new role. Formerly Director of Marketing and Communications for CSA Group, she has helped increase mark awareness, implemented communication programs and developed award-winning publications and campaigns. With a background in Information Products and Certification, she most recently opened CSA’s office in the Netherlands and developed business development plans for Europe.



Suzanne Kiraly, Director, International Services, CSA International, pictured outside the CSA International Headquarters in Toronto.

“Manufacturers around the world can look to CSA as a great solution for their North American certification needs,” says Ms. Kiraly. “Our mark is strongly recognized in both the U.S. and Canada by governments, accreditors, manufacturers, buyers and retailers. With the combined strength of CSA and its partners worldwide, manufacturers can count on a timely and effective one-stop shopping for all their certification needs.”

Pioneering Alternate Energies

Plug into CSA International’s first-hand knowledge of leading-edge fuel cell developments

Can you imagine fuel cell laptops? Or water taxis? What about a “hydrogen highway” populated by hydrogen fueling stations? And, adding fuel to the debate, university graduates specializing in alternative energy technology?

The fact that these advances are already in the making shows how pervasive these alternative energy supplies will soon become. They are bound to have a profound impact on the products that consumers purchase and the way they are manufactured.

Fortunately, CSA International is well acquainted with what’s coming next on the fuel cells frontier. That leadership is due in large part to an early grasp of the significance of this new technology.

In 1990, CSA International was approached by International Fuel Cells (IFC), which had manufactured fuel cells for early NASA space flights, to develop requirements for fuel cell power plants. The standard, AGA Requirement for Fuel Cell Power Plants, No. 8-90, helped IFC, a unit of United Technologies Corporation (UTC), achieve market acceptance of its new product. In 1998, acting as committee secretariat, CSA helped develop the document as American National Standard ANSI Z21.83, thereby establishing guidelines for the industry. CSA International now provides testing and certification services to the standard.

A revised version of the standard, the proposed ANSI CSA America FC 1, is being considered as the basis for an international standard. CSA America is facilitating the representation of U.S. fuel cell interests by serving as

the U.S. Technical Advisory Group Administrator to IEC TC 105, Fuel Cell Technologies. Currently, CSA America is assisting with the development of seven international fuel cell standards.

“As the fuel cell industry emerges, new certification and standards development needs are sure to arise,” says Todd Struthers, Regional Manager, CSA International. Mr. Struthers provides technical advice on fuel cells to many of the IEC international committees, as well as the CSA America technical advisory committee that is setting new requirements for North America. “We’ve demonstrated that we will lead the way with innovative solutions to make standards work for people and business.”

Nowhere to Hide

Product counterfeiters will be hit harder by a new alliance of CSA and Gowlings



Pictured at the CSA International offices from left to right, David Ayley, Partner, Intellectual Property, Gowlings Lafleur Henderson LLP (Gowlings); R. Scott Jolliffe, National Managing Partner, Gowlings; R.J. Falconi, Vice President, General Counsel and Corporate Secretary, CSA Group; Norman D. Inkster, Chair, Risk Management Services, Gowlings and Doug Geralde, Director, Corporate Audits and Investigations, CSA International.

It costs industry in the U.S. alone more than \$200 billion a year in product sales, distribution and lost jobs. It puts public safety at risk. And it compromises brand and the integrity of trademarks.

During a recent 5-year crackdown, U.S. Customs seized and destroyed electrical products worth over \$4.5 million. Why? They were all counterfeit. Many such products illicitly carry trademarks and safety marks, thereby defrauding consumers and presenting potential safety hazards due to their inferior quality.

Reason enough to combat trademark counterfeiting, but now to its arsenal, CSA International has added a powerful strategic weapon. An Anti-Counterfeiting Alliance has been struck between Gowling Lafleur Henderson LLP (Gowlings), a recognized leader in intellectual property law, and CSA International to curb a growing national, North American and international problem.

The alliance is co-chaired by R.J. Falconi, Vice

President, General Counsel and Corporate Secretary, CSA Group and Norman Inkster, an expert in national and international law enforcement and forensic investigations. Before joining Gowlings Risk Management Services, Mr. Inkster was the global managing partner for the international forensics practice of a large accounting firm. He also served as Commissioner of the RCMP from 1987 to 1994, managing all aspects of Canada's largest police force, and as President of Interpol from 1992 to 1994. He has acted as Special Adviser to the Auditor General of Canada and following the events of September 11, 2001, was appointed Special Adviser on matters of security by the Government of Ontario.

"We have adopted a zero tolerance policy towards counterfeiting of CSA's product certification marks," says **R.J. Falconi**, Vice President, General Counsel and Corporate Secretary. "This alliance is an exciting development that can benefit both our clients and consumers. It will help us be more aggressive in

protecting the integrity of CSA's mark and expedite the legal process."

Under the alliance, CSA and Gowlings will share intelligence and offer joint action where feasible. For example, if a manufacturer's certified product has been counterfeited, they may be invited to act as co-plaintiff with CSA, represented by Gowlings. They can also initiate parallel litigation coordinated by Gowlings. The law firm will offer similar arrangements to its clients.

Complementing this new alliance, CSA International has taken initiative in many respects: offering training programs to assist retailers understand product approval marks and detect counterfeit Marks; developed a White Paper on Counterfeiting; enhanced its marketplace surveillance of various commercial outlets; and is continuing to investigate information sources from regulators, manufacturers and consumer.

According to **Mr. Doug Geralde**, Director, Corporate Audits and Investigations, CSA International, and recently appointed Vice-Chair of the International Anti-Counterfeiting Coalition (IACC), "All these tactics are just a part of the process and we will continue to step-up CSA's anti-counterfeiting profile and activities in the interest of public safety."

Mr. Inkster notes that law enforcement agencies are anxious to protect intellectual property from fraudulent use, but resources are limited. "When you consider that counterfeit parts may be used in cars, aircraft, or in electrical safety devices, such as circuit breakers and consumer products, you know this illegal activity is serious, potentially life-threatening," he says.

He considers the Anti-Counterfeiting Alliance an idea whose time has come. "Together, Gowlings and CSA International have the combination of skills, experience and interests to improve surveillance and investigation, and expedite litigation." Through intelligence gathering and collaboration, the alliance should improve the ability of CSA International, its clients and regulators to detect fraudulent use of certification marks and take swift, effective action.

Retailer of the Year Award

To satisfy consumer demand, retailers want to get new products onto their shelves. That's why CSA International invests heavily in developing service-oriented, productive and long-lasting relationships with retailers.

The latest connections were made at the Golden Hammer Awards event held in Chicago this August, which attracted representatives from Ace Hardware, DoitBest, Truserve, and Orgill. During the event, CSA executives met with clients, both retailers and vendors and presented a video highlighting testing and certification services.

Grant Carter, Vice President, Marketing & Communications, CSA Group, presented the "Retailer of the Year" award to Ace Hardware. Decided by the previous year's winners, the Golden Hammer awards

recognize a retailer's willingness to showcase and promote new vendor products; share point-of-sale data to help vendors manage product flow and pay invoices promptly; and their willingness to working with vendors.

As a result of the contacts made and ongoing dialogue, Ace accepted an invitation to visit CSA's Cleveland facility.

To increase CSA's mark awareness in this market, CSA has placed full-page ads in *HomeChannelNews* and is scheduling ongoing meetings with leading retailers.



From left to right: Grant Carter, Vice-President, Marketing and Communications, CSA Group; Matt Nannery, Editor-in-Chief, HomeChannelNews; Lori Bossman, VP Merchandising, Ace Hardware Corporation; Pete Principe, Department Merchandise Manager, Ace Hardware Corporation; and Dan Kamykowski, Department Merchandise Manager, Ace Hardware Corporation

In The World Of Gas

CSA Expertise Contributes to New Gas Standard

When the U.S. Consumer Product Safety Commission (CPSC) and the Gas Appliances Manufacturers Association (GAMA) announced a new standard for gas water heaters in July, it was the culmination of months of behind-the-scenes work by CSA International... and the start of a new, safer era in gas water heater technology.

According to CPSC estimates, nearly 800 residential fires, an average of five deaths and 130 injuries each year are attributed to flashback fires caused by vapors of flammable liquids (such as gasoline) that come in contact with the appliance's burner or pilot light.

Virtually all of the testing to develop the standard's testing protocols was conducted in CSA International's facility in Cleveland, Ohio. CSA engineers developed safe facilities for these potentially dangerous tests and

helped improve the test protocol for consistency. CSA also worked closely with the CPSC and GAMA to reach consensus on the test protocols and effective dates for specific requirements.

Water heater manufacturers can take advantage of CSA's testing and certification services to the new standard. Or they can use CSA test facilities for research and development to finalize their product designs.

"Manufacturers who have built their own facilities to conduct these very specialized tests can also call on CSA to verify correlation of their onsite testing with that done in CSA facilities," says George Gruss, Director, U.S. Operations, CSA International. "If correlation is evident on a consistent basis, we can consider witness testing at the manufacturer's facilities."

So in more ways than one, CSA International is making it easier to get these safer products on the market.

For more information on CSA's services for gas water heater manufacturers, contact George Gruss at: george.gruss@csagroup.org



George Gruss, Director, U.S. Operations, CSA International

CSA Calls for Mutual Acceptance of Gas Product Testing

As a leading certifier of gas products, CSA International was a sponsor of the Fourth World Certification Conference for Gas Equipment, recently held in Japan. The conference, which attracted about 100 delegates, was designed to share information and improve working relationships among gas certifiers around the world.

The group is trying to develop a formal process to recognize each other's work in some consistent manner so as to reduce the time and costs associated duplicate testing. George Gruss, Director, U.S. Operations, CSA International, presented the CB Scheme as an example of a program successfully applied in the electrical industry.

"The intent was to spark discussion about how we could arrive at mutual acceptance of test data," explains Mr. Gruss. "While the CB Scheme may be a more formal model than the gas industry is ready to adopt, the discussion did result in the establishment of a small task force that will meet annually and further investigate mutual acceptance for the gas industry."

In another speech welcoming delegates to the conference, Mr. Gruss captured the evolution of the gas certification industry and the competitive pressures it faces. *For a copy of this speech, contact George Gruss or visit www.csagroup.org and click News & Events, then Articles & Speeches.*

Working Together for the Gas Industry

When manufacturers and certification organizations work together, the results can benefit everyone.

That's been the experience of CSA International (and the former International Approval Services acquired by CSA in 1997) in a long-standing collaborative arrangement with the Gas Appliance Manufacturers Association (GAMA). Dating back to GAMA's inception in 1935, the two organizations have collaborated on pressing industry issues and on standards development activities.

For example, GAMA technical representatives attend and contribute to CSA's Technical Advisory Groups. GAMA also helps coordinate or recommend industry representatives for membership in these groups.

"It's an important alliance for CSA and our clients

because GAMA member companies account for more than 90 percent of U.S. sales of gas and oil-fired space heating equipment and gas, oil and electric water heaters," explains George Gruss, Director, U.S. Operations, CSA International. "And GAMA's membership reaches beyond the United States to include companies in Canada, Japan, Europe, Australia and South America – so it fits well with our international scope."

As a result of the relationship, CSA clients can count on better, more consistent communication on issues affecting their industry as well as solid industry representation in the gas standards development process. Manufacturers in each product sector also gain a broader understanding of the issues affecting other sectors, leading to better consensus on the requirements of gas product standards.

Leading The Way With CB Scheme

The CB Scheme has proved to be an essential service to CSA clients as they seek to export their products around the world.

Now a senior member of CSA International has been elected to chair the Committee of Testing Laboratories (CTL), the technical backbone of the CB Scheme. Joe Gryn, Director, Conformity Assessment, assumes this prestigious international position in January 2004 for a three-year term.

With a membership of more than 140 CB testing laboratories around the world, the CTL promotes technical consistency and confidence among CB Scheme laboratories, so that test results can be accepted. It deals with testing-related issues such as test methods and procedures, test conditions, test equipment, and

with proficiency testing among all CB Scheme laboratories.

In this new role, Mr. Gryn will chair the CTL's annual meetings and direct ongoing activities of the CTL Expert Task Forces handling technical questions and issues that arise during product evaluation and testing to IEC standards used in the CB Scheme.

"The deliberations of the CTL have a significant impact on product manufacturers and are of vital importance to CB Scheme members engaged in product testing for international markets," he said. "It's a great honor to be appointed to this post, and a strong sign of international recognition for CSA's contribution to the CB Scheme and its role in facilitating international trade."

Upcoming EVENTS

FALL & WINTER



CSA LEARNING
CENTRE

CSA Learning Centre offers seminars on the following topics this fall and winter.

Visit <http://learningcentre.csa.ca> for dates and locations. The CSA Learning Centre offers convenient access to the combined training resources of the entire CSA Group.

- Accident Investigation
- Respiratory Protection
- Fall Protection
- Z662 Biennial Pipeline Forum
- 2002 CE Code Essentials
- Bonding and Grounding of Electrical Equipment
- **New** – CEC/NEC — A Comparison of Requirements
- Code for Power Press Operation
- Design, Installation and Maintenance of Electrical Equipment in Hazardous Locations
- EMI — Electrical Disturbances
- Implementing the CSA Privacy Code
- **New** - Infection Control During Construction & Renovation in Healthcare Facilities
- QMI – The ISO 9001:2000 Training Series
- QMI – The ISO 14001 Training Series
- QMI – **New** – Medical Devices - ISO 13485:2003 - Essentials Course
- QMI – **New** – ISO 9001:2000 - Process Auditing Course

October 2003

1-3
Visit CSA at Booth #3117, ISH 2003, Booth 3117, Las Vegas, Nevada.

21-23
Visit CSA at Booth #1451, ISA Expo 2003, Reliant Center, Houston, Texas

November 2003

19-21
Visit CSA at Win-Door 03, Toronto, Ontario.

January 2004

26-28
Visit CSA at Booth #5252 - Hall C, AHR Expo 2004, Anaheim Convention Center, Anaheim, California

February 2004

3-7
Visit CSA at ELROMA 2004, Hotel Le Meridien, New Delhi, India

March 2004

17-20
Visit CSA at Booth #4208, HPBA Expo 2004, Anaheim Convention Center, Anaheim, California

24-25
Visit CSA at Booth #716, Assembly Canada, International Centre, Mississauga

25-27
Visit CSA at CMX Expo 2004, Metro Toronto Convention Centre, Toronto, Ontario

April 2004

2-4
Visit CSA at Booth #1708, KBIS (Kitchen Bath Industry Show) 2004, Chicago, Illinois

June 2004

20-24
Visit CSA at Booth #10502, SUPERCOMM, McCormick Place, Chicago, Illinois

October 2004

25-26
Visit CSA at Booth #1348, EPE/ASPE, Cleveland Convention Centre, Cleveland, Ohio

Certification NEWS

CSA International publishes Certification News for its certification and Special Inspection/Acceptance customers. To obtain more information about the services described, contact the person(s) listed at the end of articles or call Customer Service at 1-800-463-6727 or, in the Toronto area, (416) 747-4007.

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Readers are welcome to reprint material if CSA is cited as the source. CSA International is a provider of product testing and certification services for electrical, mechanical, plumbing, gas and a variety of other products. Recognized in Canada, the U.S. and around the world, CSA's marks appear on millions of products annually. CSA International is a division of CSA Group which consists of CSA International, the Canadian Standards Association, a developer of standards and codes, and QMI for management systems registration.

50% recycled fibre with 10% post-consumer fibre, chlorine free

In other words...

On Tap: The value of the CSA Mark

A perspective from the poly-pipe and fittings industry

Written by Lorne Heise, President, Hanflo Corporation

The CSA mark conveys a crucial message for suppliers and consumers of products.

This lesson has been well learned in the electrical industry where the use and recognition of the CSA mark has matured to the point where a product without it is not acceptable. Consumers are knowledgeable enough to look for the CSA mark on the electrical products they install and the appliances they use.

Not so for pipes and potable water systems. In Canada, a country of vast fresh water, most rural well water pipes are still connected with non-certified pipe fittings and radiator hose clamps! The tragedy in Walkerton, Ontario, where seven people died and 2,500 people fell ill from water containing E. coli bacteria, shed much-needed light on the safety of our rural water supply. But change comes slowly and much more needs to be done.

Choosing products that meet CSA standards is a start, a start in the right direction.

There is an astonishing lack of knowledge around CSA approved poly-pipe, potability and fitting safety. Indeed cut-rate, non-approved pipe and prices are driving this market – not performance and enhanced safety.

The market is full of pipe that is marked “standard”, but fails to conform to any standard for potability or performance. And consumers and suppliers are being misled.

On numerous occasions, we have encountered people who have purchased our approved fittings along with non-approved pipe only to learn that the fittings won't fit. They don't return the fittings; rather, they return the pipe to their distributor/retailer in exchange for pipe with the CSA mark – every time! It's clear that consumers will choose CSA approved products – when they know the difference.

That's why it's so important that consumers and suppliers be made aware of products manufactured to conform to CSA and NSF ANSI 61 potable water and performance standards.

The CSA mark then becomes an important competitive differentiator among a vast array of products relating to water, effluent and sewage.

Lorne Heise is President, Hanflo Corporation. Visit www.hanflocorp.com

Reader Response FaxBack

Customers: Send your changes to
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I would like to receive an electronic PDF version of the newsletter rather than a printed copy.

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