

Regulator's UPDATE

Counter Attack

CSA takes leadership role in anti-counterfeiting market surveillance and training programs



From left to right, Doug Geralde, Director of Corporate Audits and Investigations, CSA Group, R.J. Falconi, Vice President, General Counsel & Corporate Secretary, CSA Group, Manny Gratz, Manager, Anti-Counterfeiting and Intellectual Property Enforcement, CSA Group, and Kent Pengelly, Manager, Special Investigations, Corporate Audits and Investigations, CSA Group.

In the effort to curb the fraudulent use of product certification marks, awareness is half the battle. It's not possible to police every point of sale for illegal products, but knowing what to look for and reporting counterfeit marks can help spread the word, fast.

Recently, Harron Trading Ltd. and Scorpion Industrial Safety Footwear Inc., in cooperation with CSA International, announced product recalls for thousands of pairs of safety footwear. The boots failed to meet the CSA standard, presented a threat of serious injury to the user and bore unauthorized or counterfeit CSA trademarks.

Every year, millions of counterfeit products, mainly from Asia and Eastern Europe, come into North America. Many of them bear counterfeit certification marks. If not tested and certified to applicable standards, products can pose a serious fire, shock, or other hazard to the user and present a liability risk to retailers and distributors.

Enforcement expertise

That's why CSA International is putting more resources into thwarting trademark infringement of its certification mark. That includes a new alliance with The Inkster Group, a division of Gowling Lafleur Henderson LLP (Gowlings), a recognized leader in intellectual property law and investigative services now headed up by former RCMP Commissioner, Norm Inkster.

CSA has raised its marketplace surveillance to protect the integrity of its marks. "Our model to battle counterfeiting is internationally applauded," says R.J. Falconi, Vice President, General Counsel & Corporate Secretary, CSA Group. He will present CSA's approach to multinational corporations and others at a conference organized by the International Anti-Counterfeiting Coalition (IACC) this spring.

Education and awareness

"Counterfeiting has been around for years in apparel and accessories, but now the products are crossing over into areas that jeopardize safety, and in a global economy, they are finding their way into more markets in greater numbers," says Doug Geralde, Director, Corporate Audits and Investigations. To expose the product safety risks associated with counterfeiting and how to address the issue, he appeared on *Report on Business TV* last October.

Mr. Geralde also spoke at the International Consumer Product Health and Safety Organization (ICPHSO) symposium last year. CSA sponsored the 2004 ICPHSO event in Orlando, Florida, March 2 to 5 and will be presenting to the National Electrical Manufacturers Association (NEMA), April 26 and 27, in Charleston, South Carolina. In addition, Mr. Falconi will be chairing an International Law program, "Counterfeiting – Is Canada a Target in the International Marketplace?" on April 13, 2004 in Toronto.

CSA has also developed training programs for U.S. and Canadian customs agents, police and regulatory authorities to alert them to the problem of counterfeit marks and arm them with the latest identification techniques.

By spreading the word, CSA hopes to curb the spread of illegal products.

"Our objective in the coming year is to expand our scope of alliances with other key organizations, which can help us stay one step ahead of counterfeiters and infringers," adds Mr. Falconi.

Protecting intellectual property

Recognizing the need for a framework that will protect all of CSA Group's intellectual property assets, **Manny Gratz** has been appointed Manager, Anti-Counterfeiting & Intellectual Property Enforcement. "This new role will allow CSA Group to identify, investigate, and take appropriate action to protect CSA Group's intellectual property (IP) assets, including copyright," explains Mr. Falconi, Vice President, General Counsel & Corporate Secretary, CSA Group.

Is it counterfeit?

CSA marks have distinctive graphic features not often accurately reproduced by counterfeiters. One common difference is in the proportion of the letters in the marks.

CSA International supplies licensed manufacturers with approval mark artwork or labels to ensure that their products are properly marked. You should view marks that deviate from these official designs with suspicion.

Packaging also gives clues. Unclear printing on products, labels, or packaging or spelling mistakes can be an indication that the product is counterfeit. A discrepancy between the contents of the product package and the description on the package may also be a sign of counterfeiting.

Be suspicious of missing product information or other package enclosures.

Significantly lower pricing, or a deal that is "too good to be true," can be a sign that a product is counterfeit. And, products available through unauthorized distributor may be illegitimate.

Check it out!

Visit the CSA International Web site at <http://directories.csa-international.org> - Certified Product Listing directory. Enter the product manufacturer's name or file number to access certification records showing model numbers and rating information.

Notify us!

If you suspect a counterfeit product bearing a CSA approval mark, contact:

Doug Geralde, Director, Corporate Audits and Investigations, (416) 747-4295, email: doug.geralde@csagroup.org

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CSA INTERNATIONAL

Components Fall Into Place

In a landmark agreement, UL agrees to accept some CSA-certified components

In a breakthrough that will benefit selected manufacturing sectors, the presidents of CSA Group and Underwriters Laboratories (UL) have signed an Agreement on Acceptance of Components and expanded Memorandum of Understanding (MoU). Under the terms of the Agreement, UL will no longer require retesting of many CSA-certified electrical components when performing end-product evaluations of Low Voltage Distribution and Control Equipment.

CSA, with the support of the electrical industry customers, the National Electrical Manufacturers Association (NEMA) and Electro-Federation Canada (EFC), has now achieved a significant first step in the larger effort to obtain mutual acceptance across the entire range of certified electrical components used in end-product applications.

The agreement marks a change in UL practices by formally accepting, for the first time, CSA-certified components used in end-products. Affected component manufacturers will now be spared significant time and expense involved in redundant testing and follow-up inspections. What's more, manufacturers whose end-products are covered by this agreement will now have a broader selection of certified components to choose from and will also benefit from the fastest path to market.

CSA International worked for the past two years with electrical component manufacturers, end-product manufacturers and industry associations in an effort to resolve the component acceptance issue.



Mr. Rob Griffin, President and CEO, CSA Group (left) and Mr. Loring Knoblauch, President of UL (right) following the signing at the NEMA Annual Meeting and Leadership Conference.



Mr. Grant Carter, Vice-President of Marketing & Communications, CSA Group, addresses Electrical Components Trade Forum on November 26, 2003 in Nuremberg, Germany

"While CSA's general practice has been to accept electrical components tested and certified by accredited organizations, UL's policy has been to require retesting and recertification of all non-UL listed/recognized components," says Grant Carter, Vice President, Marketing and Communications, CSA Group, "CSA welcomes UL's change in its policy on the acceptance of components and expanded MoU," he continues, "This initiative will help customers deliver products to market efficiently."

CSA estimates that the percentage of electrical components accepted by UL will be approximately 35 percent. While this is an improvement, it's not enough, adds Mr. Carter. "Component and end-product manufacturers involved with lighting, power tools, appliances and other products not covered by current component acceptance agreements also deserve relief."

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The High Cost of Non Acceptance

Example: Four CSA-certified components in a single end-product not accepted by UL

Initial retesting: The components are evaluated by UL against the exact same standards that CSA tested against.

Estimated additional cost in Year One: \$30,000

Redundant follow-up inspections: When components are rejected and retested by another organization, that

organization's schedule of follow-up inspections is imposed on top of the original certifier's follow-up program.

Estimated additional cost in subsequent years: \$10,000 per year

Result: Fewer supplier and component choices for end-product manufacturers. Higher end-product costs. Less competition.

An Expanded MoU Simplifies Testing

A new and expanded Memorandum of Understanding, simplifies the process for electrical industry clients desiring both CSA and UL marks. They can now obtain dual CSA and UL certification through a single test program.

The MoU provides for a single test program with reports issued by both CSA and UL to be used by each organization to issue its own mark.

Under international requirements governing certification bodies, accredited organizations can only issue their own mark.

The cCSAus mark is the only mark a client needs on end-products for the North American market.

The Truth About Component Acceptance

Myth Product and consumer safety are jeopardized by component acceptance.

Reality The critical safeguard is an organization's accreditation. Accrediting bodies verify that a certification and testing organization has the required testing capabilities & equipment, control programs, and reporting & complaint handling procedures needed to test and certify a particular class of products. Both CSA and UL are accredited by OSHA and the Standards Council of Canada (SCC).

The IT industry, where CSA-certified components have been accepted by UL since 1994, is proof that component acceptance can work.

Myth Frequent inspections are the best way of measuring product or component safety.

Reality Component and end-product manufacturers have noted that inspection frequency alone is an imperfect means of determining that on-going production continues to meet the certification requirements, often adding cost without greater assurance of safety. Many manufacturers say that the thoroughness of each inspection is more important than inspection frequency in ensuring ongoing compliance with standards. Some CSA clients note the thoroughness and integrity of CSA follow-up procedures even though, in some cases, CSA policies call for fewer follow-up inspections than are prescribed by UL for the same component. CSA policies are based on defined OSHA and SCC requirements.

An Ace of an Agreement

Ace Hardware Corporation, a retailer-owned cooperative of more than 5,000 independent Ace stores in all 50 states of the U.S. and elsewhere in the world, now formally recognizes the CSA certification mark on electrical, mechanical and gas-fueled products as a standard of safety and performance.

"CSA is a trusted partner, and we're confident that products bearing the CSA mark have been rigorously examined and tested to standards that are constantly reviewed and adjusted," said Dan Kamykowski, merchandising manager, plumbing and electrical, for Ace Hardware.

Ace joins a growing number of retailers that already recognize CSA's mark, including Home Depot, Lowe's,

Sears, K-mart, Best Buy, J.C. Penney, Spiegel Catalogue, Home Shopping Network and K-mart.

"It's excellent news for our clients who want to market their products through Ace, as this development shows the coop chain's confidence in CSA testing to the appropriate U.S. standards," explains George Gruss, Director, U.S. Operations, CSA International. A massive outlet for home improvement products, Ace carries more than 65,000 various skus.

Last summer, key personnel from Ace visited CSA Cleveland and saw first-hand the breadth and depth of CSA's capabilities.

Contact: **George Gruss**, phone (216) 524-4990,
email george.gruss@csa-international.org



From left to right, George Gruss, Director, U.S. Operations, CSA International, Sue Dempsey, Director, North American Sales and Services, CSA International, Chris Cornelius, Associate Buyer, Plumbing HVAC, ACE Hardware, Dan Kamykowski, Department Merchandise Manager, ACE Hardware, Canaan Lawrence, Associate Buyer, Electrical, ACE Hardware, and Eli Szamosi, Manager, New Business, CSA International.

Creating Best Practices in Service

The market differentiator for testing and certification laboratories

“The competitive advantages of being first—or at least early—to market include the ability to capture greater market share, establish stronger brand recognition, command premium prices early in the product lifecycle, and enjoy a longer overall lifecycle.” So says **Sue Dempsey**, Director, North American Sales and Services, CSA International. She understands that while modern methods have given manufacturers greater control of product development and production timetables, factors outside the manufacturers’ control also affect speed to market, such as third party testing and certification.

According to the *Industry Week 2002 Value-Chain Survey*, time-to-market performance was cited as a competitive advantage by more than 54% of respondents who reported a better than 90% product introduction success rate. So it’s not surprising that industry surveys of product manufacturers show that testing laboratories are now selected not only on the basis of their technical capabilities and accreditation, but on the *levels of service they provide*.

One of the greatest sources of frustration for manufacturers, Ms. Dempsey says, is the sense that testing organizations are not responsive to their needs. This can be the result of both real and perceived factors. “Whether caused by inadequate communication, failure to meet agreed-upon delivery expectations, or simply difficulty reaching the testing laboratory’s project engineer, perceived lack of responsiveness can tarnish an otherwise satisfactory and mutually beneficial business relationship.”

Factors that affect responsiveness include: project overload, unfamiliarity with the standards and applicable testing methods, inefficient processes and poor use of technology.

Investing in service

CSA’s recently implemented client service initiative focuses on several critical areas of customer satisfaction. These encompass the entire testing and certification

cycle – from proposal and quotation, through project initiation, product testing, reporting, certification, and follow-up inspections at the manufacturing facility.

CSA International is streamlining operations by improving channels of communication between manufacturers and the CSA personnel responsible for their certification projects, reducing project paperwork, and allowing CSA technical staff to focus more directly on providing a higher level of personal service to customers.

Among the new systems and processes currently under development are:

- A Client Services Center for fast and easy customer access to information.
- Online self-service capabilities to obtain service information, request project quotes, initiate projects, check project status, and review accounting records.
- A new document management system to enable more timely and simultaneous updates, allow multiple parties to collaborate on documents, and speed issuance of certification reports.
- Investments in CSA’s North American laboratories to provide more convenient local or regional access to testing capabilities and expertise.

According to Randall W. Luecke, Vice President, Certification, CSA International, “We have learned from our clients that access to testing and certification project engineers is vital to meeting service expectations. By improving internal information systems and staffing a customer care center, we enable our engineers to devote more attention to helping customers, while ensuring that those customers have continuous access to information which can help keep their projects moving forward without delay.”

To download a complete white paper, *Improving Service in the Testing and Certification Industry: A Business Imperative Whose Time has Come*, visit: www.csa-international.org/news/articles/

The IAEI Presidential Award



Doug Geralde, Director of Corporate Audits and Investigations, CSA Group, receives the Presidential Medal of Honor at the IAEI Annual Board of Directors meeting in Dallas TX.

Doug Geralde, Director, Corporate Audits and Investigations for CSA Group and Vice President, International Affairs of the International Association of Electrical Inspectors (IAEI) was awarded a prestigious Presidential Medal of Honor at the IAEI Annual Board of Directors meeting in Dallas, TX on Friday, November 7, 2003. Ray Weber, International President of IAEI, presented the award.

Mr. Geralde’s nomination for the Presidential Medal of Honor was approved first by the Canadian Section Board of Directors and then by the International Board of Directors. This distinguished award is presented to individuals who demonstrate an outstanding record of service to the electrical inspection fraternity. Only one Presidential Medal of Honor is typically presented each year.

As an active member involved with the IAEI since 1980, Mr. Geralde has held the positions of International President, President of the Ontario Chapter and President of the Canadian Section. In his current role as Vice President, International Affairs, he promotes the benefits of IAEI around the world.

Online with CSA

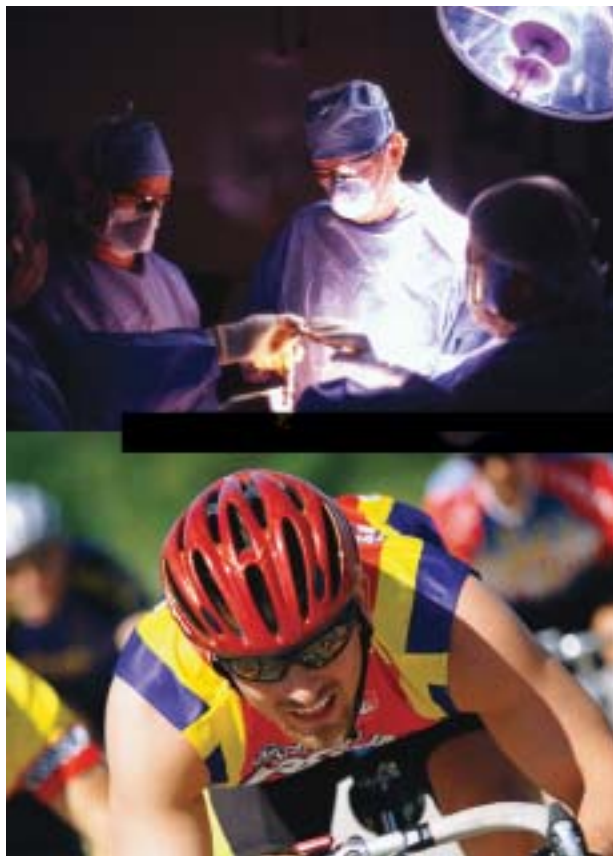


Starting this spring, the CSA International Web site will sport a new look — though the structure and navigation for the site will remain the same. The new design will be fresh, clean and modern, with more prominent information on new regulations, services, initiatives and standards. In addition to www.csa-international.org, the new look will also apply to other CSA Group Web sites - www.csagroup.org, www.csa-america.org, www.csa-europe.org, www.csa-asia.org, www.csa.ca, and www.qmi.com.

Also new this spring is the look and feel of the Canadian Standards Association’s Online Store. Complete with updated navigational aids, improved graphic elements and additional content, the site will prove to be better, faster and easier. Please visit: www.csa.ca

CSA Annual Conference

Focus on Public Health and Safety



In the past year, we’ve been startled by the headlines: SARS. Security threats. Mad Cow. Contaminated food, water, medical equipment. These issues have put lives at risk, disrupted private business and strained our public infrastructure. Together, they’ve put public health and safety at the top of the agenda for government, industry and society at large.

That’s why **public health and safety** will headline our agenda at the 2004 CSA Annual Conference. From June 13-15, 2004 policy experts, government representatives, business leaders and other important stakeholders will assemble in Charlevoix, Quebec to explore current issues that affect us all. Keynote speakers will include Peter Mansbridge, Chief Correspondent for CBC Television News, and Dr. Gilles Lapointe, host of the daily one-hour television show, *Allo Docteur*, and a regular on radio and television.

Please visit <http://annualconference.csa.ca>

Upcoming EVENTS

WINTER & SPRING



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

The CSA Learning Centre offers convenient access to the combined training resources of the entire CSA Group.

- Accident Investigation
- **New** – Z662 Biennial Pipeline Forum
- 2002 CE Code Essentials
- Bonding and Grounding
- **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
- Guideline on Office Ergonomics
- Implementing the CSA Privacy Code
- Sustainable Forest Management
- **New** - Infection Control During Construction & Renovation in Healthcare Facilities
- **New** – ISO 13485 Essentials - Medical Devices
- **New** – ISO 9001:2000 - Process Auditing

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 or visit the Web site at www.csa-international.org.

March

24-25

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

April

2-4

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

June

20-24

Visit CSA at Booth #10502, SUPERCORE, McCormick Place, Chicago, Illinois

October

25-26

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

IAEI Annual Section Meeting Schedule 2004

Section	Approved Dates	Hotel	Location
Northwestern	Sept. 12-16	Hampton Inn & Suites	Ogden, UT
Western	Sept. 19-22	University Park Holiday Inn	Des Moines, IA
Canadian	Sept. 24-26	Ramada Renaissance Hotel	Dartmouth, NS
Eastern	Sept. 30-Oct 3	Nevele Grande	Ellenville, NY
Southern	Oct. 10-13	Hilton Wilmington Riverside	Wilmington, NC
Southwestern	Oct. 17-21	Monte Carlo Resort	Clark County, NV

Watch for New Electronic Catalogue this Spring

Staying up-to-date with new product certification requirements in the latest standards will be as close as your keyboard when the first electronic CSA Catalogue is launched this Spring.

This new resource will be updated monthly with listings for new standards and new editions.

You can be notified when the electronic catalogue becomes available by visiting the CSA International Web site at www.csa-international.org. Simply click on the "CSA Standards Electronic Catalogue" link under "Quick Links" and provide your e-mail address.



Regulator's UPDATE

CSA International publishes Regulator's Update for International Association of Electrical Inspectors (IAEI) members, gas regulators and inspectors, fire authorities and others involved in the use of electricity and gas, and building officials.

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APBs, product recalls and safety notices

CSA International's Corporate Audits & Investigations (A&I) team is an integral part of the CSA International Legal Department located in our Corporate Office. The A&I team investigates incidents involving CSA certified products, issues all points bulletins (APBs), product recalls and safety notices in co-operation with manufacturers and supports the standards development process. For more information visit www.csa-international.org/product_recalls.

9/4/2003
APB-10-03 CSA International and CFM Keanall Announce Voluntary Retrofit of Certain Life @ Home Gas Grills. Only model number GL450SKP are included in this retrofit.

Announce Voluntary Recall of Pool Heaters - Model numbers: H150ED2, H200ED2, H250ED2, H300ED2, H350ED2, H400ED2, H150PED2, H200PED2, H250PED2, H300PED2, H350PED2, H400PED2, H250EDH2.

1/13/2004
APB-01-04 Scorpion Industrial Safety Footwear Inc. and CSA International Announce the Voluntary Recall of Scorpion Safety Footwear, sold Throughout Canada Except in Ontario - Style numbers: S-818-H, S-828-H, S-914-L, S-916-M, S-918-H, S-926-M, S-928-H and S-936-M.

1/13/2004
APB-02-04 Harron Trading Ltd. and CSA International Announce the Voluntary Recall of Scorpion Safety Footwear, Sold Only in Ontario - Style numbers: S-818-H, S-828-H, S-914-L, S-916-M, S-918-H, S-926-M, S-928-H and S-936-M.

2/26/2004
APB-03-04 CSA International and VenMar Ventilation Cooperate to Announce National Safety Upgrade Program for Brand-Name Ventilation Units - This program covers units with the following model numbers only - VENMAR: units manufactured between August 1996 and February 1997,

model numbers 40500, 40501, 40505, 40506, 40507 and 40508, FLAIR: units manufactured between June 1994 and May 1995, model numbers 42300, 43100 and 43300, HEIL: units manufactured between June 1994 and May 1995, model numbers 43102 and 43302.

Reader Response FaxBack

Please return to **CSA International's Audits and Investigations Group**
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IMPORTANT!

Please attach the address label from your Regulator's Update envelope here so we can match it with your record and have changes made efficiently.

I am an _____ IAEI Member _____ electrical regulator _____ gas regulator
_____ mechanical regulator _____ plumbing regulator _____ building official

I would like to receive an electronic PDF version of the newsletter rather than a printed copy.



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