



7 8 9 **10**

good things

for SMEs

1 2



What ISO standards can do for you

Are you a small to medium-sized enterprise (SME) looking to expand your business? Then this little brochure is for you. It will show you how ISO International Standards can enhance your business as they have done for thousands of other small enterprises before you.

10 real benefits

We spoke to 10 SMEs about how they used ISO standards to improve their businesses. These small companies, employing between 3 and 48 people, have found that standards gave them the tools to hone their products and services, open up to new customers and markets, grow their business faster, and increase profits.

5 6 7 8 9 10



The right standard for the job *p. 22*

Get a head start *p. 23*

How we develop standards to suit your business *p. 24*

What is ISO? *p. 25*

ISO standards...

- 1** help you improve the quality of your goods and services *pp. 2-3*
- 2** help you drive growth, cut costs and increase profits *pp. 4-5*
- 3** give your business a competitive edge *pp. 6-7*
- 4** open up export markets for your goods and services *pp. 8-9*
- 5** open doors to new customers and strengthen your existing business *pp. 10-11*
- 6** help you compete with bigger enterprises *pp. 12-13*
- 7** enhance your credibility and secure customer confidence *pp. 14-15*
- 8** sharpen your business processes and increase efficiency *pp. 16-17*
- 9** strengthen your marketing pitch *pp. 18-19*
- 10** help you comply with regulations *pp. 20-21*

What SMEs are saying...





dB - Laboratório de Engenharia Acústica has nine employees and provides specialized acoustics engineering services.

1 ISO standards help you improve the quality of your goods and services

“Running a business that provides specialized services calls for rigorous knowledge of technical standards such as ISO/IEC 17025* and ISO 1996**, which in turn helps improve the quality of our products. Our commitment to the standardization process gives our company the opportunity to contribute to the development of standards and reassures our clients as to the quality of our services.”



Krisdany Cavalcante

Technical Director of Engineering
dB - Laboratório de Engenharia Acústica

Brazil

* ISO/IEC 17025 establishes general requirements for the competence of testing and calibration laboratories.

** ISO 1996 is a series of acoustics standards covering the description, measurement and assessment of environmental noise.

2 ISO standards help you drive growth, cut costs and increase profits

“ISO standards help us find new markets for our products and make the production and handling of nanomaterials more secure. Today’s new-found safety in these areas has brought significant growth to the market. Being one of the first companies to adopt ISO’s nanomaterials and nanotechnologies standards* – ISO/TS 12025, ISO/TR 13121 and ISO/TR 13329 – has helped Avanzare secure a leadership position on the nanomaterials market. Naturally, implementing a standard represents a cost for any company, but these are quickly recouped by creating new products and embedding new processes in line with the standard’s guidance. Now is a time of strong international growth, so taking part in both national (AENOR) and ISO committees will mean we can adapt our products to future international regulations.”

*ISO has published over 40 standards and documents on nanotechnology and nanomaterials.



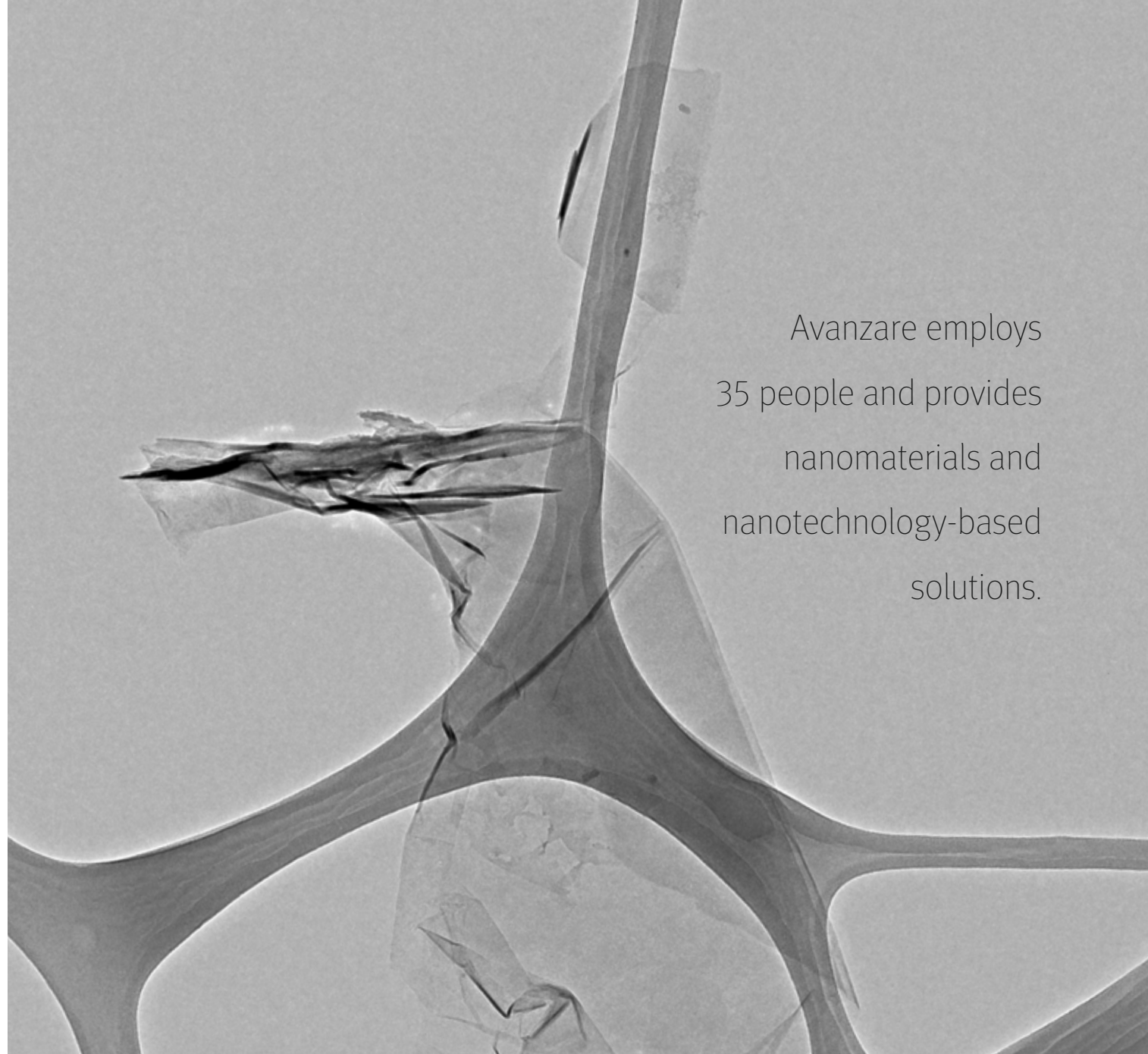
Julio Gómez

CEO

Avanzare

Spain

Avanzare employs
35 people and provides
nanomaterials and
nanotechnology-based
solutions.





Mike Chilman

Managing Director

MC Fire Protection

United Kingdom

3 ISO standards give your business a competitive edge

“When the business started in 2000, it was clear to me, as founder, that an accountable standard for our services and products was essential. We had always worked to high standards and although we knew that, we wanted our clients to know and understand it too. At the time, we were attempting to gain – and work with – new larger clients, who were requesting audited proof of our methods and standards of practice. That’s when we became BS EN ISO 9001:2008 certified. This decision keeps us at the cutting edge with regard to the quality of our products and services, which in turn maintains good customer relations, business confidence, output and profit.”

MC Fire Protection supplies and maintains fire safety equipment and provides fire risk assessment and consultancy services.

The company employs nine people.

4

ISO standards open up export markets for your goods and services

Nanotron Technologies is a leading provider of location information and energy-efficient data communication systems delivered over a single wireless link in real time.

The company has 22 employees.

“Harmonized standards make market access easier, particularly for SMEs, due to reduced cost and time to market. Moreover, standards can enhance brand recognition and give customers the guarantee that the technology is tested and reliable. Nanotron has a patent-protected technology for local positioning solutions (LPS), which is complementary to GPS indoors and outdoors. It follows ISO/IEC 24730-5* for global asset tracking and includes the essential IP for precise and robust ranging. The competitive price-to-performance ratio of our system solutions enables access to growing mass markets for real-time location systems (RTLS). However, such global market penetration necessarily requires standardization.”

* ISO/IEC 24730-5:2010, *Information technology – Real-time locating systems (RTLS) – Part 5: Chirp spread spectrum (CSS) at 2,4 GHz air interface*, is one of an extensive series of information technology standards published by ISO.



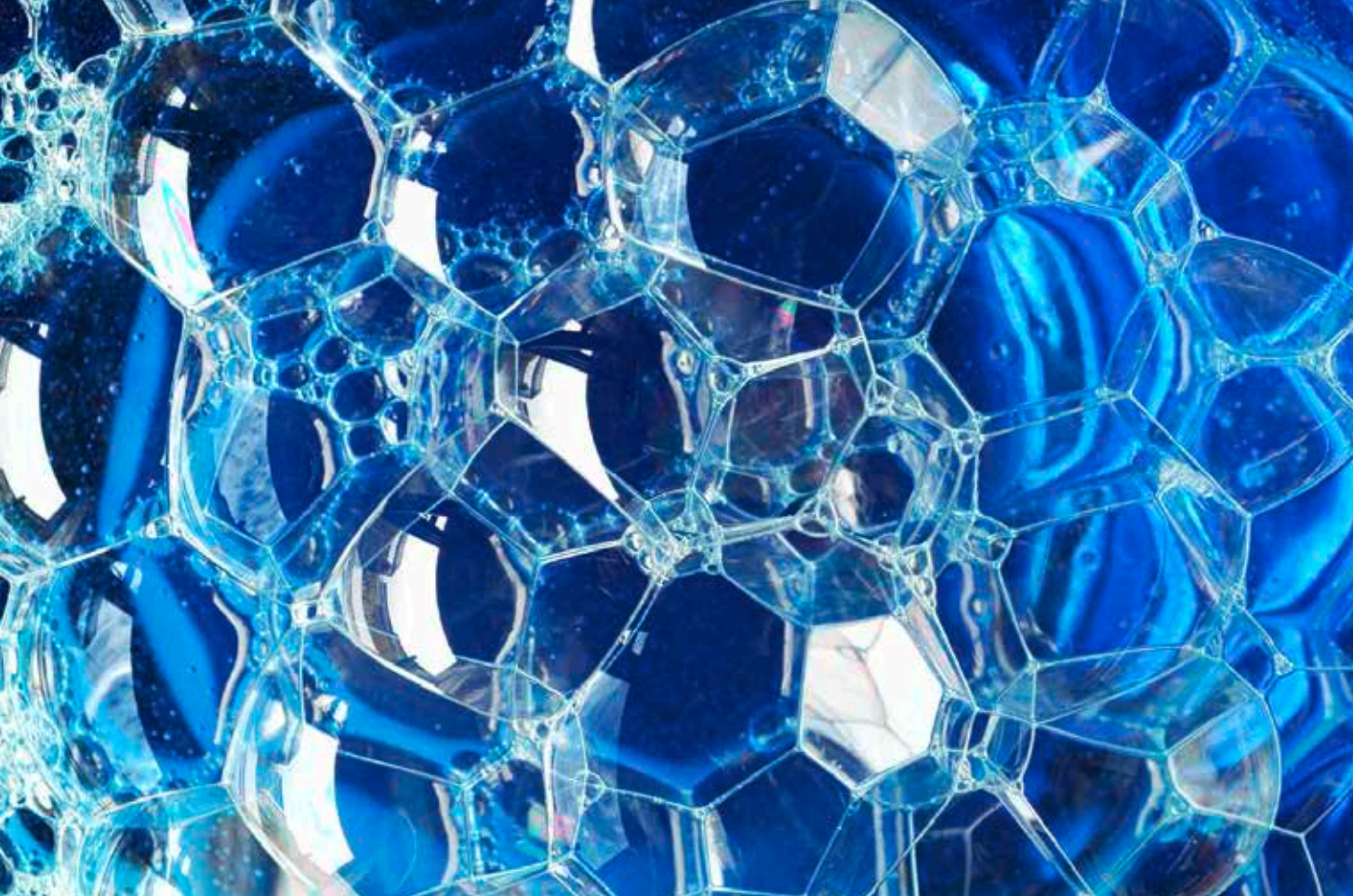
Jens Albers

CEO

Nanotron Technologies Ltd.

Germany





5 ISO standards open doors to new customers and strengthen your existing business

“Solid foundations are the makings of a good business and ISO standards provide the bedrock for small businesses wishing to expand their customer base. By applying the ISO 9001 quality management system to our small business, we have improved the quality of our processes and decreased the costs incurred by inefficient practices. This may create business opportunities that were not available before an objectively verified quality management system was in place. Although Moselli Industries Ltd. only employs five permanent and two part-time staff, we have been able to successfully implement, and benefit from, ISO standards.”

Moselli Industries Ltd. manufactures quality soap powders and other cleaning products and is the sole distributor of Italian Hyproclean products in Kenya. The company employs five permanent staff and two part-time workers.



Moses Maina

Director

Moselli Industries Ltd.

Kenya

6

ISO standards help you compete with bigger enterprises

“As a small company with only large competitors in the heating industry, Conematic has to produce a level of quality that exceeds what the competition is doing. We are on the point of entering the US market where we expect a big scale-up in demand. Scalability is imperative if we are to accelerate production and compete with the big players in the business, and ISO 9001 gives us the process control to do that. We need that control more now than at any time in the last 10 years. During that period, we have taken 75 % of labour time out of production and assembly, yet we produce five times as much. ISO 9001 is the perfect tool for managing that degree of scalability in the supply chain, helping us ramp up our productivity and our competitiveness.”



Doug Smith

President
Conematic
Heating Systems
Canada

A privately owned company employing up to 20 people, Conematic Heating Systems is a leader in home heating technology, supplying advanced heating appliances to the North-American domestic market.

Raymond Tan

Executive Director
Tan Seng Kee Food Pte Ltd.
Singapore



Tan Seng Kee specializes in a range of rice- and wheat-based noodle food products sold in Singapore under the Kang Kang brand. The company employs 48 people.

7 ISO standards enhance your credibility and secure customer confidence

“As a knowledge-based noodle manufacturer, we share the wonders of good flavour through constant innovation and creativity in our products and services. With comprehensive systems in place, such as the ISO 22301*-based business continuity management (BCM), HACCP**, and gluten-free certifications, we aspire to build a stronger, more resilient and more sustainable business to safeguard the interests of our customers and other stakeholders. We believe that achieving certification to ISO 22301 and acquiring operational readiness in emergency situations will enhance our credibility as a preferred supplier and give customers peace of mind when doing business with us.”

*ISO 22301:2012, *Societal security – Business continuity management systems – Requirements.*

**HACCP – Hazard Analysis Critical Control Points.



8

ISO standards sharpen your business processes and increase efficiency

“Rentes Genevoises had long been engaged in a process of sustainable development through its various business activities, and most notably via its real-estate investments. Yet we still lacked the tools to enhance our credibility and showcase our commitment. Thanks to our ISO 50001* certification, we have been able to meet these goals and involve our partners, suppliers and tenants in a common objective. This has been the catalyst enabling us to evolve and integrate all our stakeholders in our long-term vision for sustainable energy management.”

*ISO 50001 is ISO's energy management standard providing the framework for a more efficient use of energy.

Established in 1849, Rentes Genevoises is the oldest contingency-fund company in Switzerland, specializing in financial security and the service of annuities.

It has 31 employees and one-third of its total assets is invested in real estate.




Pierre Zumwald

CEO

Rentes Genevoises

Switzerland



Masterspec, Construction Information Limited has a staff of 12 and is New Zealand's market leader in specification systems and supporting software for the construction industry.

9 ISO standards strengthen your marketing pitch

“As the provider of specification systems to the New Zealand construction industry, Masterspec represents an important quality benchmark for owners and users of the built environment. The use of a wide range of local and international standards, which helped to define compliance with all aspects of health, safety and performance, has been critical to this success. A key component was ISO 9001, adopted in the Australasian region as AS/NZS 9001, *Quality management systems*. The standard's assistance in meeting both customer and statutory requirements supports the Masterspec marketing approach of 'always placing customers and quality first' – and it certainly reinforces our selling proposition in a competitive environment.”



Rolf Huber

Chief Executive

Masterspec, Construction
Information Limited

New Zealand

10

ISO standards help you comply with regulations

“ISO standards not only help you comply with regulations – in conjunction with third-party certification by an accredited certification body –, they also help you demonstrate to potential customers and authorities that you are doing things ‘by the book’ and providing quality products or services. In my business, which specializes in training recreational divers and diving instructors, the lack of any specific national regulations has led many countries to naturally accept the ISO series* of standards on recreational diving as being ‘the book’ to go by. One country in particular, that made the ISO standards a legal requirement for its dive centres, registered a 24 % decrease in the number of diving-related accidents over a two-year period.”

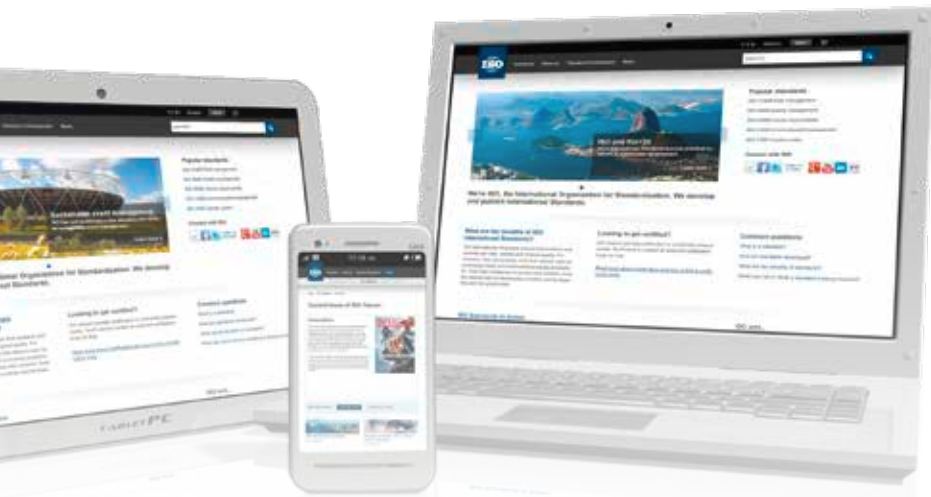
*ISO has published a series of standards on recreational diving services, including ISO 24801, ISO 24802 and ISO 24803, designed to make scuba diving training programmes safer.

Martin Denison

Managing Director
Scuba Schools Tauchausbildung
Scuba Schools Dive Training
Austria



Scuba Schools Tauchausbildung is a registered diving centre in Vienna which specializes in training recreational divers and diving instructors, as well as producing training materials. It has three full-time staff and several freelance instructors.



The right standard for the job

At ISO, we have a portfolio of over 19 500* International Standards covering all aspects of business and technology. Not sure which to choose? Our Website – www.iso.org – will provide all the information you need to help you select the right standard for your business. But just to get you started, here is a shortlist of some of our most popular standards, which have helped thousands of organizations worldwide.

- ISO 9001 – Quality management
- ISO 14001 – Environmental management
- ISO 22000 – Food safety management
- ISO 26000 – Social responsibility
- ISO 28000 – Supply chain security management
- ISO 50001 – Energy management
- ISO 31000 – Risk management
- ISO 20121 – Event sustainability management
- ISO 27001 – Information security management

*January 2014

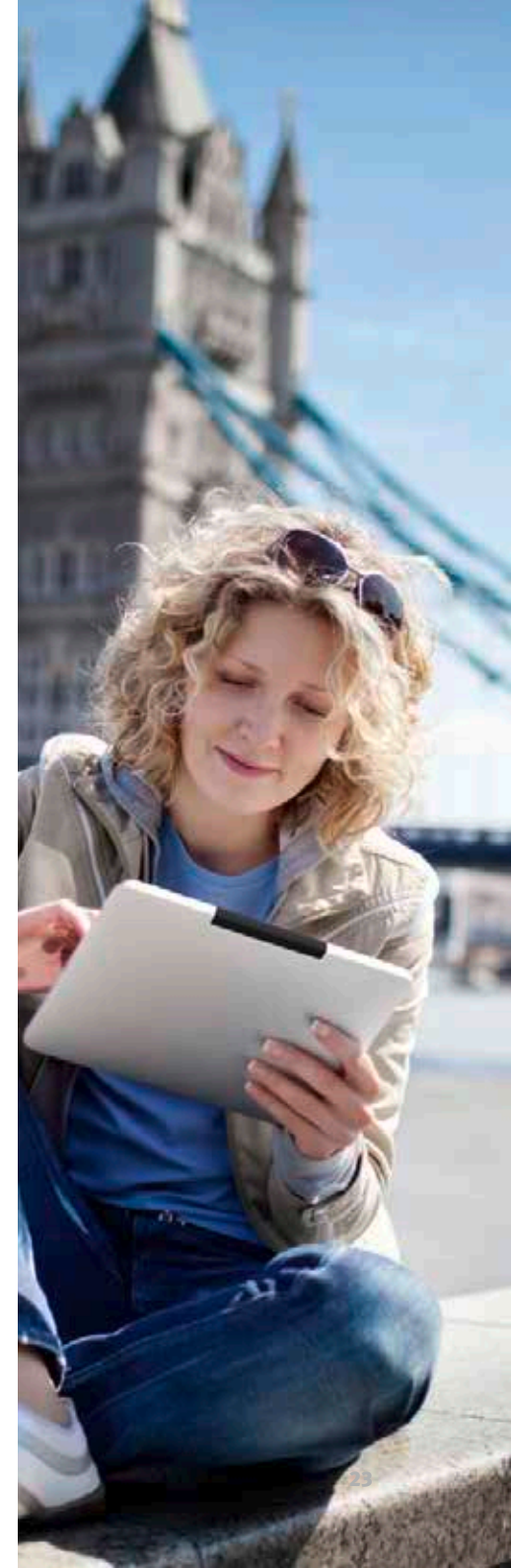
Get a head start

We also have a number of guide books and checklists to assist you every step of the way. For example:

- ISO 9001 and ISO 14001 guides for SMEs – two handbooks for implementing the best-selling quality and environmental management standards.
- ISO/IEC 27001 for small businesses – practical advice on managing your information technology securely to reduce your business risks.
- ISO 22000 food safety management systems – an easy-to-use checklist for small businesses in the food chain.

Find out more:

www.iso.org/iso/iso-and-smes





How we develop standards to suit your business

ISO standards are developed by teams of experts from all walks of life – business and industry, trade bodies, consumer associations, academia, and government agencies. Countries that are interested can volunteer experts to take part in the process. A lot of ISO committees include members who run SMEs just like yours, which ensures your point of view is always taken into consideration when developing the standard. Being actively involved in the development of standards has widespread benefits for SMEs. If you are interested in getting your voice heard, contact the ISO member body in your country at www.iso.org/isomembers.

ISO standards help break down barriers to international trade, which facilitates global exchange and promotes sustainable growth.

What is ISO?

ISO, the International Organization for Standardization, develops International Standards in an open, impartial and consensus-based process.



More useful links

- *ISOfocus*, ISO's flagship magazine is published six times a year in English and French
www.iso.org/isofocus
- ISO videos
www.youtube.com/PlanetISO
- Follow us on Twitter
www.twitter.com/isostandards
- Join us on Facebook
www.facebook.com/isostandards



1 2 3 4 5

International Organization for Standardization

ISO Central Secretariat

1, chemin de la Voie-Creuse, Case postale 56

CH-1211 Genève 20, Switzerland

www.iso.org

© ISO, 2014

ISBN 978-92-67-10622-9