



REASONS TO USE STANDARDS

"Competition is what you put in boxcars, but the rails have to be equal width all across the country, or you don't have a free market." - Joe Flaherty, CBS Network ¹

STANDARDS ALLOW YOU TO:

ENTER EXISTING MARKETS

Many of the firms contacted explained how the adoption of standards allowed them to enter existing markets which had previously been closed to them.

RETAIN PRESENT MARKETS

It is obvious, yet bears re-stating, that standards are a double-edged sword. When they change they can be used to cut a business off from a market to which it previously had access. This is particularly true with respect to the new European essential requirements, which some Canadian firms felt were being manipulated by European competitors in attempts to block competition in the Community.

SATISFY NATIONAL REGULATIONS

In order to meet the essential requirements, firms can either meet a European standard developed by CEN, CENELEC and ETSI, or where no European standard exists they may meet a national standard and rely on the principle of "mutual recognition."

CREATE NEW MARKETS

Canadian firms who have championed new International standards and/or used leading edge technology to set de facto standards have had remarkable success in creating completely new markets. This is particularly true for the high-tech and environmental products sectors.

INCREASE EFFICIENCY

The adoption of standards allows for a greater control of internal processes. Firms have talked about improved internal cost accounting and auditing, increased efficiency, quality improvement and increased productivity.

ESTABLISH COMMON PRACTICES

The use of standards facilitates the establishment of common language, ideals and practices both within the firm and between the firm, other corporations, national regulatory agencies and international agencies. This is important not only for the above mentioned control over internal processes but also for testing and certification.

¹ Cited in Stewart Brand's The Media Lab, Penguin Books, 1987.