Standards support all stages of innovation:
Standards enable researchers to use a common language, but also ensure comparability, compatibility or interoperability of an innovation with what is already on the market.

Faster to market with standards:
Standardization shortens the cycle between initial concept and market access.

Standards are universally recognized:
Standards are the underpinning of global knowledge exchange and trade. Many of these European standards are aligned with international standards.

Create impact with research:
Standards are reference documents representing the state-of-the-art for use by industry and procurers.

Build trust in your innovations:
Help promote innovative products and technologies by building confidence among users and consumers.