

JUNE 2008 NUMBER 2

# kiwa

## Magazine

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RECOGNISING THE BENEFITS  
OF QUALITY MANAGEMENT

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**kiwa**



Partner for progress



# SUSTAINABILITY IN ACTION

I recently bought a CD that combined the music of Johann Sebastian Bach with the poems of the American poet Charles Bukowski – a very special musical experience. But I don't want to talk about the music here, much as I enjoyed it. Perhaps the most remarkable thing about this CD is that its production was carbon neutral. AI Gore can sleep soundly now: sustainability is the colour of the month. You can get green meat from your butcher, green diesel from your petrol pump – and finally, even green recording artists!

Now I don't want to enter into a debate about whether sustainability is a good thing. I think we all realise now that we need to deal in a responsible, sustainable way with our scarce natural resources, in the interests of a clean environment and of coming generations. I just have the feeling that when some people express their support for this principle, it's more a matter of spin than of substance. They may sound politically correct, but if you look at their deeds there's very gas in their sustainability balloon. Their claims exceed by far their ability to deliver, which leads us to doubt the sincerity of their promises.

Our work in certification testing has given us at Kiwa plenty of experience in judging where people's actions are in accordance with their promises or with the relevant requirements. We are uniquely placed to observe that there is sometimes an appreciable gap between the two.

Kiwa has a long tradition of activity in many fields that are directly or indirectly related to the environment and sustainable development. Proper use of raw materials, for example, or recycling. But also socially responsible production with less waste, in a way that puts as little load on the environment as possible. Or what about sustainable energy consumption, minimising our carbon footprint through efficient use of natural gas – or replacing it in part by hydrogen, biogas and solar power? In addition, we provide a wide range of services aimed at combating soil, water and air pollution. We do this at the request of society, but also because we believe that everyone has to do his bit to promote the common good.

As part of our contribution, we keep on developing more and more services in this field services that ensure that when companies make promises, these promises are real and verifiable, not just empty window dressing. It goes without saying that we let people know we can provide these services. But there's no need to fill our website with big fat headlines to get this message across. Blowing our own trumpet is an unnecessary use of energy. So just visit [www.1kiwa.com](http://www.1kiwa.com) some time and let us explain to you, simply and without exaggeration: Kiwa serves sustainability.

Paul Hesselink  
CEO

AS AID AND RELIEF ORGANISATIONS RUSHED TO RESPOND TO THE DEVASTATING CYCLONE DISASTER IN BURMA LAST MAY, ONE ISSUE THAT RECEIVED LITTLE OR NO MEDIA COVERAGE WAS QUALITY MANAGEMENT. TRUE, THE SUBJECT MAY NOT HAVE A LOT OF MEDIA APPEAL, BUT CHARITIES AND DONORS ALIKE ARE INCREASINGLY APPRECIATING ITS BENEFITS. KIWA'S HUMAN AND CARE UNIT IS ACTIVE ON THE FRONT LINES OF THIS FIELD, HAVING CERTIFIED NUMEROUS DUTCH CHARITY ORGANISATIONS FOR ISO 9001:2000.



## AID AND RELIEF ORGANISATIONS ARE RECOGNISING THE BENEFITS OF QUALITY MANAGEMENT

"In the charity sector more and more organisations are implementing quality management systems", says Petra van Mastrigt, product manager Wellbeing and Care for Kiwa's Human and Care unit. "Many of these organisations are firmly rooted in an idealism that may seem fuzzy to some people, but fuzziness does not characterise their operations. These are professionals in word and deed."

### TOTAL ACCOUNTABILITY

Several charities headquartered in the Netherlands with projects all over the world – including hot spots like Burma – have thus far called on Kiwa to certify their quality management. "ISO certification is not legally required in this sector. But charities have become increasingly result-oriented, both in terms of internal processes and external accountability", says Van Mastrigt. "They're eager to prove to institutional subsidisers as well as private donors that they have a firm grip on their processes and output." Many Dutch charities carry the so-called CBF mark of the Netherlands' Central Bureau for Fundraising, which guarantees that their management, policies, fundraising, spending and reporting are monitored. The CBF mark does not have ISO's breadth and depth, but is a step in the right direction. Says van Mastrigt, "The CBF mark means that at least the quality of a client's fundraising processes has been anchored. Kiwa can then integrate that aspect into the whole of ISO requirements."

### AUDITING IN BURMA

Auditing an organisation's head office in the Netherlands is one thing. But what about the quality

# CHARITY with quality

of local projects in Asia and Africa? "Cultural differences can be an issue", says Van Mastrigt, "as a country director up to his knees in the mud in Burma or Ethiopia understandably may not always appreciate the head office's need for process management and performance reports. But that is changing. Local operations are rapidly professionalising." More pressingly, Kiwa and the charities are now trying to figure out how to get auditors out to the projects and, especially, who will pay. Kiwa is working on a solution to this problem in which Kiwa may provide 50% of the funding for offshore audits from its own Corporate Social Responsibility budget. The option of combined audit trips to different organisations in the same country is also being explored. "It could be a double-edged knife", says Van Mastrigt. "Kiwa can increase its CSR activities, while the charities will benefit from on-site audits as well as from interaction with nearby organisations also being audited by Kiwa." Van Mastrigt expects the issue will be resolved before the end of 2008. "It is encouraging to see how eagerly the charities are working with us on this issue."



*Petra van Mastrigt:  
"Cultural differences can  
be an issue."*

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KIWA AMONG GERMANY'S TOP TEN CERTIFIERS

# Quality-DRIVEN



WITH SOME 54 CERTIFIERS VYING FOR THE ATTENTION OF AUTOMOTIVE SUPPLIERS ON EVERY CONTINENT OF THE WORLD, THE MARKET FOR SYSTEM CERTIFICATION IN THE AUTOMOTIVE INDUSTRY IS AS FIERCELY COMPETITIVE AS THE CAR MARKET ITSELF. KIWA INTERNATIONAL CERT IS AMONG GERMANY'S TOP TEN – THANKS TO ITS RELENTLESS EMPHASIS ON QUALITY.

while, Kiwa International Cert has become market leader. In the safety seatbelt and airbag segments, Kiwa International Cert certifies Autoliv, the biggest player in the world.

## CHALLENGES AND BENEFITS

The most important norms in the field of system certification in the automotive industry have been laid down in ISO/TS 16949 and ISO 14001. Companies eager to obtain these certificates face many challenges. They have to demonstrate their conformity to legal and other requirements to which they have subscribed, such as customer-specific requirements. Regulations and technical standards are varying and complex and have to be constantly assessed and reapplied. Ongoing developments in both regulations and business processes can make the process of meeting standards and legal requirements very tough.

The advantages of proper certification are numerous:

- It indicates the owner has adopted a globally recognised management standard;
- It will boost trade partner confidence;
- It demonstrates the commitment of the owning company;
- It confirms the standardised processes and interfaces in the company;



*Armin Obstbaum,  
Director Kiwa  
International Cert*

The automotive industry is a complex and tight market, where certifiers have to fight as hard for every project, large or small, as the suppliers themselves have to fight for their slice of the market. It is not uncommon, for instance, for one institute to certify the management system of the producer of a car's front seat belts, while another certifies the back seat belt producer and a third is hired to cover the producer of the airbag. Sustainable business depends largely on acquiring contracts with big suppliers who serve a wide range of buyers in their market segment. Kiwa International Cert boasts a long and impressive list of customers. Among them is Recaro Seats, a leading supplier of premium car seats based in Germany and serving companies worldwide with 700 employees and €172 million worth of sales in 2006. Kiwa is responsible for the certification of Recaro's systems in Germany, the United States of America and Japan. In Korea's rapidly expanding automotive industry, mean-

*Kiwa boasts a long and impressive list of customers. Among them is Recaro Seats, a leading supplier of premium car seats.*

- It stimulates the process of improvement;
- It can be used to insert expert knowledge and best practices;
- It supports the added value of processes in general.

**TRAINING**

Kiwa International Cert was one of the first certification bodies in Europe to gain recognition ISO/TS 16949, back in 2001. Its accreditation for ISO 14001 dates back to 2000. The company has 15 employees at its headquarters in south-east Germany and a network of over 100 highly qualified auditors worldwide serving automotive suppliers in some 30 countries. Their simple, but effective philosophy revolves around ‘Not only proving, but developing and continuously improving’.

Not surprisingly, training is a permanent feature of Kiwa International Cert: auditors are called in for regular meetings and training programmes and international partners in countries such as China and Taiwan are subjected to rigorous training programmes at least once a year, at which they share experiences and bone up on the latest rules and regulations. Kiwa also subjects its auditors to on-site monitoring to make sure they practice what the institute preaches.

**DRIVE FOR QUALITY**

The ongoing training and development has generated a relentless drive for quality throughout Kiwa International Cert that is increasingly recognised and appreciated by clients. In a market like this one, companies are eager to find an auditor who can not only help them to safely navigate the labyrinth of regulations for a reasonable price, but also to recognise prime opportunities for improvement – opportunities that in the long run will save costs or boost business. In that sense, the auditors doing their job on-site are Kiwa’s business card. The quality they deliver has convinced many players in the automotive industry that Kiwa International Cert is a true ‘partner for progress’.

Dutch student wins Quality Management Research Award:

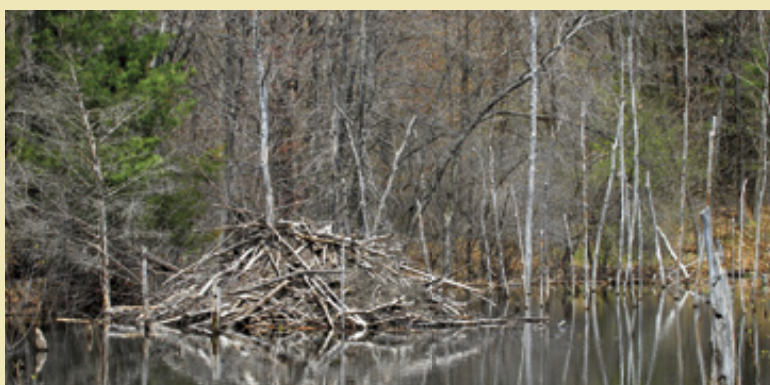
# ‘Standardising helps SPREAD INNOVATION’

If you’re among those who believe standardisation hinders innovation, you may have to rethink your position. According to Dutch master’s student Pieter Verhagen, standardisation can actually help spread innovation. His research shows that the tightening of these standards improves the market shares of related technologies. Verhagen’s research won him first prize in the Quality Management Research Award of the Netherlands Network for Quality Management (NNK). Verhagen, who now holds an MSc in Business Administration from Erasmus University’s Rotterdam School of Management, works for research institute TNO. The jury said his research was attractive, solid and conscientious.

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## Beert and Benthe have settled in at the **BEVERBOS** near Dordrecht

The two beavers have been transferred from Lelystad Nature Park to their new home in the BeverBos (‘Beaver Wood’), a project of the Biesbosch National Park – one of the biggest national parks in the Netherlands and one of the last freshwater tidal areas in Europe. Kiwa is the main sponsor of the BeverBos, which was opened to the public in mid-May 2008. The names of Benthe and her mate were chosen by a national poll organized by SMS, and they were donated to the BeverBos by Kiwa Nederland. Since Kiwa started off in life as a drinking-water supplier, we feel a close affinity to all eco-systems – especially those involving water – and a clean living environment. Our links with the Biesboschcentrum (the public information centre of the Biesbosch national park) and the adoption of the new beavers underline this fact. For further information about the Biesbosch National Park – in Arabic, English, French, German, Spanish and Turkish as well as Dutch – please visit the website: [www.biesbosch.org](http://www.biesbosch.org).



DUTCH TV SHOW REPORTS ON LEAD AND NICKEL RESIDUES IN TAPS

# Kiwa adopts new EU TEST METHOD for taps

DUTCH CONSUMER TELEVISION SHOW TROS RADAR REPORTED A FEW MONTHS AGO THAT POLLUTED TAPS WERE BEING MARKETED IN THE NETHERLANDS. THE TAPS, REPORTEDLY FROM CHINA, WERE MADE FROM RECYCLED METAL CONTAINING LEAD AND NICKEL. TWO OF SIX TAPS TESTED FOR TROS RADAR BORE KIWA'S LABEL. THE TAPS COMPLIED WITH THE NORM FOR LEACHING OF LEAD AND NICKEL DURING THE ENTIRE USAGE PERIOD, BUT NOT WITH THE NORM FOR THE FIRST USAGE PERIOD.

KIWA HAS DECIDED TO PURCHASE NEW EQUIPMENT WITH WHICH LEACHING DURING THE FIRST PERIOD CAN BE ESTABLISHED BY MEANS OF A BRAND-NEW EUROPEAN TEST METHOD.



Rosé Derwort

In the Netherlands there are norms for drinking water. For instance, Dutch tap water may not contain more than a maximum of 0,01 milligrams of lead per litre. The maximum nickel content is 0,02 milligrams. More than half of the six taps randomly bought in hardware stores for the tv show contained

higher levels in a test performed by German institute TÜV. Tros Radar told its viewers the observed levels constitute a serious health risk, especially for babies and pregnant women. Among other things, the report said that consuming large amounts of lead will negatively impact brain development.

## TV SHOW

Certain facts were exaggerated in the Tros Radar report. For starters, the test covered a very short period rather than the entire usage period, bypassing the fact that after a few months a corrosion layer develops inside the tap which significantly reduces leaching. Also, water was purposely kept inside the taps for a long time in the tv show, causing unusual leaching of lead and nickel, says

Rosé Derwort, Unit Manager Drinking Water Installations at Kiwa. The Tros Radar investigation therefore was not performed in accordance with the testing method prescribed in the Water Supply Act, in which random sampling over a longer period of time is preferred. Besides, just running the tap for a few moments is enough to undo any negative effect that may have occurred.

## NEW MACHINE

The Tros Radar report has contributed to awareness, says Derwort, even though Kiwa itself knew about the higher leaching tendency of heavy metals in their first period of usage. For that very reason, the certification company decided some time ago to buy a new machine with which the leaching levels of nickel, lead and possibly other heavy metals can be established in the basis of a brand-new European testing method – not just for new taps, but also for pipes and all other objects in contact with our drinking water. Says Derwort, “The new machine will be operational before year’s end. At the

same time the Dutch government is working on approval criteria”. The approval of products that come into contact with drinking water is a government responsibility.

## SAFE DRINKING WATER

Kiwa is closely involved with the CEN, the European equivalent of the Netherlands’ Normalisation Institute (NEN), which initiated the new test method. On behalf of the European Union, the CEN is working on a revision of the EU’s Drinking Water Directive that has been implemented in all member states. Derwort: “The European authorities highly value the availability of good, safe drinking water for their citizens. The Netherlands is leading in this field. We are among the absolute top performers when it comes to the quality of our drinking water system. Many other countries are amazed by the fact that we can provide such consistent quality without adding chemicals like chlorine to our water”.

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*Rosé Derwort:*  
“Many other countries are amazed by the fact that we can provide such consistent quality without adding chemicals like chlorine to our water.”

## DUTCH NETWORK OF MIDWIFERY PRACTICES AND ULTRASOUND SPECIALISTS FIRST TO BE ISO-CERTIFIED

# Life at its most **VULNERABLE**

BOVENMAAS PRENATAAL, A DUTCH NETWORK OF MIDWIFERY PRACTICES WITH ADVANCED ULTRASOUND SCANNING FACILITIES, HAS BECOME THE FIRST COMPANY IN ITS BRANCH TO OBTAIN ISO CERTIFICATION FOR ITS QUALITY MANAGEMENT SYSTEM. KIWA WAS ON HAND TO HELP DELIVER THE BABY.

Bovenmaas Prenataal has six locations in the Netherlands. Each location accommodates a midwife-sonographer and has its own circle of clients. Unlike most, the six practices do not only offer the usual services associated with midwifery – from antenatal consultation through delivery – but full ultrasound facilities as well. These range from the initial, relatively easy scans for determining the age of a foetus to the advanced scans in a foetus' twentieth week aimed at identifying back and skull anomalies, among other things. By jointly leasing high-tech equipment for these activities, the six locations have access to the best technology at a relatively low cost. What's more, the ultrasound equipment used at all six locations is hooked up to a central digital database, which means images and data can be called up in real-time at any single location from any other location. The synergy is obvious. Says founder and director Eric Smith, "The technology we have at our disposal is a tremendous boost to the sharing of knowledge and expertise between our midwives and other experts. In a business traditionally run by soloists, this kind of teamwork enables us to offer our clients much more expertise than each midwife would be able to alone. It's our greatest strength".

### **AT THE CUTTING EDGE**

With technology producing ever finer images and data from inside the womb and researchers gaining deeper insight into the makings of a healthy baby, Bovenmaas Prenataal is at the cutting edge of antenatal healthcare. At that level quality management matters, says Smith. "Mistakes or weaknesses occur in every business process. Kiwa has helped us acquire a tool for managing our processes in such a way that those



mistakes or weak spots can be quickly identified, analysed and improved."

The complaint procedure implemented by Bovenmaas Prenataal is a simple example. It has been designed in such a way that every complaint is registered and then analysed in a team, after which measures can be taken to resolve the problem and prevent recurrence. "Our goal is to provide excellence in every aspect of our healthcare and we recognised early on that certification can play an important part in realising that goal", says Smith.

### **LEARNING CLIMATE**

Marcella Bos audited Bovenmaas Prenataal for ISO 9001:2001 on behalf of Kiwa's Human and Care unit and was impressed by the overall quality and professionalism the company exudes. "They recognise the benefits of ISO certification both in terms of quality and of streamlining operations across six locations. The company has an open-minded, learning climate and is prepared to invest in quality. They are constantly upgrading their knowledge and expertise as well as their processes, which are orderly and effectively organised. I was very pleased with what I encountered."

In a sector dealing with human life at its most vulnerable that is a very reassuring qualification.

## THE PUSH FOR RENEWABLE RESOURCES BOOSTS SOLID FUELS LIKE WOOD

# Sparks **FLYING**

AFTER YEARS OF DWINDLING INTEREST, THE USE OF SOLID FUELS IN DOMESTIC HEAT APPLIANCES – FROM BITUMINOUS COALS, ANTHRACITES, MANUFACTURED SMOKELESS FUELS AND WOOD TO ALL MANNER OF BIOMASS-RELATED PRODUCTS – IS SOARING. THE REASONS INCLUDE RISING OIL PRICES, THE PUSH FOR RENEWABLE FUELS AND INCREASINGLY RIGOROUS ENERGY EFFICIENCY STANDARDS.

GASTEC AT CRE LTD (GAC) IS ONE OF THE KIWA ORGANISATIONS IN THE UNITED KINGDOM, AND IS ONE OF EUROPE'S LEADING CENTRES OF EXPERTISE ON SOLID FUELS AND DOMESTIC HEAT APPLIANCES, THE SPARKS ARE FLYING.



Paul Balmer

"A few years ago everyone thought solid fuels were a dying thing. Before about 2003, testing of solid fuel appliances was almost zero at GaC. We had reduced our lab space for solid fuels to a mere ten percent of total capacity and were testing maybe one or two products a year", says Paul Balmer, commercial director of GaC. "Now we're glad we didn't lose our solid fuels expertise altogether, because demand is higher than ever. We're testing 100 to 200 appliances a year now and the limit is not yet in sight."

UK sales of solid fuel appliances for domestic use – whether open fires, closed room heaters, free standing boilers, cookers or pellet stoves and boilers – have risen to an astonishing 80,000 new units a year, just 10% lower than gas appliances. Among the solid fuels, wood is especially gaining ground as a fuel for domestic heating appliances because of its low carbon emissions, says Balmer. "Certainly in the UK, recent legislation is very much in favour of building and designing homes to utilise renewable fuels. We estimate that by 2013 there will be wood burning in a large percentage of newly built homes in the UK. I can only see the interest in renewable fuels, which include most wood and biomass-based fuels, getting more and more focussed in the years ahead."

### SMOKE-FREE AREAS

Although legislation for domestic heat appliances is a fairly new item in Europe, GaC has been at home in this field for many decades. After the introduction of the Clean Air Act in late 1950s Britain – in answer to London's notorious smog clouds – certain parts of urban Britain were declared 'smoke-free zones'. The act spawned a lot of business as industries set to work developing smoke-free fuels. The National Coal Board, which through various stages evolved into today's GaC, played a key advisory role. Much of Western Europe followed Britain's lead. "The UK was ahead of most other Western European countries, partly because in London far more coal was used than in other European cities", says Balmer. In the decades that followed, developments in the field of fuel and fuel appliances revolved largely around the smoke-free areas, while the National Coal Board – later the Coal Research Establishment (CRE) – steadily

*UK sales of solid fuel appliances for domestic use – whether open fires, closed room heaters, free standing boilers, cookers or pellet stoves and boilers – have risen to an astonishing 80,000 new units a year, just 10% lower than gas appliances.*



deepened its understanding of and experience with coal and wood-based products as well as the design of heat appliances.

### ENVIRONMENTAL CONCERNS

As environmental concerns were awakened in the '80s and '90s, the limitations of the Clean Air Act became more and more conspicuous. Says Balmer, "Outside the smoke-free areas, you could basically burn whatever you liked however you liked." The depletion of non-renewable resources like gas and oil, combined with the fight against carbon dioxide (CO<sub>2</sub>) emissions, forced governments to develop stricter and more far-reaching legislation.

The fact that substantial amounts of CO<sub>2</sub> are emitted by heating appliances in private homes (some 25-30% of total emissions) sparked the appointment of a European Committee, Technical Committee 295. Its task was to produce standards for solid fuel appliances such as room heaters, cookers, boilers, open fires and such. By 2001 various standards had been laid down and were gradually harmonised across the European Union (see textbox). "We were quite closely allied to this process", says Balmer, "partly for the simple reason that many former GaC colleagues were involved. The TC295 committee was chaired by our former director, Professor Kaye."

GaC built several test rigs for the development of the new European standards, later using those models to construct its own commercial test facilities. "When the new standards were introduced, all EU member states were required to replace their own national standards with the new ones. We've been testing to those standards ever since." The new standards were introduced under the EU's Construction Product Directive, on the assumption that most solid fuelled heating appliances are built and installed as a permanent part of a dwelling. Typical performance criteria include efficiency, ignition time, heat output, banking performance and ash characteristics.

### GOOD NEWS FOR US ALL

Fuel consumption remains a big concern. The good news is that the legislation and required testing of fuels and heating appliances, contributes significantly to reduced emissions and better use of renewable fuels. Says Balmer, "Traditionally, people would put a black metal box in their home, fill it with wood or coal and hope it would give off enough heat for them to get through another winter. The fuel efficiency of those stoves was 20 or 30% at best, so of every ton of wood thrown onto the fire, two thirds went up the chimney. The minimum standard now is 50% and in

*"What sells is that you're not polluting the planet as much as you were before."*



the UK the minimum is set at 67%. That's good news for us all, as it means the fuel we pay for goes further, while causing less pollution." Balmer says those two factors are among the main causes for the current upswing in tested solid fuel appliance sales. "What sells is that you're not polluting the planet as much as you were before."

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## IN SEARCH OF NEW MARKETS

**GASTEC at CRE Ltd (GaC), Kiwa's organisation in the United Kingdom, is one of Europe's leading centres of expertise on solid fuels and solid fuel appliances. With extensive test facilities in the UK, GaC recently helped Kiwa's Italian branch set up a solid fuel appliance test rig and is actively looking for new markets in Europe and beyond. The Netherlands, China and Turkey are currently in view, says commercial director Paul Balmer.**

**"Solid fuel appliances are gaining popularity, and legislation is strict, so the need for proper testing as a part of a manufacturer's development strategy is growing. We're actively investigating some markets, but are potentially available to all." GaC believes there is some room for expansion, not only because of the expanding market, but also because of the heavy average weight of solid fuel heating appliances: manufacturers prefer to have test facilities near to their production rather than facing the trouble and expense of long-distance transportation. Any country or region with a high output of solid fuel appliances would benefit from having a fully-fledged test facility within its borders, provided the manufacturers together are large enough to be able to afford the expenses, says Balmer. The average cost of a properly-conducted test for a single 'black box' – such as a basic log-burning room heater for domestic use – is around €5,000. Depending on the consistency of the manufacturer's quality procedures, and similar to other products, a single type-test can suffice for anywhere from 10 to 100,000 units. "For small manufacturers, the cost may be high, but the rising legislative standards and the competitive advantage of tested equipment increasingly compensate for that."**

## KIWA INSPECTS INSTALLATION IN ROTTERDAM PORT

# Think TANK

A LOT OF SERIOUS BRAINWORK GOES INTO THE DEVELOPMENT, MANUFACTURE AND INSTALLATION OF STAINLESS STEEL STORAGE TANKS – ESPECIALLY IF THEY’RE MEANT FOR STORING FOOD INGREDIENTS. FIRMS LIKE HOLVRIEKA NIROTA BV, A TANK INDUSTRY PIONEER BASED IN THE NETHERLANDS’ NORTHWEST PROVINCE OF FRIESLAND, FACE COUNTLESS STRICT REGULATIONS AND CERTIFICATION PROCEDURES TO ENSURE THE TANKS THEY DELIVER ARE CLEAN, LEAK-PROOF AND UTTERLY SAFE. HOLVRIEKA CALLED ON KIWA EARLIER THIS YEAR TO INSPECT A TANK PROJECT FOR INDUSTRIAL CLIENT MAASTANK IN THE ROTTERDAM PORT.

Holvrieka hired Kiwa to inspect both the production and the installation of eight stainless steel tanks for its client Maastank. Maastank is a tank terminal for the storage of vegetable and animal oils and fats, and high-grade oleochemical products, located in the heart of the port of Rotterdam.



*Maastank is a tank terminal for the storage of vegetable and animal oils and fats, and high-grade oleochemical products, located in the heart of the port of Rotterdam.*

The giant tanks – each over 8 metres in diameter and 20 metres high, with a storage capacity of 1,000 cubic metres – were manufactured at Holvrieka’s plant in Sneek in 2007 and transported by barge all the way from the north of Holland to their new location last January. Kiwa’s job was to check whether the tanks were produced and installed according to the appropriate norms, notably NEN/EN 14015 and NEN/EN 10204:2004 for metallic products. NEN-EN14015 covers specifications for the design and manufacture of site-built, vertical, cylindrical, flat-bottomed, above-ground-welded steel tanks for the storage of liquids at ambient temperatures and above. “Kiwa is visibly active in many fields, but our expertise in the field of storage tanks is less widely known”, says Harm Prins, coordinator of Kiwa’s Transport & Energy Unit. “But we use our expertise on tank production and installation for a wide range of clients both small and large.”

### ON-SITE TESTS

Prins and his team compared the finished product with Holvrieka’s paperwork – from welders’ certificates to product specifications – making sure the stainless steel plates each tank is made up of were up to par. During and after the installation, Kiwa performed on-site verticality and roundness measurements as well as a leak test. “Unlike carbon steel, which easily corrodes and stains, stainless steel is a suitable material for storing many kinds of products,



Foto's: Maastank

including food ingredients – but only if it is manufactured and installed according to strict regulations. If it isn't, all kinds of problems can occur. Our job in projects like this is to ensure that the supplier has done everything it is legally required to do and everything its paperwork says it will do to ensure the proper product quality."

#### NO OBJECTION

The inspection resulted in Kiwa issuing a so-called declaration of no objection. This document was required by Holvrieka's client Maastank – and indirectly by the municipality of Rotterdam. Explains Geert Prins of Holvrieka, "A lot of municipalities in the Netherlands require industries installing storage tanks to submit a declaration of no objection, especially in industrialised areas, where even the simplest and most innocent tank may be installed right next to a tank with toxic contents. In Rotterdam, you can hardly install a storage tank without having to meet this requirement."

The Maastank project was Holvrieka's first encounter with Kiwa, says Prins. "Before this project we had only ever worked with Kiwa's competitors, but we were interested in trying Kiwa to gain experience with a different player. Inspection procedures can be complex and it's important to find a partner who can match the theory of all the rules and regulations with the complexities of real installations, a partner who

doesn't just talk with you and explain the rules, but thinks along with you as well. I must say we were pleased with Kiwa's involvement and I'm confident they'll be hearing from us again."

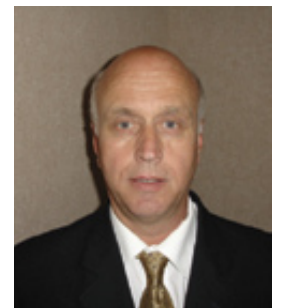
#### NUMBER ONE

The installation of the new tanks has brought Maastank one step closer to achieving its goal of becoming the number one tank terminal for high-quality specialised vegoils and oleochemicals in the port of Rotterdam, according to its website. Further plans include several new tank parks that will increase Maastank's total capacity to 65,000 cubic metres by 2012. Maastank is a partnership between Fluvia Holding and Dekker Groep. Fluvia is active in the bulk storage of edible oils and fats in special tankers on Europe's north-west inland waterways. Dekker transports high-quality special vegoils and oleochemicals throughout Europe in tanker trucks.

Holvrieka has been playing a pioneering role in the development, manufacture and installation of stainless steel tanks since 1947. Its membership of the Burg Industries Group allows the company to provide full service on a global scale. Holvrieka has offices in the Netherlands, Belgium and Denmark.

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*Holvrieka hired Kiwa to inspect both the production and the installation of eight stainless steel tanks for its client Maastank.*



*Harm Prins: "Before this project we only worked with Kiwa's competitors, but we were interested in Kiwa to gain experience with a different player."*

## KIWA'S CERTIFICATION SERVICE FOR GOST-R SYSTEM

# To **RUSSIA** with

AMONG THE MANY CHALLENGES FACED BY EUROPEAN BUSINESSES EXPORTING TO RUSSIA IS THAT OF OBTAINING APPROVAL FROM THE RUSSIAN AUTHORITIES REGARDING COMPLIANCE TO NATIONAL STANDARDS AS THESE HAVE BEEN LAID DOWN IN THE GOST R SYSTEM OF MANDATORY CERTIFICATION. KIWA HELPED MANY EXPORTERS IN THIS AREA ALREADY AND WILL BE EVEN BETTER EQUIPPED TO DO SO THIS YEAR, ONCE IT IS ACCREDITED FOR GOST-R BY THE RUSSIAN STATE.



*Also medical technology is subject to mandatory certification in Russia.*

The vast Russian market is attracting more and more European businesses, with EU exports to Russia growing by a massive annual average of 20%. Total exports from the EU to Russia were over 72 billion in 2006. Germany is by far the largest supplier within the EU. German exports to the Russian Federation went up from €6,600 million in 2000 to over €23,000 million in 2006. Italy, the Netherlands, France, the United Kingdom, Belgium and Austria also roughly tripled their exports to Russia in that period. Almost half (46%) of EU exports to Russia consist of machinery and cars, 26% of other industrial goods, 15% of chemical goods, 10% of primary industry and the remaining 2% of other exports.

### **A MAJOR PLAYER**

However, recognising market potential is not the same as getting your products onto that market. As in many parts of the world now, the process of certification is a complex one in Russia. Many European busi-

nesses are opening subsidiaries in Russia, through which they can directly contract local certifications bodies to deal with legislative standards. Kiwa's Mathias , Head of Product Certification Russia, estimates that some 50% of exporters do not have subsidiaries and therefore have to cope with Russia's standards before they go to market. Within Russia, at least 1,100 officially registered certification bodies are offering their services, along with another 2,500 test laboratories, but outside Russia's borders only a small handful of European certifiers are qualified and accredited to offer certification services compliant with Russian regulations. "Russia is a very interesting market for Kiwa", says Brändle. "We are already offering our services to exporters targeting Russia. We believe Kiwa worldwide has a good chance of becoming a major player on this market."

### **CERTIFICATE OF CONFORMITY**

Although there are 19 mandatory certification systems in the Russian Federation and over 300 voluntary systems, the GOST-R Certificate of Conformity is the one most commonly used. GOST-R stands for the Russian 'государственный стандарт' which means 'State Standard Russia'. It was introduced in 1993 and focuses on ensuring product safety and consumer health. The certificate verifies that its owner's products meet the mandatory safety standards in Russia. An original or certified copy of a Certificate of Conformity is required for customs clearance at the Russian border as well as for in-country sales and marketing. Certified products can be recognised by the registered GOST-R sign, or Mark of Conformity.

The GOST-R offers evidence that a product meets the main safety standards, however, any combina-

# certification



tion of additional permits, certificates, licenses and other approvals may be required, such as a Sanitary-Epidemiological Conclusion Certificate (formerly known as Hygienic Certificate) for products that come into contact with the human body; a Certificate of State Product Registration for new foodstuffs and certain other goods posing a potential risk to human beings; a GOST-R Pattern Approval Certificate for measuring instruments; a GOST-R Ex-Proof Certificate for explosion-proof equipment and materials; a Fire Safety Certificate for flammable or fire extinguishing products; a Design Registration for hazardous industrial sites; an RTN (ex GGTN) Permit to Use for hazardous industrial equipment; a Rosstroy Certificate for building materials; or a VNIIS Exemption Letter for products that are not subject to mandatory GOST-R certification.

Russian law stipulates that more than 60% of all products sold and/or used in Russia must be approved by Russian authorities in terms of compliance to national standards. This applies to both locally produced and imported goods. Engineering, construction and other technical activities must also be approved on various levels before they are started. Certification or approval documents are required at different stages of doing business in Russia, such as crossing the Russian border; commencing construction works; commissioning equipment, operating equipment, concluding sales deals or moving into retail.

## THE BEST POSSIBLE SERVICE

Rather than going through the complexities of locating and contracting a Russian certifier or certifiers, European exporters can now navigate the entire certification procedure with expert support from Kiwa. "We already have the expertise to support export companies in the EU in this process", says Mathias Brändle. "Currently we are preparing marketing tools and strengthening our good relationships with Russian certification bodies, so that we can offer customers the best possible service."

Getting the best possible service, adds Brändle, is essential if you want to succeed as an exporter to Russia. "Our experience shows that it is important to clarify all certification aspects in a very early stage of contract fulfilment. Exporters who have complete and correct documents and certificates normally go through customs clearance without problems. Those who don't end up spending a lot of time and money on completing their contracts."



Mathias Brändle

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## PRODUCTS SUBJECT TO CERTIFICATION IN RUSSIA

Here is a rough – and non-exhaustive – overview of products subject to mandatory certification in Russia:

- Mechanical engineering equipment;
- Medical technology;
- Commodities and materials, semi-finished products;
- Packaging;
- Personal protective equipment;
- Foodstuff and agricultural commodities;
- Pesticides and agrochemicals;
- Electrical, electronic and tool-building equipment;
- Wood-working products;
- Veterinarian-biological products;
- Pyrotechnical products;
- Production sites and lines;
- Technical installations at dangerous production sites;
- Telecommunication equipment, tools and services;
- Transportation units, products and services;
- Aerospace machinery.



## THE KEROSENE PIPE THAT KEEPS AMSTERDAM'S SCHIPHOL AIRPORT RUNNING IS MANAGED BY KIWA

# AIRPORT lifeline

THE LIFELINE OF AMSTERDAM AIRPORT, ALSO KNOWN AS SCHIPHOL, HAS BEEN PLACED IN THE HANDS OF KIWA. AS OF JANUARY THIS YEAR, SHELL HAS ASKED KIWA TO MANAGE THE KEROSENE PIPELINE THAT CONNECTS A SERIES OF OIL TANKS IN THE AMSTERDAM PORT WITH THE INTERNATIONAL AIRPORT.

At Schiphol, many dozens of airplanes have to refuel daily. The amount of kerosene needed to keep them all in flight runs into hundreds of thousands of litres a day. Every litre reaches the airport through a single underground pipeline now managed by Kiwa. Starting at the storage tanks of Oil Tanking Amsterdam BV, one of the world's largest specialists in the storage of oil, chemicals and gas, the pipeline covers some sixteen kilometres before pouring its contents into the tanks of Aircraft Fuel Supply BV (AFS) at Schiphol. "AFS has a standard supply of kerosene at the airport

that is enough for one week, so problems with the supply line rarely or never affect air traffic. But there's no doubt that this is one very important pipeline", says Peter Baars, Manager of Transport & Energy at Kiwa in the Netherlands.

### CONTROL AND SAFETY

Small wonder that the contract Kiwa has taken over from the previous manager, GasUnie, includes every conceivable form of maintenance, safety and calamity management. For instance, Kiwa is now responsible for handling so-called KLIC alerts to prevent damage to the pipeline

by third-party ground works. Kiwa also has to check the entire trajectory every fourteen days by car to scour the direct vicinity for activities that may affect the line, such as unannounced digging or construction. Once a year Kiwa is to send an engineer out on foot to check the trajectory for ground subsidence, damage to overhead wires and such like. Kiwa is also constantly performing various kinds of measurements to maintain safe levels of cathodic protection and drains for stray currents resulting from high-tension power lines or railway lines. On top of these activities, Kiwa

has a permanent alarm service that will swing into action at the least hint of a calamity. "It can happen that the pumps have to be stopped at short notice to prevent a calamity resulting from leakage and to perform emergency repair work", says Baars. "We have detailed scenarios and agreements with subcontractors certified by Kiwa to do whatever has to be done in the event of a minor or major calamity." Just to keep everyone on the alert, Kiwa puts on regular emergency drills.

### A LOGICAL STEP

Managing the kerosene line is a new activity Kiwa has taken up with great enthusiasm. "It's actually quite a logical step for us, considering our expertise and training experience in areas like integrity assessment, cathodic protection and asset management", says Baars.

### 'PIG RUN'

By 2009 Kiwa intends to take an additional measure to ensure the safety of the airport supply line: a so-called 'pigging' operation, or 'pig run' for short. A pig run involves installing a launching mechanism at the beginning of the pipeline, which sends a large



*Peter Baars: "We have detailed scenarios and agreements with subcontractors certified by Kiwa to do whatever has to be done in the event of a minor or major calamity."*

plug-like object down the line. The plug is equipped with an impressive array of high-tech measuring instruments for gauging details like the exact wall thickness and the pipe's precise position. Explains Baars, "Obviously, we know where the pipe is, but for all kinds of reasons the ground under our feet is almost constantly moving around and parts of the pipe can be shifted by a few millimetres, or even centimetres. It's important for us to know exactly what is happening." The steel kerosene pipe, which is about ten years old, is a sixteen inch with an operational pressure of 40 bar.

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KIWA ITALIA AND KIWA GASTEC ITALIA MERGE INTO ONE: KIWA ITALIA S.P.A.

# SMOOTH Italian

KIWA HAS STRENGTHENED ITS POSITION ON THE ITALIAN MARKET BY MERGING ITS TWO ITALIAN ORGANISATIONS INTO ONE: KIWA ITALIA S.P.A. THE JOINING OF FORMER KIWA ITALIA AND KIWA GASTEC ITALIA AT THE BEGINNING OF THIS YEAR HAS PUSHED THE KIWA BRAND HIGHER UP THE ITALIAN CERTIFICATION LADDER, WHILE PROVIDING KIWA WITH A LEANER ORGANISATION AND A BROADER REACH.



One of Kiwa's competitive advantages is its cross-selling: unlike its competitors, Kiwa can offer solutions to customers in various fields from one office. "That is a pretty new idea on the Italian market", says Panebianco.

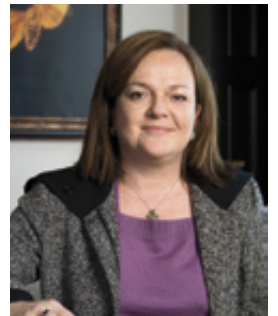
The merger will clearly improve Kiwa's visibility on the market as well as streamlining operations. The two organisations had some overlap in product range, notably in the field of system certification. In product certification they are complementary, giving the new Kiwa Italia a broader reach. The Gastec organisation was a specialist in the gas industry, its partner in the construction industry.

## THE NEW MANAGER

The new country manager for Kiwa Italia is Mariella Pozzoli (49), a former nuclear engineer with many years of certification experience and Kiwa's first female country manager. "Kiwa appeals to me because it is a dynamic organisation", she says. "A certification institute must guard its reputation and credibility, but sometimes you also have to dare to take risks. Kiwa's entrepreneurial spirit, flexibility and guts attract me. Catching the opportunity is important in our market because if you delay your reaction to local developments, you are often too late."

Pozzoli's first goal as country manager, she says, is to strengthen the team spirit so that Kiwa Italia can present itself as a single, strong national organisation. She also sees political challenges. "The political context is complicated, especially since Umberto Bossi's Lega Nord almost doubled its following in the last election. This party is fighting for more fiscal autonomy for the northern part of Italy and wants to tighten regional borders, which will be a challenge for Kiwa."

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*Mariella Pozzoli:*  
*"Kiwa's entrepreneurial spirit, guts and flexibility attract me."*

Kiwa has long had the desire to approach the Italian market under a single flag. Talks between the two organisations began in 2007 and led to a formal merger early this year. The main office of Kiwa Italia S.p.a. is located in Milan with additional offices near Venice, in Livorno in Tuscany and in central Italian Pescara along the Adriatic coast. This geographic spread brings specific challenges, says certification manager Giuliana Zaccagnini. "The northern, central and southern regions of Italy are separate economic zones and Italian companies tend to do business in their own area. Kiwa Italia wants to break through this resistance and face the markets as a national organisation with one united front."

## CROSS-SELLING

Sales manager Mattia Panebianco adds Italy is a traditional, conservative market. "Customers focus on existing schemes and mandatory products and hardly consider voluntary certification. Kiwa faces a lot of competition and is relatively unknown brand. Good marketing is important."

# QUALITY LABEL DEVELOPED BY PE100+ ASSOCIATION: THE BEST THERE IS

IN THE NINE YEARS SINCE IT WAS FOUNDED THE PE100+ ASSOCIATION HAS ACHIEVED WHAT IT SET OUT TO DO: ESTABLISH A QUALITY LABEL TO ENSURE THE VERY BEST QUALITY IN THE PRODUCTION AND APPLICATION OF POLYETHYLENE PIPE MATERIALS. THE ASSOCIATION'S PRODUCT TEST ADMINISTRATOR IS KIWA GASTEC CERTIFICATION BV.

# WORLD-CLASS polyethylene

*The construction industry is increasingly turning to novel materials that are waterproof, stable, weather-resistant, light and easy to handle. PE pipe material offers those qualities.*

Polyethylene (PE) was introduced in the late 1950s. Through continuous development it has since become a favourite in the global construction industry. PE pipe installations combine a number of advantages over traditional materials, such as chemical resistance, ease of handling due to flexibility and light weight, leak-proof installation, durability, low operational costs, the possibility of relining existing pipelines and of on-site extrusion. The PE100+ Association was founded in February 1999 with the purpose of further boosting the quality and the use of PE100 pipe materials. "The supply of water and energy are crucial for humanity in

the 21st century. The highest quality in pressure piping material is critical for ensuring the safe transport of not only drinking water, but also natural gas and industrial fluids", the Association's website says. Adds the Secretary of the Association's Technical Committee, Guus Setz: "The construction industry is increasingly turning to novel materials that are waterproof, stable, weather-resistant, light and easy to handle. PE pipe material offers those qualities, provided it is produced and installed according to high standards. One of the main goals of the PE100+ Association is to distinguish PE100 pipe grades of excellent quality from those of



less quality and to promote PE as a good alternative for non-plastic pipe materials.”

### TRIPLE TEST

Targeting both manufacturers and end users, the Association has developed a highly specialised test programme for its members based on the current ISO and CEN standards for this sector: EN1555, EN12201, ISO4427 and ISO4437. To qualify as PE100+ pipe material and acquire the Association’s label, a product must be classified as MRS 10, which indicates a proven Minimum Required Strength and durability. Explains Guus Setz, “Before a PE producer can become a member of the PE100+ Association it is required to submit certified MRS-RCP-SCG test reports to the PE100+ Administrator and to submit a letter that it is certified in accordance with ISO 9001 or ISO 9002. The Administrator then assesses the reports and the letter, and notifies the Association’s management board. The aspiring member then has to pass through two test rounds with positive result. Only then does he qualify for membership. The test rounds are repeated every seven months for every member.”

The test programme monitors three fundamental properties of PE 100 pipe material. Network engineers have identified these three properties as crucial for increasing the use of PE in gas and water distribution networks. An internal pressure test determines the material’s Creep Rupture Strength; a notch pipe test looks at the occurrence of slow crack growth on notched pipes (Stress Crack Resistance); and the so-called S4 or small-scale steady-state test assesses

the material’s resistance to Rapid Crack Propagation (RCP). In pipes suffering from RCP a small brittle crack can gain a length of several hundred metres at the speed of sound.

The PE100+ Association has appointed Kiwa Gastec Certification BV, Kiwa’s independent testing authority based in the Netherlands, to organise this triple test every seven months together with other accredited test houses in Europe, guaranteeing users of tested products consistent quality. Kiwa works with various independent and internationally respected laboratories in the actual testing procedures: Bodycote Polymer in Sweden, Becetel in Belgium, TGM in Austria and IIP in Italy.

### PE100+ QUALITY MATERIALS LIST

Products that have passed through two test rounds with positive result are placed on the PE100+ Quality Materials List. If a member fails twice to pass for one of the three test criteria, that company is removed from the Quality Materials List and must again pass through two test rounds with positive result before gaining re-entry to the list, says Guus Setz.

The PE100+ Quality Materials List is updated and reissued every seven months with the purpose of promoting tested materials on the market. It is distributed among over 1,000 decision makers. The current edition includes products manufactured by Basell, Borealis, Borouge, Ineos, Prime Polymer, SABIC-Europe, Thai Polyethylene and Total Petrochemicals. “The list only includes materials that are regularly tested”, says Setz, “as we want to keep our safety-plus objective in view. We regularly get emailed or phoned by people wanting more information about the list or about membership requirements. At the moment we have eight interested companies. As the price for membership is fairly high, the decision to join is usually made on at management level.”

### SPREADING THE NEWS

Apart from testing and publicising the updated PE100+ Quality Materials List every seven months, the PE100+ Association considers it a calling to spread accurate technical knowledge about the performance and design of polyethylene piping systems and to develop education tools suitable for all participants in the supply chain. It has helped publish two books on polyethylene piping systems as well as newsletters and technical studies on current industrial topics and organised PE100+ road shows around the world.

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**Weblink: [www.pe100plus.net](http://www.pe100plus.net)**



*Guus Setz: “The supply of water and energy are crucial for humanity in the 21st century.”*



Photos: CCI

## KIWA ACCREDITED FOR FOOD SAFETY

# ISO 22000



Michael van der Vlies

NOTHING SPOILS THE APPETITE MORE THAN A FOOD SCARE. LUCKILY FOR CONSUMERS, EXTENSIVE FOOD SAFETY REGULATIONS AND STANDARDS HAVE BEEN DEVELOPED OVER THE PAST DECADES. KIWA RECENTLY EXPANDED ITS REACH IN THIS FIELD BY OBTAINING ACCREDITATION FOR ISO 22000, THE EUROPEAN STANDARD FOR FOOD SAFETY MANAGEMENT. KIWA IS ONE OF THE FIRST CERTIFIERS ACCREDITED FOR ISO 22000 AND INTENDS TO USE THAT LEAD TO INCREASE ITS ROLE IN THE EUROPEAN FOOD SAFETY MARKET.

ISO 22000:2005 is all about managing food safety. By meeting the requirements laid down in this European Union standard, certified companies assure themselves and their customers that they have a reliable food safety management system in place: they have proven their ability to control food safety hazards and can guarantee buyers that the food they market is safe when it reaches consumers' plates. The ISO 22000 standard can be applied by organisations throughout the entire food chain, regardless of their size or position in the chain. What distinguishes ISO 22000 from other standards, such as HACCP or IFS, is its international reach, says Michael van der Vlies, manager of Kiwa's Humans & Healthcare unit. "A lot of companies in the food sector tend to follow national standards, which in terms of actual requirements are often similar to ISO 22000. The purpose of ISO 22000 is to provide a harmonised standard that can be applied worldwide. The obvious benefit for

*The ISO 22000 standard can be applied by organisations throughout the entire food chain, regardless of their size or position in the chain.*

companies operating on an international level is that ISO 22000 is more likely to be recognised by partners in other parts of the world."

### ON SITE MONITORING

Kiwa was accredited for ISO 22000 by the Dutch Accreditation Council (Raad van Accreditatie, RvA). The procedure was initiated and managed by product manager and auditor Nick ten Have, who joined Kiwa in November 2006. Part of it took place on the site of one of Kiwa's clients in the southern Dutch city of Tilburg, Gebroeders Versteijnen Transport, or GVT for short. GVT had applied to Kiwa for ISO 22000 certification and was willing to have auditor Ten Have's work monitored by the Council. "We were able to go through the whole procedure quite quickly", says Ten Have. "As a result, Kiwa is among the first in the Netherlands and Europe to be accredited for this standard, which combines food safety with customer satisfaction."

### INTERNATIONAL POSITIONING

Two other recent Kiwa customers for ISO 22000 certification are Eurofrigo Venlo BV and Rotterdam-based Eurofrigo BV, both owned by Japan's Nichirei Holding Holland BV and specialised in the storage of temperature-controlled products. Kiwa issued Eurofrigo Venlo with a certificate in 2007; Eurofrigo Rotterdam followed earlier this year. "ISO 22000 goes a few steps further than the 9000 version in helping us keep our processes manageable. But the real added value for us is its international positioning", says Eurofrigo's general director Derk van Mackelenbergh. "In the international market ISO is a well-known standard. The fact that we have ISO 22000 gives our partners, especially new ones, a clear indication of how we op-



# leads the way

erate." Another advantage, says Van Mackelenbergh, is that the certificate smoothens the firm's encounters with inspection authorities. "Governments are performing more and more inspections on every front. Not all of their auditors are familiar with ISO 22000 yet, but usually a brief explanation of what it stands for makes the inspection a lot easier for them and for us."

To Frans Schmits, the company's quality manager, the certificate represents an opportunity for Eurofrigo to distinguish itself from competitors. "This certificate is evidence that we're ahead of the market in terms of food safety management", says Schmits. "There are not very many companies that have ISO 22000 yet. Obtaining certification to us was a way of confirming the perfection of our system and demonstrating our quality to the rest of the market. And higher quality translates into higher turnover." Van Mackelenbergh agrees. "We're not the biggest player in our field, but we are up front in quality. ISO 22000 is an example of that."

## AUDITOR QUALITY

Eurofrigo Venlo and Eurofrigo Rotterdam have seven plants in the Netherlands with specific manuals for each location, but all based on a single system. Implementing ISO 22000 was not difficult but still required a lot of effort, says Schmits. Kiwa's expertise was indispensable. "What is important is that you have experts on hand who understand the business. At Eurofrigo, much of our system management documentation was written on the basis of actual practice, rather than vice versa. That means we need auditors who understand our processes and can match them to regulations in an intelligent manner. Kiwa provided that practical expertise." Says Van Mackelenbergh, "In certification procedures, almost everything depends on the quality of the auditor. The auditors we've had here from Kiwa knew their stuff and had excellent communicative skills. A certification procedure isn't much fun, but a good auditor can at least ease the process."

A satisfied customer, Eurofrigo has asked Kiwa to handle all its certification procedures from now on. "We felt an increasing need to bring all our certifica-



tion activities under one roof", says Schmits, "both in view of cost reduction and of company-wide alignment. It is easier to work with auditors who know our company and have proven their expertise to us. That's why we've opted for Kiwa."

## GROWING DEMAND

The partnership with companies like Eurofrigo fits into Kiwa's growth ambitions in food safety management. Says Michael van der Vlies, "We clearly intend to increase our role and use our expertise more widely in this field. We're already developing good connections in a number of countries, such as Germany and Turkey. Particularly emerging countries like Turkey are very keen on ISO 22000 as it will provide them easier access to international markets." Although it will take time, that eventually ISO 22000 will gain a firm position, says Nick ten Have. "We're already seeing growing demand for ISO 22000. The internationalisation of markets is increasing the need for harmonised standards." Kiwa is ready for that international market and for actively meeting the needs of players in this market. Says Ten Have, "Because we're among the first certifiers accredited for ISO 22000 and can thus offer clients a complete and up-to-date service package, we're in a good position for growth."

*The partnership with companies like Eurofrigo fits into Kiwa's growth ambitions in food safety management.*

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## KIWA EURASIA OPENS UP EUROPEAN MARKETS TO TURKISH EXPORTERS

# GATEWAY ISTANBUL

THE ECONOMY OF TURKEY IS ONE OF THE FASTEST GROWING IN EUROPE. ADD THAT TO THE COUNTRY'S DISTINCT GRAVITATION TOWARDS EUROPEAN MARKETS AND YOU HAVE THE RAISON D'ÊTRE OF KIWA Y ATIRIM HOLDING LTD, KIWA'S NEW OFFSHOOT BASED IN THE CAPITAL CITY OF ISTANBUL.



Kiwa Yatirim Holding was founded with the purpose of becoming a platform for numerous Kiwa businesses in Turkey. While the holding scours the market for joint ventures, take-overs and other ways of strengthening Kiwa's position in Turkey, its first daughter company Kiwa Eurasia Ltd this year has started offering Kiwa's wide range of testing and certification programmes to the country's players. Eurasia is operating under supervision of

Kiwa's German office for system certification for the time being, Kiwa Zert GmbH. The Germans are providing Kiwa Eurasia with further technical training and support for new certification products, as it expands its reach in Turkey.

The primary focus of Kiwa Eurasia for now is on CE marking and ISO 9000 certification. "Our Turkish colleagues have extensive knowledge in both fields", says Ad Besemer, director of Kiwa's Division Emerging Countries. They are not the only ones. Turkey has at least 100 to 120 institutes and agencies jostling for space on the certification market. Many of these, unfortunately, lack the competence that Turkish exporters need for their products to succeed on European Union markets, says Besemer. "In many layers of the Turkish business community, certification is something you can buy", he says. "For the right price you can get all the right papers, without ever seeing an auditor or submitting to a real inspection. It may be fast and cheap, but if an inspection brings this kind of practice to light, your company is in serious trouble, especially if you mess with CE marking, because CE is all about product safety."

### THE HARD WAY

On the positive side, awareness of the need for certification is rapidly rising among Turkish entrepreneurs. "There are major opportunities for product certification. Many Turkish companies realise by now that they need the right certificates to stand a chance with European partners. The challenge for Kiwa Eurasia is to convince them of the advantages of obtaining those certificates the hard way." Kiwa Eurasia's arguments include its access to reliable, state-of-the-art test facilities, its precise adherence to legal procedures and the strictness of its auditors. "We can guarantee our customers that passing the tests with Kiwa means their products and processes are totally compliant with European standards", says Besemer. "Competition is fierce, but many certifiers on the Turkish market are niche players. A West European institute like Kiwa with a broad range of products and backed by a wealth of expertise and experience stands a good chance. For serious companies interested in incorporating product or even system certification in their export strategy, Kiwa Eurasia is a worthy partner."



## COLOPHON

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### **Kiwa improves quality with expert know how.**

Kiwa is an independent high quality organization having as its core business certification and research. This is being supported by inspection, training and consultancy. The clients are public utility plants, (local) government agencies, industry, (business) services and (international) organizations. Kiwa works for clients in many industries, but the emphasis is on water and energy, construction and infrastructure, mobility, feed & food, safety, environmental care and personal care.

For more information: [www.1kiwa.com](http://www.1kiwa.com).

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