

## **IQNET Unveils New Look**

**Bern, January 2021** – Marking its 30<sup>th</sup> anniversary, IQNET Association launched its new brand as approved by the General Assembly in its recent meeting.

The new IQNET logo blue tone is a perfect reflection of the Association's authoritativeness and trustworthiness in the field of conformity assessment. Its revolutionary movement from rectangular to circular shape surrounded by dotted waves represent its key promise to its stakeholders – “together, we build value and trust around the world, for people and businesses to create a sustainable future.”

### **IQNET, Building trust together**

How would 35 - entirely independent, competing, and geographically distributed conformity assessment organizations work together? “It is made possible by the core competencies shared and observed by our Partners -- through caring and sharing, maintaining integrity, showing competence, and proactively establishing itself as a knowledge hub,” explains Pedro Alves, Managing Director of IQNET Association.



IQNET Association through the cooperation of its Partners harness vast amounts of information and expertise to develop vital knowledge for the benefit of the business sectors, standardization, and conformity assessment communities.

Built on long time experience, IQNET Partners strictly adhere to the rules of the Association by maintaining and providing professional, reliable, and responsible services. Being 'Glocal' earns the trust of the business sector, thanks to its local Partners' unique leadership and expertise combined with IQNET's global recognition.

### **Waves of changes to be seen in the coming months**

Changes on the new IQNET logo and brands will be gradually introduced this year from the different levels of the organization. Certified clients will be guided by IQNET Partners during the transition.