

5 Key Benefits of Product Certification

Manufacturers should consider these benefits when thinking about whether or not to get a product certified with any certification body:

1. To Gain Marketing Advantages

A certified product may display the trademark indicating that the product has undergone evaluation and testing to verify that the product will perform as indicated.



2. To Meet Regulatory Requirements

Some states or local cities have specific regulations permitting only certified products to be sold in their jurisdiction.



3. To Earn Business Deals

Some retailers and dealers prefer or require the parts/systems they sell to be certified.



4. To Ensure Consistency

Certification bodies conduct consistent inspections to verify that manufacturing practices remain consistent over time.



5. To Protect Consumers

Allows consumers to confidently target products certified to address their specific water problems and contaminants.

