## 8 Reasons to Get Certified by WQA

### Recognized Marks
The Gold Seal and Sustainability Mark are recognized by both consumers and industry members.

### Efficient and Equivalent Program
WQA provides a product certification program to the industry that is an effective, efficient, and equivalent alternative to other certification bodies.

### Positive Customer Experience
WQA is focused on best in class customer experience, making sure its customer service is helpful, personal and responsive.

### Certification Meets City, State and Federal Regulations
Some states or local cities have specific regulations in place that require certification for the ability to sell legally in that jurisdiction. California passed legislation requiring an ANSI accredited certifier issued certification to products making health claims before they can be legally sold in CA. If a product is certified by WQA, you can be assured that it will also be safe for purchase in CA.

### Established Relationship With Multiple Associations
WQA has a working relationship with multiple associations, agencies and organizations, such as, the Environmental Protection Agency (EPA), the Food and Drug Administration (US FDA), Center for Disease Control (US CDC), and the World Health Organization (WHO).

### First Standard Developer for Drinking Water Treatment Products
WQA was the first organization to develop testing standards and certification policies for products that treat drinking water.

### One Focus Only
*WQA’s primary focus is on the drinking water industry.*