

Five Tick StandardsMark™

Research Confirms Australia's Recognition of "Five Ticks"



Do you want your customers, stakeholders and employees to instantly recognize that your organization is certified?

SAI Global owns the range of certification trade marks that are based on the 'five ticks' brand. Only clients certified by SAI Global may have the privilege to display one of these very highly regarded marks. The recognition in the marketplace gives our certified clients a cutting edge over competitors who are not certified by SAI Global.

Key Awareness Findings

- The 'five ticks' StandardsMark™ has 82% general awareness
- Men were 85 per cent aware of the mark and women 70 per cent
- Younger consumers (aged under 30) were 90 per cent aware
- A 'five tick' StandardsMark™ reinforces a company's commitment to meet Australian and/or international standards.

Note: According to research carried out by UMR Pty Ltd in December 2004.

UMR Pty Ltd

UMR Pty Ltd is a specialist research provider with offices in Australia, New Zealand and Singapore and services that span the Asia-Pacific region. UMR is known for determining what matters most to opinion leaders – the prevailing political and economic mood, current consumer thinking which relies on sound thinking and the latest polling techniques. www.umar.com.au

SAI Global Limited

SAI Global Limited is one of the world's leading business publishing, compliance, training and assurance organizations with offices in Europe, Australia, New Zealand, and North America and across Asia. Through its extensive network of auditors, experts and training professionals SAI Global works with organizations to help them build better businesses. A consumer survey conducted by the independent market research agency UMR has revealed that eight in ten (82 per cent of) Australians recognize the 'five ticks' StandardsMark.

Contact us

Whether you are looking for certification against a Standard, assessment to your own goals and commitments, supplier assessment, or training, SAI Global has a solution.

To purchase standards, enquire about certification and auditing or for education and training, visit our website www.saiglobal.com/assurance

*Note: SAI Global has an extensive range of programs; these logos represent just a small portion. Visit our website www.saiglobal.com/assurance to view the whole range.



Quality
ISO 9001



Environment
ISO 14001



Health &
Safety
AS 4801



Food Safety
ISO 22000



Market &
Social
Research
ISO 20252



Information
Security
ISO 27001



Medical
Device
ISO 13485



Legal Best
Practice
LAW 9000



Automotive
TS 16949

thinking business...driving improvement

