



*For immediate release  
07 October 2004*

To: Retail trades

## GLOBAL CONSUMER STANDARD GETS CHINESE MAKEOVER

The British Retail Consortium (BRC) will be releasing a 'Chinese Simplified' translation of its groundbreaking Global Standard for Consumer Products on 26 October 2004. This will prove invaluable for companies who are developing a presence in the Far East, enabling them to co-operate more effectively with their suppliers.

The BRC Global Standard for Consumer Products, launched in 2003, specifies the requirements of supplying consumer products to the UK retail market. The Standard is an important initiative in promoting product safety standards across all sectors and providing the basis for companies supplying consumer products to achieve certification.

Kevin Swoffer, BRC Head of Technical Services, said: "This is a significant development in the BRC Global Standards series as it extends the reach of best practice standards into the important Far Eastern market.

"Retailers recognise the importance of the supply of consumer products from China and the Far East and we are in no doubt that the translation of the Standard will help businesses who are increasing their operations in the region.

"The BRC Standard for Consumer Products provides the mechanism by which suppliers will be assessed and their competency measured against a common but appropriate standard. It is envisaged that suppliers will act positively, as was the case with the BRC Global Standard - Food, where there has been significant evidence of continuous improvement and commitment to meet customer requirements."

Ends

### Notes to Editors

The Standard is available to pre-order from TSO (The Stationery Office), priced at £90 plus £3.75 for postage and packaging. A 15% discount is offered for all orders over 15 copies. It can be ordered by quoting ISBN number - 0117031976 by phone on +44 (0)870 243 0123, by fax on +44 (0)870 240 3701, online at [www.tso.co.uk/bookshop/brc](http://www.tso.co.uk/bookshop/brc) (discount is not available by this method), or by post from TSO, PO Box 29, Norwich, NR3 1GN, UK.

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