

GLOBAL MARKET EXPANSION WITH ETL CERTIFICATION

CGM Collaborates with Intertek on customized compliance plan to bring first of its kind system to North American market

Company
CGM

Industry
Design and production

Intertek Solution
Partnership beyond testing and certification

CGM, a member of the ABB group and a leader in the design and production of ergonomic control room environments, wanted to bring its Intelligent Extended Operator Workplace (Intelligent EOW concept) products to the North American market. This is a first-of-its-kind system where each user has a log-in, and the Intelligent EOW platform automatically adjusts to that individual's personal needs for desk height, screen height, lighting, sound, etc. Through its expertise in testing and certification, Intertek provided CGM a comprehensive assessment of their workstation technology, as well as the ability to reach the coveted North American market through ETL Certification.

"We want a single point of contact that is on top of everything, can find answers to questions quickly and makes sure the project runs smoothly. We also want guidance - you are the experts and we bring our vision to you and expect you to put together a suitable package of services for us. We will continue to work with Intertek because they deliver what we need." - Anders Stenvall, CGM Productio Manager



Intertek

FOR MORE INFORMATION

+1-800-WORLDCOM (967-5352)

icenter@intertek.com

intertek.com

The Challenge

CGM's Intelligent EOW platform provides ergonomic operated workstations for different control rooms for 24/7 work environments, such as those seen in the process industry (mining, oil and gas, etc.), the transportation industry (trains, subways, etc.) and the security sector (police, emergency services, private security companies). The Intelligent EOW platform is intended to help operators work better and be more alert, while also improving their overall health. Due to the complexity of the product, which consists of eight different adjustable desk models, the largest of which contains 12 motors; testing and certification would provide a challenge in achieving compliance with the applicable regulatory standards.

In the past, CGM had used its CE Mark for entry into the European Economic Area (EEA), which provided great market opportunities in that region of the world. The strength of this CE Marking allowed them to sell their products to customers outside of the EU as well, so they would use the CE Mark as a basis for the certification requirements for their own markets. As the company took a more global view, CGM made the decision to take more

direct control of certification issues. In order to expand their global reach and access the coveted North American market, the Intelligent EOW platform would need to undergo additional testing and certification in order to gain entry into the US and Canada.

The Solution

The process for reaching the North American market began with the Intelligent EOW platform undergoing CB certification according to the harmonized US/Canada standards. Once the products had received the CB Certificate, the process then continued into ETL Certification, which would serve as the key for market entry throughout all of North America, a lucrative market for CGM. Achieving ETL Certification has allowed CGM to focus on the global expansion of their products and business. Working with Intertek provided CGM a single compliance partner to meet all of their certification needs, as well as serving as a great learning experience where they gained valuable insight into the certification process. Now, with access to the North American market, CGM has raised their profile as a global player, bringing their revolutionary system to countries around the world.