

RAL – An Overview

德国质量保证与认证协会（RAL）– 简介



The History of RAL

德国质量保证与认证协会发展历程

23 April 1925
1925年4月23日

Foundation of the Reichsausschuss für Lieferbedingungen from which RAL takes its name

成立德国供货条件委员会，德国质量保证与认证协会名称亦起源于此

1939 – 1945
1939 – 1945年

No possibilities for developing and implementing regulations under private law

依照私法规定，不存在制订和实施条例的可能性

1954

RAL Fundamental Guidelines for Quality Marks

编制用于质量标志的RAL基本准则

1972

Named RAL e.V. again after 20 years
时隔20年后，协会名称再次变为RAL e.V.

1925

A boom period for Germany during the Weimar Republic – calls for rationalisation within the economy
魏玛共和国时期蓬勃发展：呼吁经济领域合理化

RAL has set the standard for continuously and independently controlled quality since 1925
自1925年以来，德国质量保证与认证协会不断制定旨在连续独立控制质量的标准

1925

1940

RAL clearly defines colour tones
德国质量保证与认证协会明确界定色调

1927

1960

A new start with the social market economy
揭开社会主义市场经济的新篇章

1952

Period of recovery for the economy and for RAL
经济复苏时期暨德国质量保证与认证协会再次腾飞期

1950s / 1960s
20世纪50、60年代

1980

RAL in the service of the environment
德国质量保证与认证协会开始致力于环保服务领域

1978

1985

Fundamental Guidelines for Quality Marks
published in the Federal Gazette
在《联邦公报》上发布《质量标志指南》

2008

RAL Colours and
Ecolabels given a
new legal form
RAL色卡与生态标签
被赋予全新法律形式

1990

RAL receives a new name:
RAL Deutsches Institut für
Gütesicherung und
Kennzeichnung e. V.
德国质量保证与认证协会更
名为RAL Deutsches Institut
für Gütesicherung und
Kennzeichnung e. V.

1980**2000**

RAL is notified by the
European Commission
as a “Competent Body”
德国质量保证与认证协会
被欧盟委员会指定为“欧
盟主管机关”

1992**2010**

RAL takes on the new task
of independent brand
marketing and supervision
德国质量保证与认证协会启
动自主品牌营销与监管新任
务

01 July 2013
2013年7月1日

To this day
时至今日

RAL Quality Marks – a reflection of developments in the economy and society, as
well as in the area of consumer protection
RAL质量标志已发展成为反映社会经济发展与消费者保护状况的指针

Quality assurance makes the difference

质量保证令世界大不同

RAL



- Independence
独立
- Non-discrimination
非歧视
- Neutrality
中立
- Objectivity
客观
- Reliability
可靠
- Transparency
透明

Excellence is more than quality

卓越不囿于高品质

RAL



Independent and neutral

独立与中立

- Bearer of the RAL Quality Assurance System since 1925
自1925年起不断优化RAL质量保证体系
- Founded as the “Reichs-Ausschuss für Lieferbedingungen” (National Board for Delivery Conditions)
成立之初为“德国供货条件委员会”
- Responsible for the creation of the quality marks
负责构建质量标志
- Defends the quality assurance system and the term quality marks (Gütezeichen)
维护质量保证体系与质量标志（Gütezeichen）

To this day, the goal has been the creation of uniform and clearly specified technical delivery conditions.

时至今日，协会宗旨已变为创立统一且明确规定的交付技术条件。

Institute / RAL Quality Assurance System

研究所 / RAL质量保证体系

RAL

- Always exceeds current standards and legal regulations
总是超越现行标准与法律规定
- Goes beyond conformity assessments and quality management systems
超越遵从性评估与质量管理体系
- Is not limited to individual characteristics of a product or a service
不限于某项产品或服务的特质



Quality refers to all aspects that are relevant for customers or clients.

质量涉及与顾客或客户相关的方方面面

What Quality Assurance Associations are there?

质量保证协会知多少



30

Countries
30个国家



9,000

Companies
9000家企业



130

Quality Assurance Associations
130家质量保证协会



160

Quality Marks
160项质量标志

RAL gGmbH

德国劳尔公共有限责任公司



RAL COLOURS

RAL色卡业务



The language of the world of colour since 1927
自1927年以来，RAL色卡在国际上广泛通用

RAL COLOURS

RAL色卡业务



RAL ENVIRONMENT – The Blue Angel

RAL环保业务 – 德国蓝色天使



The first and most successful ecolabel in the world
全球首个亦是最成功的环保标志

RAL ENVIRONMENT

劳尔环保业务

The people behind the Blue Angel

蓝色天使背后的支持机构



1.The Federal Ministry for the Environment, Nature Conservation and Reactor Safety

德国联邦环境、自然保护、建设与核安全部

- Official owner of the Blue Angel ecolabel
蓝色天使环保标志的官方所有者
- Appoints the Environmental Label Jury
任命环境标志陪审团



2.The Federal Environmental Agency

德国联邦环保局

- Accepts proposals for new basic award criteria
接受与最新基本认证标准相关的建议
- Develops the criteria for awarding the Blue Label
制订蓝色天使标志认证标准



3.The Environmental Label Jury

环境标志评审团

- Independent decision-making body with representatives from environmental and consumer associations, industry, trade, crafts, trade unions and academia
独立决策机构，由来自环境与消费者协会、工业、贸易、手工艺、工会和学术界的代表组成
- Selects the product areas for the new basic award criteria
为全新基本认证标准选择产品领域



4.RAL gGmbH

德国劳尔公共有限责任公司

- Organises the expert hearings
举行专家听证会
- Receives the individual applications
接收个人申请
- Awards the label in the name of the Federal Environmental Agency
以德国联邦环保署的名义颁发蓝色天使认证标志



RAL ENVIRONMENT – EU Ecolabel

RAL环保业务 – 欧盟生态标签



RAL LOGO LICENCE

RAL标识许可证业务



The RAL LOGO LICENCE guarantees the worth of the tests carried out by **Stiftung Warentest** by monitoring and licensing advertising that uses the test results.

RAL

标识许可证通过监控并特许使用检测结果的广告，确保德国商品检验基金会（**Stiftung Warentest**）所开展测试的价值



The most recently formed business area of RAL gGmbH

德国劳尔公共有限责任公司最新组建的业务领域



How are the eco-label criteria for a new product group established?

如何针对全新产品类别编制生态标签标准？

- A proposal is submitted from
提出建议：
 - Any body including
所有机构均可提交建议，其中包括：
 - Environmental Label Jury
环境标志评审团
 - Ministry for the Environment
德国联邦环境、自然保护、建设与核安全部
 - FEA Federal Environmental Agency
德国联邦环保局
 - RAL gGmbH
德国劳尔公共有限责任公司
- Screening of product groups
筛选产品类别
- Decision by Environmental Label Jury
环境标志评审团做出决定
- Technical Preparation and proposal for Basic Award Criteria
为基本授予标准做好技术准备并提供建议
- Expert Hearings take place in which the following participate:
召开专家听证会，与会人员包括：
 - RAL gGmbH (President)
德国劳尔公共有限责任公司（总裁）
 - Federal Environmental Agency
德国联邦环保署
 - Tendering industry (BDI)
德国工业联合会（BDI）
 - Consumer associations (vzbv/Stiftung Warentest)
消费者协会（vzbv/德国商品检验基金会）
 - Environmental associations
环保协会
 - Other experts, if applicable
其他专家（如适用）

- **Decision by Environmental Label Jury**
由环境标志评审团做出决定
- **Announcement of new Eco Label criteria by the Ministry for the Environment, Publication by RAL gGmbH**
由德国联邦环境、自然保护、建设与核安全部与德国劳尔公共有限责任公司颁布全新生态标签标准
- **Contracts concluded by RAL gGmbH following a successful application evaluation**
顺利通过申请评估后，由德国劳尔公共有限责任公司签订合同

- RAL has been:
RAL的职能:
 - The only awarding body for the „Blue Angel“ Ecolabel since 1978
自1978年以来一直是“蓝色天使”生态标签的唯一颁发机构
 - The awarding body for the European Ecolabel in Germany since 1993
自1993年以来一直是德国境内欧盟生态标签的颁发机构
- Basis for this function:
该项职能的基础是:
Agreement between RAL and Umweltbundesamt (UBA)
(Federal Environment Agency)
RAL与德国联邦环保署签署的协议
- as amended on June 28, 2005 –
修订于2005年6月28日

- **Filing application**
提交申请
- **Conclusion of contracts on the use of the Blue Angel**
就使用蓝色天使标志事宜签订合同
- **Prosecution of misuses**
滥用起诉
 - **by licence holder**
由许可证持有人提出
 - **by third parties**
由第三方提出
- **Revenue of fees**
费用收入



REVIEW OF THE APPLICATION BY RAL gGmbH

德国劳尔公共有限责任公司处理申请的简要流程

Processing of the application on the basis of the respective Basic Award Criteria includes checks for:

根据相关基本认证标准处理认证申请，其中包括核查如下项目：

- Completeness of documentation

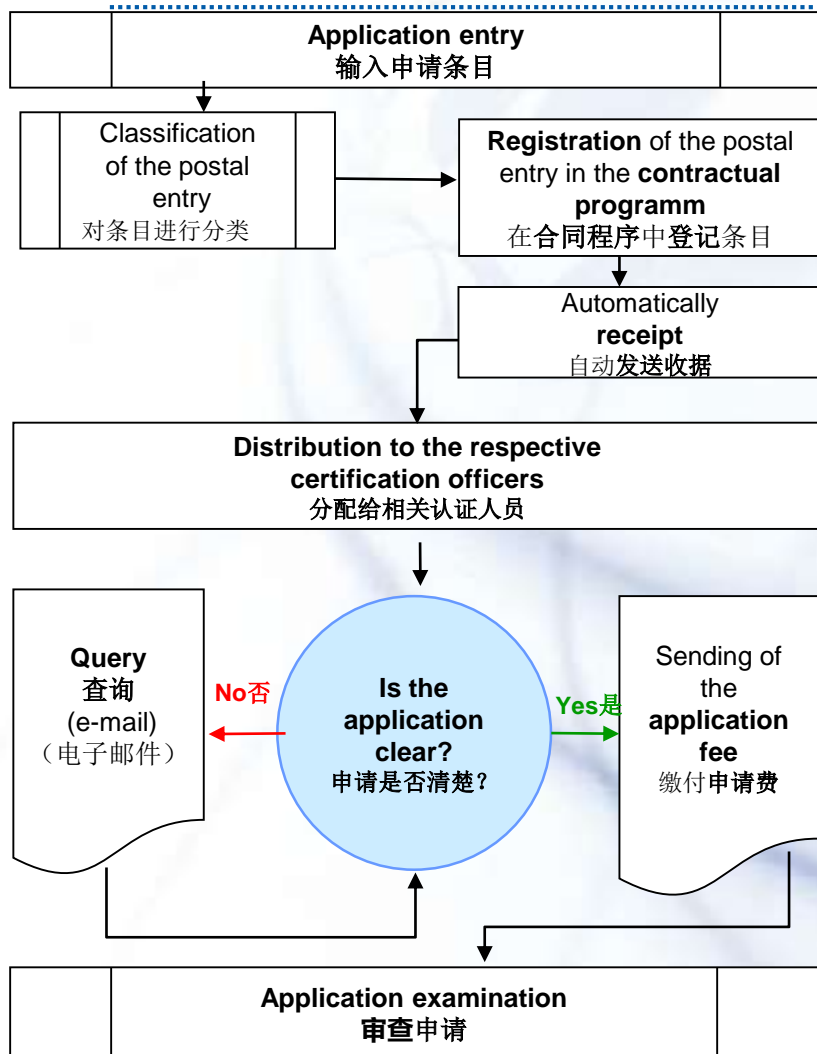
文档完整性

- Compliance with the scope

是否符合适用范围的规定

- Compliance with the requirements corresponding to the respective compliance verifications

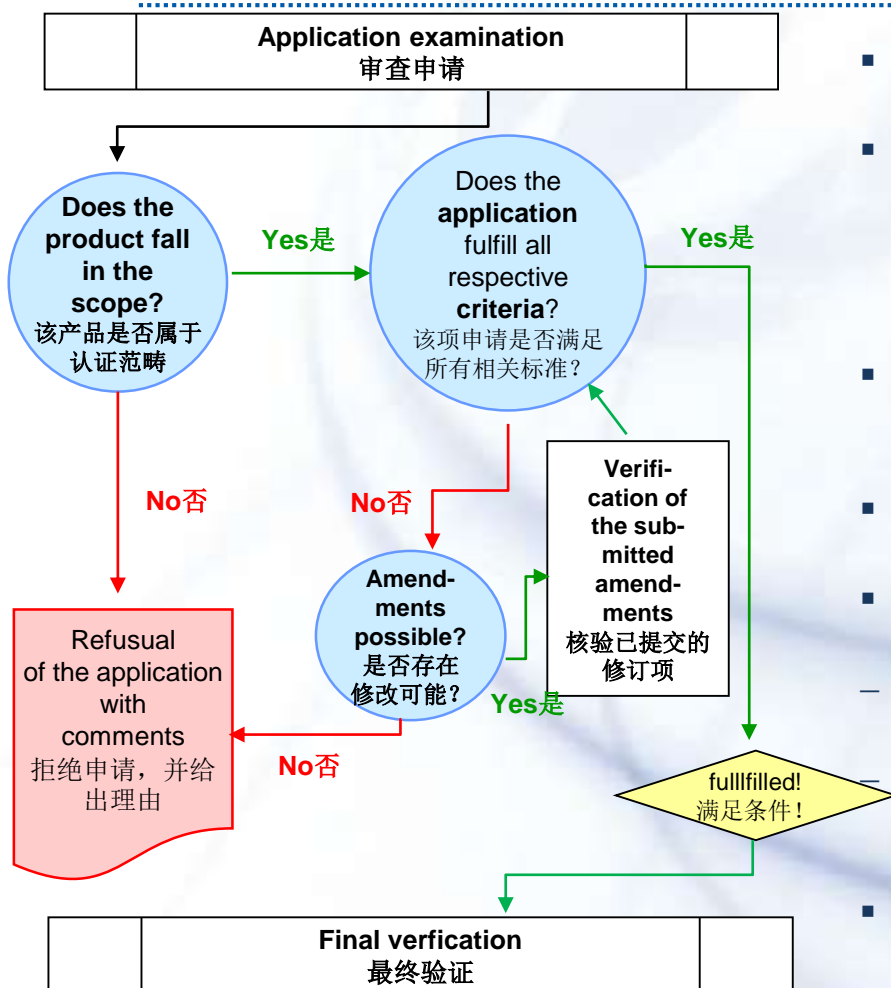
是否满足符合性验证的各项规定



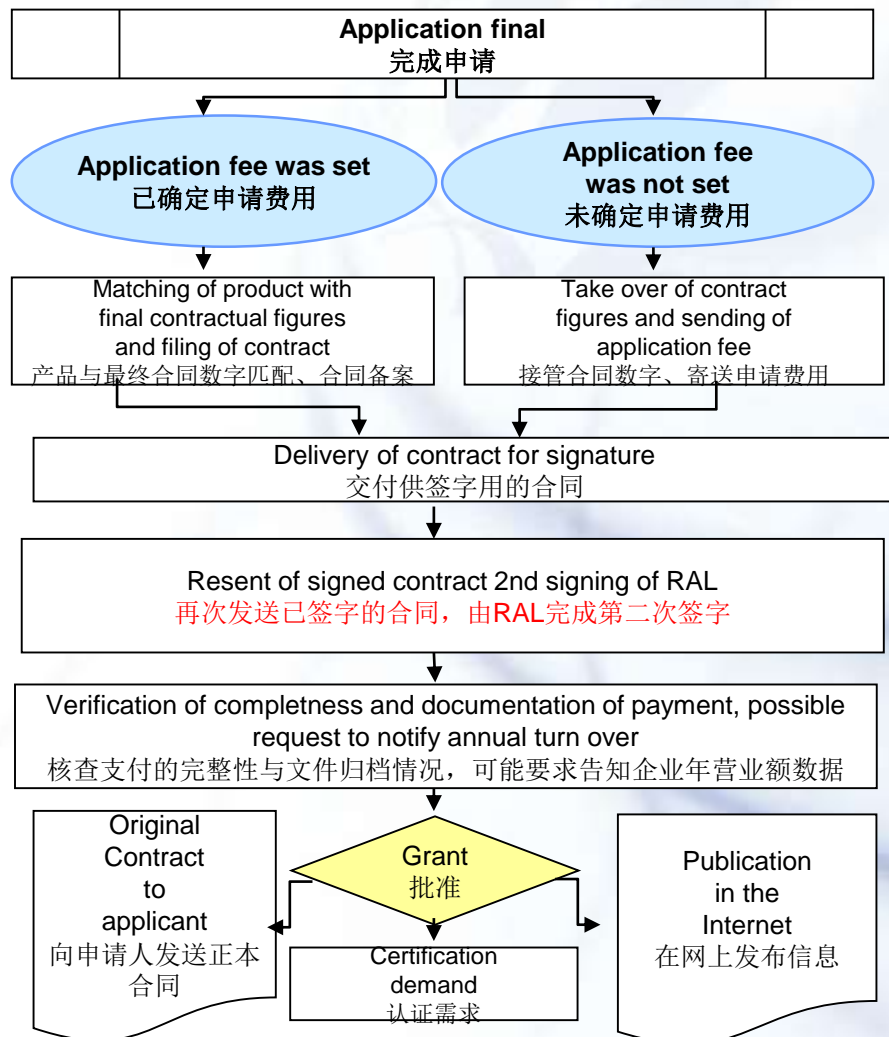
- Application letter without further documents.
仅提交申请信，未提供更多文件
- Not mentioned for which product group an application is made.
未提及所申请的产品类别
- Product description is not clear.
产品描述不清晰
- It is not clear from the first moment how many contracts will result from the application.
开始时不清楚提出申请后蓝色天使认证可能涉及合同的数目

In this special case only in the process of the application the final number of contracts can be set and the application fee must be set later.
在这种特殊情况下，唯有在申请过程中方可确定合同的最终数目，而申请费用则须在晚些时候方能确定

- Sometime it is not clear who is the applicant and who is label user.
有时未能厘清谁是申请人、谁是标签使用者。



- Scope in respect to products needs discussion.
拟议产品的适用范围。
- Test reports are incomplete, too old, not plausible, wrong standard was used or other languages than German or English were used.
检验报告不完整、过于陈旧、不确切、使用了错误标准或使用了除德语或英语之外的其他语言。
- Appendixes were incomplete or filled out false, samples were missing.
附录不完整或填写错误、样品丢失。
- Applicant's declarations do not fit with the criteria.
申请人的声明不符合认证标准的要求。
- To many contact persons in the company:
企业中联系人众多：
 - Difficult communication
沟通困难
 - Several times explanations of the procedure
需多次解释流程
- Transfer of success and deadline pressure onto the application officers by permanent telephone calls regarding finishing the application (time consuming).
就申请完成事宜无休止地致电盘问，将成功认证与最后期限的压力转嫁给受理申请的工作人员。



- Final product name not clear when granting is possible.
在可能获批时尚不清楚最终产品名称
- Contracts get lost on the postal way.
合同在邮寄时丢失
- Application fee is not paid in due time. Granting only when payment is received.
未能即时支付申请费用。只有收到费用后才会最终批准申请。
- Annual fee was not paid.
尚未支付年费。

FURTHER TASKS

其他任务

Before application

申请之前

- Questions regarding scope
与适用范围相关的问题
- Questions regarding process of application and criteria
与申请流程和标准相关的问题
- Questions regarding new product groups
与新产品类别相关的问题
- Questions regarding costs
与相关费用的问题
- Question regarding the application duration
与申请时间相关的问题
- Question from test laboratories
与测试实验室相关的问题
- Questions regarding standards
与标准相关的问题

After granting

获批之后

- Questions from consumers regarding the labelled products
回答消费者与贴标产品相关的问题
- Questions from the public procurement office
回答政府采购办公室的问题
- Question regarding use of the logo, certificates homepage
回答与使用标志和证书主页相关的问题
- Questions regarding period of validity, prolongation and after sales
回答与有效期、延长有效期及售后相关的问题
- Questions regarding extension
Verification of criteria during the contractual period (surveillance)
回答与在合同期内延长标准验证期限相关的问题（监察）

Requirements and Compliance Verifications, among other things, for: 要求、符合性验证及其他事宜:

Products / Services, for example, with respect to:
产品 / 服务的具体指标, 例如:

Ingredients: 成分	Exclusion, for example, of carcinogenic substances Limitation, for example, of mercury content 例如不含致癌物质 汞含量等限制性要求
Noise emissions: 噪声排放	Limit value for the product for protection of the user for protection of the environment 为保护使用者与环境而设定的产品限值
Emissions: 排放	Dust, CO ₂ – limit value 灰尘、二氧化碳 – 限值
Energy: 能源	Power consumption – limit value – 限值

Manufacturing
Process:
制造工艺

- Use of certain materials e.g. recycled paper
- 使用特定材料，例如再生纸

Installation
Instructions:
安装说明

- Wood-pellet stoves:
Reason: Achievement of the environmental goal
requires a proper installation of the stove by skilled
personnel

木球炉：

原因：为实现环保目标，需要
由专业技术人员
正确安装木球炉

Directions for Use:
使用指南

- With respect to product use
涉及产品用途

Warnings:
警示标志

- proper storage
 - protection from improper use
- 善储存
防止使用不当

Different Types of Compliance Verification

符合性验证的不同类别

- **Manufacturer's Statement**
制造商声明
- **Examination of the product formulation (for paints / verification by RAL gGmbH)**
检查产品配方（油漆/由德国劳尔公共有限责任公司进行验证）
- **Testing by laboratories e.g. noise and air emissions, pollutants in water**
由实验室进行检测
例如噪音与空气排放、水污染物等
Testing is done on the basis of specified test methods:
在特定检测方法的基础上完成检测：
 - a) **on the basis of standards (DIN, ISO)**
基于标准（DIN、ISO）的检测
 - b) **OECD Directive**
经济发展与合作组织指令
 - c) **legal testing methods**
法定检测方法
 - d) **specific methods developed by testing laboratories**
由测试实验室开发的特定方法

- **Verification of product and service information by submission of**
通过提交的如下资料验证产品与服务信息：
 - **Instructions for use**
使用说明
 - **Manufacturer's product literature or by**
制造商提供的产品资料，或通过
 - **Visual checks**
视检完成验证



On-site inspections in certain cases e.g.

RAL-UZ 30a (Products made from recycled plastics)

特殊情况下的现场检查，例如RAL-UZ 30a（由再生塑料制成的产品）

- The applicant shall provide verification of the origin and composition of the recycled plastics used by means of a certificate (including report) according to the EuCertPlast certification scheme (including calculated and plausibilized verification of the post-consumer waste percentage).
申请方应根据EuCertPlast认证计划（包括消费后废物比例的计算值与可信验证值），通过提交相关证书（包括报告），提供所使用再生所料的原产地与组成成分核验资料。
Moreover, the applicant shall specify the qualitative and quantitative composition of the product applying for the Blue Angel eco-label, i.e. the portions of recycled and virgin plastics as well as the percentages of additives possibly used.
此外，申请方还应阐明申请蓝色天使环保标签之产品的定性与定量组成，即再生和新塑料的比例以及所使用添加剂的比例。
- The records and results shall be reviewed at the place of production, plausibilized and confirmed as a test report by an independent expert body.
应在生产场所核验记录与结果，由独立的专家机构以检验报告的形式对其可信度进行确认。

Costs for the Blue Angel

蓝色天使认证费用

The Blue Angel – Schedule of Fees

蓝色天使认证 – 收费一览表

- New proposals are free of charge
免费提供新建议
- Application fee: one time charge 250 €
申请费：一次性收取250欧元
- Using the label: amount of fee depending on the expected turnover of the labelled products (in annual numbers)
标志使用费：根据贴标产品的预期年营业额确定具体数额
- Extension fee 150 €
延期费150欧元

ANNUAL TURNOVER in millions of Euro 年营业额（单位：百万欧元）		ANNUAL FEE in Euro plus VAT 年费（单位：欧元）+增值税	FEE CATEGORY 收费类别
up to 0.25	低于0.25	270.00	1
from 0.25 to 1.0	0.25至1.0	540.00	2
from 1.00 to 2.5	1.00至2.5	1,080.00	3
from 2.5 to 5.0	2.5至5.0	2,110.00	4
from 5.0 to 15.0	5.0至15.0	3,050.00	5
from 15.0 to 25.0	15.0至25.0	4,500.00	6
from 25.0	高于25.0	6,000.00	7

Contact 联系方式



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Many thanks for your attention
谢谢

