

Welcome Message: *In Good Company*



Everyday, small and medium-sized business owners like yourselves defy the odds, turning ideas into paycheques through a combination of hard work and sheer determination. Despite the challenges, you somehow find the money, the right people, and the extra hours in the day to get the job done right.

Unfortunately, when it comes to using formal standards – either in relation to your products, services or business practices – the reality for most small and medium-sized businesses is a lack of awareness. The perception is that standards are only for big business, are overly bureaucratic or are too expensive to implement.

The information that too often isn't getting through is that standards can help your business save money and increase profits, enhance productivity, increase consumer confidence and open doors to new markets and new clients – both within Canada and abroad.

In this 2006 issue of CONSENSUS magazine, the Standards Council of Canada has included a range of company profiles, interviews and practical information about standardization for small and medium-sized businesses. By using real examples of small businesses that are improving their bottom line with standards and by addressing some of the obstacles when it comes to using standards, we hope that you will take a first, or even second look, at how standards can work for you and your business.

Sincerely,



Peter Clark
Executive Director

World Standards Day 2006

On October 14, the Standards Council joined with its international partners to celebrate World Standards Day and to reflect on the pivotal role of small and medium-sized businesses in today's global marketplace.

“International standards can provide practical solutions to many of the challenges faced by small business in today's globalizing markets. In so doing, they allow small business owners and managers to enhance their traditional virtues of hard work, enterprising spirit and close attention to the requirements and satisfaction of their customers.”

– A joint message from the International Organization for Standardization, the International Electrotechnical Commission and the International Telecommunication Union.

**Standards:
big benefits for small business**

