

Why QB ?

The Centre Scientifique et Technique du Bâtiment – CSTB launches the QB certification – Quality in Building. QB is the CSTB certification mark, which is gradually replacing the CSTBat, CSTBat Service, Certifié CSTB Certified and UPEC CSTB marks.

Goal: to simplify the current certification scene in the construction sector, maximise the legibility of benchmarks for the quality, performance and reliability of products, services and stakeholders.



become



1 WHAT IS THE SCOPE?

QB is a certification mark for products, services and individuals.

- > Certification of products: construction materials, products or equipment
- > Certification of tools or services associated with the roll-out of construction methods:
 - player expertise,
 - software,
 - design study for building works or parts of building works, including technical equipment,
 - product implementation, equipment installation, carrying out building works or parts of building works,
 - equipment and works maintenance,
 - training.

Advantages for specifiers

- > **A more legible unifying mark for specifiers, issued by an impartial and recognised stakeholder.**
- > **A high-added-value mark, which will gradually incorporate digital-format and environmental data.**
- > **A mark driven by good communication, which is sustainable over time, both in France and internationally.**

2 WHAT ARE THE REQUIREMENTS?

The quality and impartiality of the certification process, and the level of its requirements form the basis of the technical added value of QB certification. These two elements help ensure that quality levels are consistently reliable.

QB is at the service of professionals and supports them by enabling the products, services or skills that it certifies to be recognised. The certification also applies to all stakeholders: manufacturers, fitters, specifiers and project owners.

The content of the reference system for each application was retained: the certified characteristics and the transitional procedures remain the same. In the medium term, QB will integrate specific requirements like those relative to the environmental data or the BIM. The QB certification mark will favour the use of technical classifications – such as UPEC, EST, SESAAME, etc. – for drawing up the requirements.

3 WILL IT BE ROLLED OUT INTERNATIONALLY?

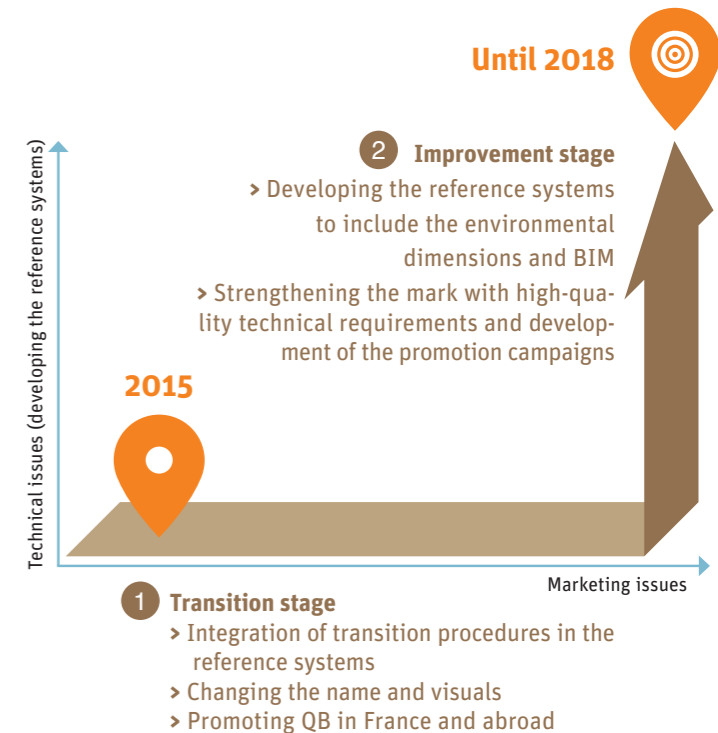
QB was launched on the French market in 2015. QB will then be gradually extended to other countries in 2016 and the years that follow. This roll-out will begin in Europe, followed by the Mediterranean region, by fields of activity and in relation to the needs expressed by stakeholders to support them with their international development.

4 WHAT IS THE ROLL-OUT SCHEDULE?

The QB General Requirements became applicable on 1 October 2015.

A transition period, from 1 October 2015 to 31 December 2018, has been scheduled to ensure that everyone benefits from a smooth transition from the current certification to the QB mark. In the case of a technical obligation specific to a family of products, in particular with regards to product marking, an exemption may be extended beyond 31 December 2018.

A two-stage transition



A kit of communication for holders of the QB mark and professional trade unions:

web banners / leaflet / campaign visuals (posters, kakemonos, stickers) / powerpoint presentation / body copy



> Web banners: Fixed and animated
(Square 300X300, Leaderboard 728X90, Half-page 300X600)



> Poster, sticker



> Kakemono

What type of communication ?

A campaign promoting the QB certification mark will support the mark's ramp-up in 2017 and 2018.

1 PRINT AND DIGITAL MEDIA

The mark will benefit from high visibility during the second half of 2017, in connection with important professional events: Congrès HLM, Mondial du Bâtiment, Salon des Maires, etc.

A print and digital media campaign kicks off in September 2017 in major trade media, targeting large audiences of specifiers, project managers, manufacturers and distributors.

2 EVENT CAMPAIGN AT BATIMAT

The CSTB provides an event communication kit to the QB certification holders, who are exhibitors at the Mondial du Bâtiment of 2017 with the Batimat, Idéobain and Interclima + Elec trade fairs.

It includes the communication kit as well as a QB trophy, which will highlight their stands.



ONE MARK A THOUSAND QUALITIES



QUALITY IN BUILDING

The certification mark of

CSTB

le futur en construction

qb.cstb.fr