

For construction stakeholders, the **QB certification mark** demonstrates the quality of a manufacturer's product thanks to a rigorous certification process. Based on assessments conducted by the CSTB, a neutral and independent third party, QB certification guarantees that the product performs in compliance with a reference system defined for a field of application. The characteristics of the product and the associated production unit are regularly checked by the CSTB.

These inspections confirm the quality and fitness for purpose of the products based on European standards and additional performance requirements, meeting market demand.

The QB mark can be supplemented with a rating. For floor coverings, this is known as the **UPEC classification, which facilitates the selection of floor coverings best suited to the uses of the location where it will be installed.** For project owners and specifiers, it is the simplest and most reliable way to choose a high-quality floor covering, by matching expected usage with performance criteria, using the classification's identification letters as a guide.

In 2017

Nearly **30 000** QB UPEC certified products

More than **150** production units audited in Europe and worldwide

## What products?

The CSTB issues QB certification associated with UPEC classifications for the following products:

- Ceramics
- Resilient flooring
- Laminate flooring
- Textiles



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### CERTIFIED PERFORMANCES pertaining to resistance to:

#### **U** WEAR (Usure)

##### Characterizes the impact of footfall

- Settling
- Changes in structure
- Soiling
- Abrasion

Ratings: U<sub>2</sub>, U<sub>2S</sub>, U<sub>3</sub>, U<sub>3S</sub> ou U<sub>4</sub>

#### **P** PUNCTURING (Poinçonnement)

##### Characterizes mechanical effects

- Furniture (static effect, shifting or rolling)
- Falling objects (impacts)

Ratings: P<sub>2</sub>, P<sub>3</sub>, P<sub>4</sub> ou P<sub>4S</sub>

#### **E** WATER (Eau)

##### Characterizes the frequency with which water comes into contact with the floor

- Occasionally
- Frequently
- Regularly

Ratings: E<sub>1</sub>, E<sub>2</sub> ou E<sub>3</sub>

#### **C** CHEMICALS (Chimie)

##### Characterizes resistance to staining and chemical agents

Ratings: C<sub>0</sub>, C<sub>1</sub> ou C<sub>2</sub>

## How does UPEC classification work?

The premises are grouped into 8 categories corresponding to varying degrees of harshness of use:

**Housing - Offices - Stations and Airports - Shops - Hotels - Schools - Hospitals - Retirement homes.**

**Depending on the premises, a different classification is assigned for each performance type, based on the use.** To guide your search, the document "Information about the UPEC classification of premises" (CSTB Specifications no. 3509) summarizes all classifications of premises.

The notes A+, A++ or D+, add further certified characteristics to the QB UPEC certification.

#### Acoustic option A+ et A++

Characteristics measured:

- Impact sound efficiency
- Acoustic absorption
- Footstep acoustics

The performances levels vary according to the product and are more demanding for UPEC A++ than for UPEC A+.

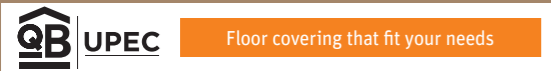
#### Dimensional option D+

Concerns size criteria: reduced tolerances enabling thin joint installation.

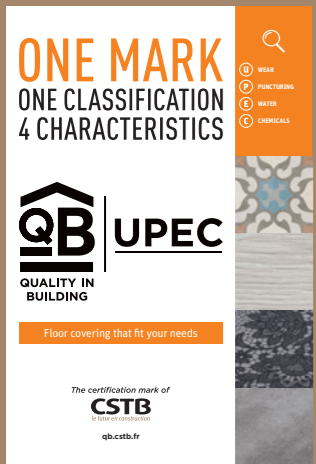


## A communication kit for holders of the QB UPEC mark and professional associations:

Static and animated web banners / leaflet / campaign visuals in poster, kakemono and sticker formats / promotional item / PowerPoint presentation



> Web banners (Medium rectangle 300X300, leaderboard 728X90, half-page 300X600)



> Poster, kakemono



> Sticker

Request your communication kit on the [qb.cstb.fr](http://qb.cstb.fr) website

Find out more



## What type of communication?

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

In autumn 2017, the QB UPEC campaign will follow the same graphic principles as the QB campaign.

### 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.

To specifically highlight the QB certification with UPEC classification, a campaign is also being conducted in media specific to the floor covering sector.

### ADVANTAGES FOR SPECIFIERS

> A QB mark issued by an impartial stakeholder recognised in France and around the world

**UPEC classification helps specifiers:**

- > identify the floor coverings best suited to the user's requirements and the constraints of the space,
- > make sure the characteristics will endure with use,
- > distinguish between two products that appear identical, with an objective, clear and transparent choice.

## How will QB be rolled out?

QB was launched on the French market in 2015. It will gradually be extended to other countries.

UPEC classification is already well-known in Europe and North Africa.

The reference systems are available in English on the website: <http://evaluation.cstb.fr>.

# ONE MARK ONE CLASSIFICATION 4 CHARACTERISTICS

U WEAR P PUNCTURING E WATER C CHEMICALS



Floor covering that fit your needs

The certification mark of

**CSTB**  
le futur en construction

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