

PR3486dr5

6<sup>th</sup> September 2001

## **'WRc Approved' – When Quality Counts**

International water and environment consultant WRc has recently re-launched its successful **'WRc Approved'** scheme. The scheme offers a confidential, independent technical view on whether a product is fit for the purpose claimed. The relaunch comes as the first ever **'WRc Approved'** certificate, awarded in 1996, undergoes its 5-year re-assessment.

During those five years, over 150 approval certificates have been awarded across the world, in Europe, Japan, Canada and the USA. **'WRc Approved'** certificates now cover a diversity of products such as GRP wet wells, thermostatic mixer valves, flexible couplings for drainage applications, coatings for fittings, valves and pipes, GRP pipes and cured-in-place pipe renovation systems.

As the **'WRc Approved'** quality mark has become more widely known, it has become a powerful marketing tool. The **'WRc Approved'** logo provides specifiers, purchasers, and end users of water or wastewater related products or services with the confidence that a product or service is fit for the job it claims to be able to do. For manufacturers and suppliers of these products, the award gives added credibility to products, proving that they have passed the WRc assessment process and are deemed worthy of the approval certificate.

The **'WRc Approved'** certificate and logo, now updated, shows that a product has been thoroughly assessed against a technical specification or code of practice. The assessment process is independent, confidential and conducted by WRc's highly competent, multi-disciplinary team. It frequently includes on-site assessment of installation, jointing and other parameters crucial to the successful operation of the product or service concerned.

For further information on **'WRc Approved'**, contact Julia Trew, WRc Approved Scheme Manager, on 01793 865151, or the WRc website [www.wrcplc.co.uk](http://www.wrcplc.co.uk) .

-ends-

292 words

**For further information please contact:**

At the Agency:

**Kathryn Stubbings**  
**IMS Public Relations**  
**Tel: +44 (0)1672 520788**  
**Fax: +44 (0)1672 520789**

At the Client:

**Julia Trew**  
**WRc plc**  
**Tel: +44 (0)1793 865000**  
**Fax: +44 (0)1793 865001**

Editors Notes

**About WRc**

WRc is a leading provider of solutions for water, waste and the environment. For over 70 years WRc has been providing independent consultancy, research services and software products to utilities, suppliers, industry, regulators, the EU and Governments world-wide.