



NÁRODNÍ POLITIKA KVALITY

The top products and services won an award in the Czech Quality Program



The Czech republic Council of quality and the Management committee of the Czech Quality Program announced the conferment of other awards for top products and services in this program. These awards were handed over during an evening ceremony in Národní dům situated in Vinohrady neighbourhood in the presence of the Czech republic Parliament representatives, artists and vocational and professional organizations representatives on the 12th November 2008. The action was organized under the auspices of the President of the Czech republic Senate Mr. Přemysl Sobotka.

There were handed over further 16 awards for the top products and services in this Czech Quality Program during a ceremony which is a traditional action in November - the Month of Quality and the European Week of Quality. This program is the only in the Czech republic to guarantee for customers that the product or service quality was checked by an independent laboratory, that the quality is controlled in permanence and that the customers' satisfaction is checked as well. The Czech consumers have in this way larger possibilities to do their shopping without risk to spend their money for a defective or even dangerous product, the possibilities being given to them with each new conferred award.

"No State in the world can control all products coming to the market" explained JUDR. Ing. Robert Szurman, the President of the Czech republic Council of quality. "Even when the number of inspections is still increasing, only a small percentage of products gets to the laboratories for a security or quality detailed checking up. The consumer has to rely on the producer's declaration that his product meets all legal rules. Of course, it needn't be right. But then the products awarded in the Czech Quality Program guarantee to customers that these products had to go through a strict testing and that they comply with all aspects."

This handing over new awards to companies taking a very good care of their products and services quality was provided by the Vicepresident of Senate Mr. Jiří Šneberg, the Senator Mr. Tomáš Jirsa and the Deputies Mrs. Anna Čurdová and Mr. Walter Bartoš, further by the Director of the Czech republic Parliament secretariat Mr. Ivan Příklad, the President of the Confederation of employers' and businessmen's unions Mr. Jan Wiesner, the President of the Czech republic Council of quality Mr. Robert Szurman and a lot of other representatives from professional organizations. The awards were handed over also by artists Mrs. Daniela Šinkorová, Zora Jandová, Lucie Vondráčková, Jitka Ježková, Helga Čočková and others.

In this ceremonial Evening with the Czech quality, there was awarded also - as the tradition bids - "The healthy children's footwear - shoes for your children". The holder and administrator of this mark is the Czech shoemaking and boot association. The company mentioned below has received new certificates as well:

KONSORCIUM T+M Ltd. - for the assortment of children´s outdoor winter and year-long shoes.

" The assortment of children´s outdoor winter and year-long shoes from the KONSORCIUM T+M Ltd .company fulfils all demanding requirements for a medical correctness, for a suitable construction of shoes from the orthopedical point of view, for strict hygienic certificates and for the security during their wearing.All assortment uses leather materials on the upper part of shoe as well as inside which ensures a big comfort of wearing and the children´s shoes match there very well. We can accentuate also an important aspect which is an impressionable design and embossing of shoes with using new types of bottom leather and a fancy colouring." These are terms of Mr. Antonín Žírovnický, agent of the firm KONSORCIUM T+M Ltd. He informed us that all his staff had prepared this new assortment carefully during more than half a year and they appreciate the obtained award very much.



The Czech quality program has been helping the customers to be well oriented in the market already for 6 years. At this period the public attitude towards products of high quality has improved a bit and some people begin to find out how to buy a secure and a good-quality product. However, there is still enough customers preferring cheaper goods from a market-hall or from some cheap shops.

"The consumers often think that buying a product of a worse quality, they risk only not to be able to use it for the same time as a product of the high quality. They accept this fact as

a recompense for lower price" remarked to the market situation Mr. Pavel Ryšánek, the Vicepresident of the Management committee of the Czech Quality Program. "The results of inspections persuaded us that a lot of products, especially from Asia are not only of a worse quality but they are also dangerous and harmful . The most serious situation is in the field of products for children. How careful can be the production quality control in countries where they are not able to check even the infantile food quality?"

The products and services with a mark of quality are a common and required part of offer in advanced european countries. However, the way to this customers´ awakening took in some countries even several years. Let´s hope that in our country the customers will awake the advantage of good- quality products in shorter time.