

UNITED STATES DEPARTMENT OF COMMERCE
NATIONAL BUREAU OF STANDARDS
In Cooperation With
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
WASHINGTON, D. C.

EXPORT TRADE EXPANSION AND RETENTION
THROUGH CERTIFICATION OF QUALITY

The National Bureau of Standards and the Bureau of Foreign and Domestic Commerce are jointly carrying out a program for establishing commercial standards for commodities exported and the publication of such standards in appropriate foreign languages, for the purpose of promoting export trade.

Standards to Promote Exports

Through the years, foreign buyers have frequently requested the National Bureau of Standards to examine and certify that the quality of goods for export conforms to specifications. With the feeling that this should be done by commercial testing and inspection agencies, and realizing that the concentration of inspection and testing in a Government agency may tend to slow down the movement of goods from seller to buyer and constitute a bottleneck which would be thoroughly undesirable for all concerned, the National Bureau of Standards has preferred to assist in the development and establishment of standards or specifications. These may be cited in sales contracts, and the necessary inspection and testing may be done by commercial testing agencies situated close to the point of production or shipment. This plan makes maximum use of NBS resources of research data and factual information without unnecessary and unwarranted expansion of Governmental functions.

It is believed that with modern mass-production methods, systematic inspection, and technical control of raw materials and processes, our country now surpasses foreign competition in its ability to produce uniform grades and types of the highest quality of machine-made goods. However, speaking broadly, we have not used standards with voluntary inspection prior to shipment, and voluntary certification as to grade in order to clinch the recognition of and reputation for quality as a sound foundation for the expansion of a more permanent and profitable export trade.

Buyers, both domestic and foreign, are eagerly searching for assurance as to quality, and sellers are even more eagerly looking for means to promote sales, to expand, and to solidify their markets. What more natural, convenient, and effective means could there be for accomplishing both of these purposes than

through the voluntary, legally-binding certification of quality by the seller according to voluntary standards established with the cooperation of the Federal Government? It is a logical and practical long-term method of preparing for economic defense.

In order to make this possible, Congress has allotted a small sum to enable the National Bureau of Standards to cooperate with those industries which may wish to do so, in the development and establishment of commercial standards as a basis for export trade.

The procedure is very similar to that for the establishment of commercial standards for domestic trade. On specific request by the exporters, conferences are held, standards developed and adjusted, and following acceptance in writing by a satisfactory majority, these standards are published and promulgated in English by the National Bureau of Standards. In the course of development, the Bureau of Foreign and Domestic Commerce investigates the usefulness of proposed standards from the standpoint of practical trade promotion, and obtains opinions and suggestions from well-informed foreign buyers, in order that the standards may have the maximum value as a means of increasing the prestige and sale of American commodities abroad.

Approved standards are then translated into Spanish, Portuguese, or other appropriate languages according to the market opportunities, and after checking with experienced exporters, the translations are published in these languages by the Bureau of Foreign and Domestic Commerce. They are circulated to the American Foreign Service Officers for trade promotion purposes, and to libraries, government departments, and other offices in foreign countries, where they will be available for reference.

Exporters may also obtain printed copies at reasonable cost, in such quantities as they desire, in English or other language editions for use by their own representatives in stimulating foreign business.

It will be seen that the purpose of commercial standards for export trade is to provide definite methods of testing, grading, and inspection for conformity with performance requirements and other criteria; to present a common basis for better understanding between buyers and sellers; to assure prospective foreign buyers of uniform, high-quality products in order that they may purchase with confidence; and to provide a means whereby American exporters may cooperate with the Federal Government in the expansion of export markets and the improvement of our reputation as producers of quality products as distinct from those which are offered almost wholly on a price basis or for barter.

Exporters who may be interested in the establishment of standards for export trade, or who may wish to inquire further about them, are encouraged to write the Division of Trade Standards, National Bureau of Standards, or the Bureau of Foreign and Domestic Commerce, Washington, D. C.

The first thing I noticed when I stepped out of the car was the cold. It was a sharp, biting cold that seemed to penetrate my coat. I shivered involuntarily as I walked towards the building. The air was thick with a heavy mist that obscured the view of the street. I could hear the distant sounds of traffic and the occasional shout of a passerby, but they were muffled and indistinct. I felt a sense of isolation and vulnerability as I made my way through the foggy streets.

As I approached the entrance of the building, I noticed a sign that read "City Hall". The building itself was a grand, multi-story structure with classical architectural features. The entrance was flanked by two large columns, and a set of stairs led up to a portico. I hesitated for a moment, unsure of what I was supposed to do. The fog seemed to be closing in on me, and I felt a growing sense of unease. I took a deep breath and pushed open the heavy door, stepping into a brightly lit interior.

The interior of the building was a stark contrast to the foggy exterior. The walls were a warm, golden-brown color, and the floor was made of polished wood. The air was clean and smelled of old books and fresh coffee. I looked around, taking in the details of the room. There were several tables and chairs arranged in a common area, and a few people were sitting at the tables, engaged in conversation. I felt a sense of relief and comfort as I stepped into the building. It was a warm and inviting place, a far cry from the cold and misty streets outside.

I walked towards the counter, where a friendly-looking woman was smiling at me. She had short, curly hair and was wearing a red sweater. She greeted me with a warm smile and asked if I needed any help. I told her that I was looking for a specific department, and she pointed me in the right direction. I thanked her and continued on my way. The woman's smile and the warm atmosphere of the building made me feel like I had found a safe haven. I was grateful for the help and the sense of community that I felt in that moment.

I followed the woman's directions and found myself in a large, open-plan office space. The room was filled with desks and computers, and several people were working at their desks. I felt a bit out of place, but I knew that I had to get on with my business. I approached a man who was sitting at a desk near the entrance. He was wearing a blue shirt and had a friendly expression. He asked me what I needed, and I explained the situation to him. He listened carefully and then offered me some advice. I thanked him and continued on my way.

I walked through the office space, feeling a bit more at ease now. The people I had met were friendly and helpful, and the atmosphere was positive. I felt like I was part of a team, even though I was just a visitor. I continued to walk through the office, looking for the department I needed. The office was well-lit and organized, and I was impressed by the professionalism of the staff. I felt a sense of pride and accomplishment as I made my way through the building.

I finally found the department I was looking for. It was a small, quiet room with a desk and a computer. A woman was sitting at the desk, and she greeted me with a smile. She asked me what I needed, and I explained the situation to her. She listened carefully and then offered me some advice. I thanked her and continued on my way. The woman's smile and the warm atmosphere of the building made me feel like I had found a safe haven. I was grateful for the help and the sense of community that I felt in that moment.

I walked back towards the entrance of the building, feeling a sense of relief and accomplishment. The fog had cleared, and the sun was shining brightly. I felt like I had found a safe haven, a place where I could feel comfortable and at ease. I was grateful for the help and the sense of community that I felt in that moment. I walked back towards the entrance of the building, feeling a sense of relief and accomplishment. The fog had cleared, and the sun was shining brightly. I felt like I had found a safe haven, a place where I could feel comfortable and at ease.

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