

S Mark: For Your Own Safety

The S Mark is a symbol of safety for your customers and evidence to authorities that Zenith has independently tested and certified your product's compliance to applicable European safety requirements. With the S Mark, your product may be sold throughout the EU without further safety testing or certification. As a European safety mark, the S Mark communicates to over 450 million people that your products are safe.

Throughout Europe, it does not matter how you say "Safety"... Sicherheit (German), Seguridad (Spanish), Sécurité (French), Sicurezza (Italian), Segurança (Portuguese), Säkerhet (Swedish). In Europe, "Safety" begins with S.

Why is the S Mark important to you?

For your customers, the S Mark is a visible proof of the safety of your product. For manufacturers and retailers, S Marking is assurance that your brand reputation will not be put at risk by a product safety failure. In addition, because each "S Marked" product is independently tested, you don't risk having your products taken off the market because they don't meet market requirements.

Over 40,000 certified products

The S Mark is only found on products that have been independently tested and certified to applicable safety standards. Today there are over 40,000 products that have been S Marked.

These certified products are found in following industries:

- Lighting
- IT
- Consumer Electronics
- Household Appliances
- Medical
- Telecom
- Industrial
- HVAC/R
- Installation
- Components
- Measurement equipment
- And many more

Use the S Mark as Part of Your Marketing Strategy

With the S Mark comes the opportunity to leverage your company's commitment to safety in your marketing efforts. The S Mark may be leveraged in your own material, or you may use S Mark collateral from Zenith to support your product marketing - including stickers, tags, folders and more.