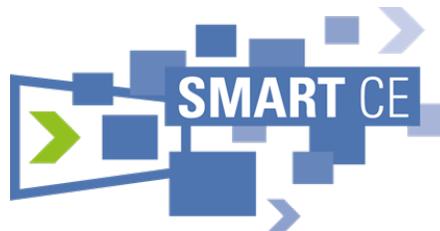


## PRESS RELEASE

Brussels – 7 June 2018

# The European Committee for Standardization and Construction Products Europe mark the achievement of the Smart CE Marking CEN Workshop Agreement

Today, the European Committee for Standardisation (CEN) President, Mr Vincent Laflèche, together with Construction Products Europe President, Dr Heimo Scheuch, CEO of Wienerberger AG, co-signed the Statement of Achievement of the Smart CE Marking CEN Workshop Agreement.



Construction product manufacturers must comply with the Construction Products Regulation (CPR) and deliver a Declaration of Performance (DoP) to the market according to harmonized standards (hENs).

In practice, this means that a lot of detailed information can be made available and exploited to its full potential. The goal is to promote CE marking for construction products through the optional use of an electronic declaration. Standardization is at the core of our common technical language and so CEN was the natural partner to develop this digital reference document.

Smart CE marking provides a link between the product and its DoP in a digital, machine and human readable format. It allows designers, contractors, end-users and public authorities to easily access and assess, in combination with appropriate digital tools, DoP information in a user-friendly, target-oriented manner. More so, Smart CE marking helps designers and processors complying with their documentation duties and reduces the administrative burden.

During the event, Dr Scheuch thanked CEN, DG GROW at the European Commission, Construction Products Europe members and colleagues from other parts of the construction industry for their support and involvement. Furthermore, he stated that *"This Smart CE marking initiative is an important piece of the large digital construction puzzle but one that construction product manufacturers should embrace to provide their products technical information to the market. I am pleased that this was initiated and concluded by our European association."*

The CEN Workshop Agreement Chairman, Mr Paul Surin added *"Smart CE marking will facilitate the development of digital tools. It allows product traceability, provides a direct link to manufacturers and is Building Information Modelling (BIM) compatible. The CWA will now be taken on by CEN Technical Committees (TCs), including TC442 which is working for BIM. Industry experts must get involved as governance is very important if we want to develop and use a true open BIM."*

*The CEN President, Mr Vincent Laflèche, highlighted that "CEN support to deliver the Smart CE Marking Workshop Agreement demonstrates the commitment of the organization to facilitate industry's digital transformation through standardization, and illustrates how standardization can be a tool to achieve those strategic digital objectives. This initiative may open the way for similar developments in other sectors".*

CEN Technical Committees (TCs) and Construction Products Europe will now embark in the development of a product-specific approach to allow the optional use of Smart CE marking by manufacturers.



From left to right: Dr Heimo Scheuch, President Construction Products Europe and Mr Vincent Laflèche, President European Committee for Standardization (CEN) shaking hands following the signature of the Statement of Achievement of the Smart CE Marking CEN Workshop Agreement.

**CEN** (European Committee for Standardization) is recognized by the European Union (EU) and the European Free Trade Association (EFTA) as European Standardization Organization responsible for developing standards at European level. These standards set out specifications and procedures in relation to a wide range of materials, processes, products and services.

The members of CEN are the National Standardization Bodies of 34 European countries. European Standards (ENs) and other standardization deliverables adopted by CEN are accepted and recognized in all of these countries.

European Standards (ENs) contribute to enhancing safety, improving quality, facilitating cross-border trade and strengthening the European Single Market. They are developed through a process of collaboration among experts nominated by business and industry, research institutes, consumer and environmental organizations, trade unions and other stakeholders.

CEN works to promote the international alignment of standards in the framework of technical cooperation agreements with ISO (International Organization for Standardization).

### **About CEN**

CEN website: [www.cen.eu](http://www.cen.eu)

CEN-CENELEC website: [www.cencenelec.eu](http://www.cencenelec.eu)

Media contact:

#### **Sarah Penny**

Director Strategy & Governance  
CEN-CENELEC Management Centre

T: +32 2 550 08 11

Email : [spenny@cencenelec.eu](mailto:spenny@cencenelec.eu)

Twitter: @Standards4EU

---

**Construction Products Europe** aims to facilitate sustainable competitive growth of the European construction products industry by promoting efficient housing and infrastructure solutions through consensus and dialogue with the European Institutions and societal stakeholders. To achieve this, they monitor European legislative, administrative and economic measures affecting the construction materials and building products industry, and ensure, whenever possible, that the industry's interests are taken into account. We represents the interests of all European construction products manufacturers.

As the representative of the European construction products industry, their activities cover a wide range of topics at product level, building level, infrastructure and even at city level. Their work programme is closely linked to the agenda of the European Institutions and stretches across industrial policy, sustainability issues, and single market completion.

Our priority is to obtain the recognition of the importance of the construction sector from the EU decision-makers. Thereby leading to a more coordinated and stable EU policy framework.

### **About Construction Products Europe**

Website: [www.construction-products.eu](http://www.construction-products.eu)

Media contact:

#### **Christophe Sykes**

Director General  
Construction Products Europe

Email : [info@construction-products.eu](mailto:info@construction-products.eu)

Twitter: @ConstructionEU