



Quality Certification Alliance

Quality and Safety. Delivered.

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QCA MILESTONE: 10-YEARS OF GOING ABOVE AND BEYOND FOR BRAND SAFETY

CHICAGO, ILLINOIS (July 10, 2018) – The [Quality Certification Alliance \(QCA\)](#), has reached a milestone this July, commemorating ten-years as the promotional product industry's only independent, non-profit accrediting organization dedicated to validating industry manufacturing and sourcing processes. QCA has grown from a group of fourteen forward-looking companies in search of a comprehensive industry standard for compliance - to the industry model for world-class brand safety through responsible sourcing of branded merchandise.

“[Board President, David Clifton](#) of alphabroder remarked, “QCA has added immeasurable value to our industry over the last ten years and remains a shining example of what’s possible through collaboration around doing what’s right, fair and responsible.”

When asked what prompted his organization to become a founding company of the QCA, [Immediate-Past President, Larry Whitney](#) with Polyconcept, noted, *“we had a good compliance program, but it was difficult to get that point across to customers and end-users without a frame of reference. There were, and still are, no comparable organizations that evaluate an organization on their ability to meet a variety of compliance-related criteria. Encouraging an independent third-party organization like QCA was in the best interests of our industry.”*

QCA’s continued enhancement of protocols and standards reflects the company’s ongoing commitment to delivering innovative, powerful, and robust solutions for brand safety through the responsible sourcing and manufacturing of promotional products.

[Jeff Lederer, CEO of Primeline](#), another founding company asserts, *“QCA has become the pre-eminent industry organization in product quality and safety, and for ten years there is no match - which shows the vision of this innovative group of founding companies. The longevity of QCA shows that the importance of ensuring this industry has the proper standards of compliance is critical.”*

As the QCA accredited supplier base has expanded during its ten-year history, the organization recently turned its attention to generating more end-buyer brand safety awareness. For nearly the past two years, QCA has been engaging directly with brands



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and trade associations across the country to promote brand safety. The message is simple, “if your brand is significant enough to promote, then it is significant enough to protect.”

For more information about QCA Accreditation and to inquire about the process and benefits received, visit <http://www.qcalliance.org/>.

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About QCA:

The Quality Certification Alliance is an independent, not-for-profit, accreditation organization whose mission is to elevate the standards by which industry firms provide consistently safe, high-quality, socially compliant and environmentally conscientious merchandise. QCA Accreditation is granted to companies who complete an independent third-party audit and comply with stringent standards, which are based upon a combination of state and national laws, international standards and industry-accepted best practices that are recognized for their strength and effectiveness.

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