

# PROTECTING YOUR BRAND HOW WE CAN HELP

Intertek Cristal are global leaders in systems and services for brand quality, standards management and related risk management.

## ABOUT INTERTEK CRISTAL


We help clients not only to protect their brand through proactive management systems and standards, but also by allowing them to unlock the economic benefits associated with increases in efficiency, quality and productivity.

## KEY BENEFITS OF USING INTERTEK CRISTAL




## TRUSTED INDEPENDENT VERIFICATION

 **Recognised**  
for over 25 years as the global leader in travel, tourism and hospitality risk management and software solutions.

 **Established**  
presence in key markets globally with a workforce of over 45,000 employees.


 **Trusted**  
as the dedicated risk management partner by the world's most respected brands in over 100 countries.

 **Respected**  
technical specialists frequently called upon to contribute to industry-level decision making, best practices, and guidance.

## THE CERTIFICATION PROCESS

- a Define**  
client-specific risk at each location
- b Assess**  
current operating conditions
- c Define**  
gaps and areas of improvement
- d Conduct**  
certification audit
- e Award**  
certification to compliant sites
- f Continuous**  
support to ensure ongoing compliance
- g Re-certify**  
at regular intervals to maintain standards

### FOR MORE INFORMATION

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