

General Award Rules

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1. Scope and eligibility

Gold Standard Quality Awards addresses one question: whether reliable evidence establishes that a product exceeds the applicable regulatory requirements of its target market. Compliance with all applicable regulatory requirements is the entry threshold. An award requires at least one core parameter directly relevant to the principal use, quality or safety of the product to exceed the corresponding requirement reliably. Brand size, sales and price do not replace product evidence.

2. No award quotas

There is one award level, with no scoring, voting, ranking or paid tiers. Brand nationality, size, sales, advertising, advisers and previous honours do not replace these requirements.

3. Applicant responsibilities

Applicants must have the right to submit the relevant material and authorise its publication, ensure that the model corresponds to the configuration on sale, and disclose adverse results and material changes. Gold Standard Quality Awards is responsible for verification and decisions based on the actual evidence. Its work does not release manufacturers, importers or sellers from their statutory responsibilities.

4. Making investment in quality verifiable

The advantages of products developed with a serious commitment to quality often remain within technical standards and test reports. Consumers may not understand them, and businesses may struggle to explain them clearly. Gold Standard Quality Awards checks the evidence item by item so that investment in the quality of a specific product can be verified.

5. Recognition of products, not brand reputation

Verification concerns a defined model, configuration, intended use and target market. Established and new brands are subject to the same conditions. Advertising, sales, reputation and other honours cannot replace complete evidence.

6. Compliance and performance beyond the requirement

All applicable requirements must first be satisfied. The core parameters identified in advance must then

show a reliable, comparable measured margin, linked to the relevant standard clauses and report pages. A favourable result on one parameter cannot offset a failure on another mandatory requirement.

7. Evidence-based verification and independent decisions

There is no voting, ranking or scoring, and no separate product technical standard is established by the programme. Verifiers provide reasoned findings. An authorised person who did not undertake the case verification makes the decision independently. Interests must be disclosed and conflicts managed through recusal.

8. Public record, certificate and mark licence

An award produces a public award record, an electronic certificate and a mark licence limited to its stated scope. Every finding is supported by reports, data and clauses. Validity is 12 months. Renewal is free of charge but requires renewed verification.

9. Defined scope and limitations

Recognition does not extend to an entire brand, establish first place in a category, constitute a purchase recommendation or imply unrestricted worldwide compliance. The product must still complete all registrations, declarations, certifications and other market-access formalities required by law in the target market.

10. Authority to apply

Brand rights holders, manufacturers, importers and duly authorised organisations may apply. Agents must provide genuine authorisation covering the product, submission of material, publication and representations concerned. Brands from all countries are subject to the same conditions.

11. Product identity and genuine images

The product name, brand, model, configuration, intended use and sales market must be clear. Genuine product photographs are required, with nameplate and critical-configuration images where necessary. Model families require an additional account of differences and evidence establishing test coverage.

12. Compliance with all applicable requirements

The applicable requirements and editions must be identified for the specific product category, use, configuration and market. Any non-applicability must be justified. No award may be granted while a mandatory requirement is missing or an unresolved failure remains.

13. Reliable evidence of superior core performance

At least one core parameter directly relevant to the product's principal use, quality or safety must show a comparable measured margin above the applicable requirement. Parameters must be identified before

verification; unrelated favourable data cannot be selected retrospectively.

14. Consistent and complete documentation

Complete reports, institutional qualifications, English-language material, notarisation, authentication and authorisation must correspond to the same model, report number and version. A cover page, selected passing pages or a successful upload does not establish successful verification.

15. Disclosure of adverse facts

Fabrication, concealment, invalid qualifications, model discrepancies, attempts to purchase an award or lack of authority to apply preclude an award. Recalls, penalties and significant quality or safety disputes must be checked against the model and target market. No award decision is made before critical unresolved issues are addressed.

16. No programme fees at any stage

No fees are charged for eligibility checks, formal applications, document verification, award decisions, corrections, public registration, electronic certificates, mark licences, renewal, changes, complaints or reconsideration.

17. No paid award tiers or priority decisions

There are no gold, silver or bronze tiers, paid membership conditions, compulsory publicity packages or paid expedited decisions. Donations, purchases, funding and sponsorship cannot be exchanged for an award. Financial support creates no entitlement to recognition.

18. External services arranged by applicants

Applicants independently select eligible providers for testing, translation, notarisation and Apostille services, and pay those providers directly. Gold Standard Quality Awards does not designate or recommend partner testing bodies, participate in their charges or receive a commission.

19. Payments and guarantees cannot replace verification

Agents and advisers must hold genuine authorisation. Their charges do not affect the independent decision of Gold Standard Quality Awards. Claims of internal allocations, designated payments or guaranteed awards should be documented and reported.

20. Records, administration and correction

For matters covered by this document, records must retain the application or case number, specific product and market, version used, documents and page references, responsible personnel, material dates, reasons and formal notices. Personal information and trade secrets are handled according to access permissions. Questions about a record may be raised through correction, complaint or

reconsideration channels available to an entitled applicant. Submission alone does not alter an existing decision or licence. The outcome is determined by the formal notice and current record.

21. Effective date, application and version control

Version 2.0 of this document is published and takes effect on 19 October 2026. It applies to relevant matters formally submitted after that date. Existing applications retain their original snapshot and rules. Material changes are notified separately and handled under transitional arrangements; new conditions are not retrospectively inserted into historical decisions. Website and downloadable texts must agree. Superseded versions identify their replacement, and name or wording corrections are recorded separately from substantive amendments.