VALUE OF AWWA STANDARDS

HOW DO AWWA STANDARDS BOOST BUSINESS?

Customer Confidence & Loyalty
Consumers want products that are high quality, reliable, consistent, and safe. They also want a greater selection of goods and services at continuously lower costs. Standards help make this possible.

Efficiency and Cost Savings
Lowers costs by eliminating redundancy, minimizing errors, and reducing time to market.

Market Access & Trade
Demonstrating compliance to standards helps our products, services, and personnel to cross borders and trade barriers.

Competitive Advantage
Gain competitive advantage over those who do not:
- Gain insider knowledge and early access to information
- Exert influence on technical content
- Develop new markets for products, services, and technologies.

Innovation and R&D
Building on previously standardized technologies, systems, and terminologies lowers R&D costs.

Alternative to Regulation
If the U.S. standardization community (a partnership between the public and private sectors) does not deliver standards and conformance-based solutions for key national priorities or needs, then the U.S. government may satisfy those priorities or needs through regulation.

THE STANDARD OF QUALITY

Quality assurance
You can be confident when you select products and processes that meet the requirements of AWWA Standards.

Industry consensus
Each AWWA Standard is developed by a dedicated volunteer committee and is subjected to a rigorous formal approval process.

Most used
Thousands of utilities of all sizes in North America and in many countries have adopted AWWA Standards.

ANSI approved
ANSI accreditation of AWWA Standards is your additional assurance of excellence.

BEYOND THE BOTTOM LINE

Standards impact quality, lead-time, factory flexibility, and supply chain management.

LEARN MORE
www.awwa.org/standards