

# Why SEL for Product Compliance?

**Your Success:** At SEL our goal is to build relationships with our clients to help them implement successful compliance programs. After all, your success is our success! Many labs and consultants can ultimately get a mark. But at SEL there is the predictable outcome that everyone looks good in the process — agency engineers, the agencies themselves, your in-house engineers, your company when ship dates are met without delays or panics, and SEL. We want you to think of us an extension of your own in-house resources. The better the relationship, the better the compliance process for everyone involved. Following is how we achieve this:

**Experience:** SEL has over 31 years' experience securing UL, CSA, European (CE Mark/TUV) and worldwide product certifications on thousands of different products for companies large and small, with products ranging from room-sized medical systems to small components such as optical isolators. We pride ourselves on tackling complex products that our competition tends to avoid.

**Predictability:** We cannot guarantee that your unit will pass, but we ask, "Why would you be the first of our clients not to pass?" Our approach, refined since 1971, makes all sizes and types of equipment equally straightforward. Ours is not an experiment, but a time-proven procedure.



**Training:** At SEL we see training as a critical factor in the success of the product compliance process. The process can be filled with pitfalls if you are not familiar with the compliance process, testing details, and design requirements. SEL can tailor a training program that is right for your company, including customized reference materials, software and seminars.

**Timing:** The fastest way to market is by designing products according to the Standards from the outset. Sometimes this isn't feasible but we can work with you under less ideal circumstances. SEL's "Compliance by Design" approach is the fastest and most predictable route to comply.

**Costs:** Intelligent test programs, timely design feedback, flexible reports and a proper compliance plan are the best way to control and even reduce costs. Avoiding unnecessary re-submittals reduces costs long term. Our proven procedure, expertise and relationships with the agencies all work together to control costs.

**Project Management:**

Successful compliance programs mandate exceptional project management tools. Some of SEL's tools include:

- SELdirect.com, our online interface
- Customized handouts
- Custom project management software

**Flexibility in Approach:** We do not try to sell you on more than you need. We only recommend the best approach based on your needs. We can be involved by complimenting an existing compliance program to helping create one with our training support. Clients are welcomed to witness every test or just throw it over the wall.

**Integrity:** We consider our reputation to be vital to our business. We strive to enable our clients to engineer safe, compliant products without compromising cost, time or integrity.

**Advantages with SEL:**

*"Compliance by Design" approach by experienced professionals*

*Intelligent test plans and test protocols*

*Coordinated multi-disciplinary testing*

*"One-stop shop" without going to KMart*

*The best project management tools in the business*

**Industries Served:**  
(partial list)

- Telecommunications
- Semiconductor
- Machinery / Industrial
- Information Technology
- Medical
- Laboratory / Biotech
- Consumer / Audio-Video
- Test & Measurement
- Contract Manufacturers
- Design Houses
- Laser Products



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**We're on the Web!**  
[www.SELdirect.com](http://www.SELdirect.com)

### Expertise with Safety Standards:

- UL60950, CSA60950, IEC60950, EN60950  
*ITE, Telecommunication & CATV Equipment*
- UL3101, UL3111, IEC1010, EN61010  
*Lab, Test and Measurement Equipment*
- IEC60825, CDRH (FDA) 21 CFR Parts 1010/1040  
*Laser and LED Products*
- UL6500, IEC60065, EN60065, EN60335, IEC60335  
*Household Products and Audio Video*
- UL2601, EN60601, Medical Device Directive (MDD)  
*Medical Equipment*
- SEMI S2, S8, S9, EN60204, IEC1050, EN292  
*Semiconductor Equipment & Machinery*

If you are like many companies who are looking to improve their current compliance approach, please give us a call at (408) 544-1890. We can schedule a one-hour preliminary meeting for you to get acquainted with us and for us to get acquainted with your products and needs.

You may also go to [www.SELdirect.com](http://www.SELdirect.com) for additional information. While you are there, you can fill out our questionnaire so we can answer any specific questions you may have and/or provide you with an accurate budget proposal for your compliance needs.

## Why SEL for EMC Support?

Satisfied clients over the years have commented, "You've got this safety thing down, so why don't you apply the same philosophy to other aspects of product compliance, particularly EMC?" An appealing idea to clients is to be able to "throw it over the wall" — which is a bit idealistic but understandably appealing nonetheless.

SEL is proud to announce our expanded capabilities in the realm of EMC, with our in-house engineering support ranging from a minor sanity check, to early design feedback at the

board design level, to handling the testing through final certification. Our expanded relationship with CKC Laboratories aids us in this endeavor.

This alliance combined with SELdirect's effective project management, allows for an organized, comprehensive compliance program, tailored for a CE Mark's Technical Construction Files (TCFs) in the European Union for the LVD, MDD, EMC, and Machinery Directives.



SEL's support is flexible, we can test at:

- Your facility
- At CKC's facility (shown above)
- Or any location of your choosing