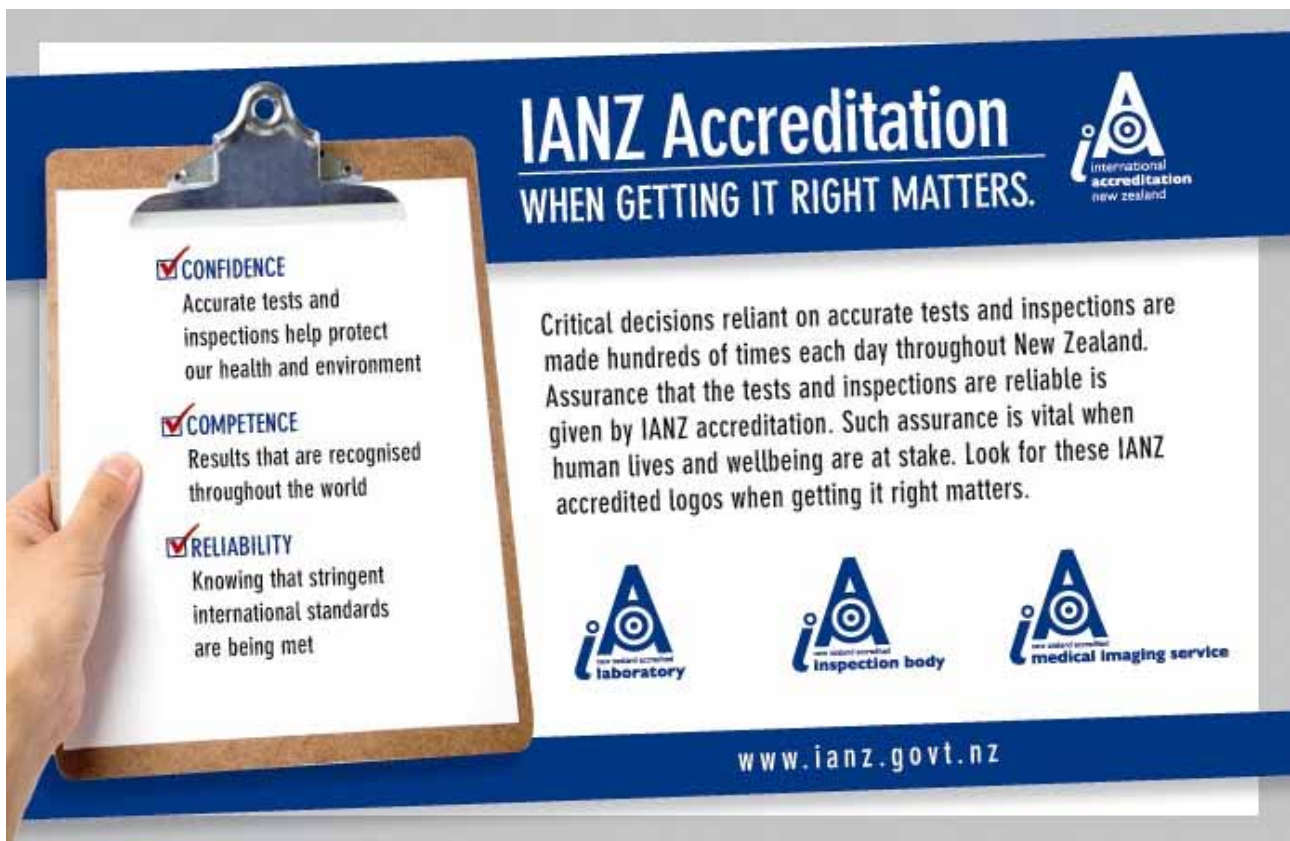


# International Accreditation New Zealand Advertising campaign February - August 2008



**IANZ Accreditation**  
WHEN GETTING IT RIGHT MATTERS.

**CONFIDENCE**  
Accurate tests and inspections help protect our health and environment

**COMPETENCE**  
Results that are recognised throughout the world

**RELIABILITY**  
Knowing that stringent international standards are being met

Critical decisions reliant on accurate tests and inspections are made hundreds of times each day throughout New Zealand. Assurance that the tests and inspections are reliable is given by IANZ accreditation. Such assurance is vital when human lives and wellbeing are at stake. Look for these IANZ accredited logos when getting it right matters.

**laboratory**      **inspection body**      **medical imaging service**

[www.ianz.govt.nz](http://www.ianz.govt.nz)

An advertising campaign promoting IANZ accreditation in selected print media will be starting in February. The purpose is to raise the awareness of IANZ accredited laboratories, inspection bodies and radiology (imaging) services with senior decision makers in commerce, industry and government, as well as with members of the general public.

The advertisement, with the message *When getting it right matters*, will appear in the following publications:

Bright (Trade & Enterprise magazine for exporters)	March to September
Electrical & Automation Technology	February to August
EMA Business	February to August
Food New Zealand	February to August
NZ Management	March to August
NZ Listener	Weekly end February to early May
Time	Weekly mid February to early June.