

# How the ETA route to CE marking benefits the construction sector

The European Technical Assessment (ETA) procedure offers a voluntary route to CE marking for non-standard construction products under the Construction Products Regulation (EU) No 305/2011. The ETA route combines assessment criteria that are harmonised across Europe with an independent product performance assessment provided by qualified Technical Assessment Bodies designated by the Member States.

## 1 ACCESS TO THE INTERNAL MARKET FOR NON-STANDARD PRODUCTS

The ETA route is a relevant tool to overcome trade barriers and borders. ETAs give access to the single European market to numerous non-standard construction products that would otherwise be excluded from it, notably innovations and complex kits.

## 2 ACHIEVING EU GREEN DEAL AND DIGITAL DECADE GOALS

The ETA route will be instrumental in achieving the EU Green Deal and Digital Decade objectives. Reused, recycled, green and/or smart products are usually not covered, at least not fully, by existing harmonised standards. Bringing these products to the European market in a safe and timely fashion is exactly what the ETA route has been created to do.

## 3 INDUSTRY-DRIVEN APPROACH

ETAs can be requested by manufacturers of non-standard products at any time. Requests are often based on customer demand. The quest for products that better serve customer needs and the exploration of new fields of application for existing or advanced products are thus major drivers behind the ETA route.

## 4 FLEXIBILITY AND TIME-TO-MARKET

The ETA route ensures that innovative and non-standard products have full and quick access to the internal market and CE marking because it is a streamlined procedure targeted to individual products and small product groups.

Providing innovators and first movers with a customisable, agile route to CE marking is paramount not only to their commercial success, but also for strengthening the European construction sector's global competitiveness.

## 5 ADDED VALUE FOR MANUFACTURERS

Studies show that the ETA route's commercial benefits for manufacturers clearly exceed its cost. Manufacturers say that ETAs have a positive impact on their sales, market shares and market access as well as the reputation of their companies.

**69%**

ETA improves reputation

**79%**

ETA increases market share

**79%**

ETA increases sales levels

**87%**

ETA is a recognised brand

For further information: Centre for Industrial Studies, [EADs and ETAs: Added value to the construction sector](#)



**6****OBJECTIVITY AND INDEPENDENCE**

The independent ETA assessment, provided by highly recognised Technical Assessment Bodies (TABs), helps build customer trust in new products and assessment methods as well as in the European harmonisation regime.

**9****EXPERTISE**

EOTA's network of experts puts 30+ years of experience and technical competence at the service of the European and international construction sector, the Member States and the European Institutions.

**7****TRANSPARENCY AND ALIGNMENT WITH EXISTING STANDARDS**

Specifiers, designers and contractors can base their product selection on reliable product performance data, comparable across Europe, and aligned with the prevalent European design and execution standards (Eurocodes).

**10****DRIVING INNOVATION AND PERFORMANCE-BASED COMPETITION**

ETAs make construction products comparable across the European Economic Area by providing detailed product performance information. This transparency stimulates investments in product development and promotes a level playing field where SMEs can compete with big players based on product performance/quality rather than quantity.

**8****STRIKING A FAIR BALANCE BETWEEN STAKEHOLDER INTERESTS**

Over the last 30 years, the ETA route has succeeded in balancing the diverse regulatory, legal, commercial and technical needs of a wide range of stakeholders, including manufacturers, specifiers, contractors and other construction product users, the Member States and the European Institutions.

**+****RECOGNITION BEYOND EUROPE**

ETAs have a high international standing. They are accepted far beyond the countries contractually participating in the ETA procedure and facilitate access to important international markets.



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