

Press Release

### **Maritz Research continues to take a lead with ISO accreditation**

September 2, 2009, London. Having had ISO9001 accreditation since 1995, Maritz Research has now completed its third consecutive ISO20252 surveillance visit successfully. Maritz Research was one of the first market research agencies to be officially accredited with this research specific quality standard.

In June 2006 ISO20252 was released with the intention to apply the principles of international quality standards to market, opinion and social research and to harmonise other national standards already available. Maritz Research immediately began a full review of its quality management system to bring it in to line with the new standards and in August 2007 became one of the first companies to be officially accredited at the latest level.

Frances Megson of Maritz Research says, "We are delighted that our commitment to our quality management system continues to be recognised with an ISO accreditation. As survey designs become more complex, attention to detail will become even more important. At Maritz, quality is not seen as an additional task or role, but business processes that are followed on a daily basis. We have a team of Quality Managers representing all aspects of our business – from the account directors, through the project management teams and on to the operations teams including IT, field operations and telephone operations."

#### **About Maritz Research**

Since 1973 Maritz Research has given clients the insight to help them deliver the promised brand experience. To do this they identify, research and consult on brands, customer experience, loyalty and employees across a range of sectors including retail, automotive, transport, financial services, IT, hospitality and pharmaceuticals. Part of the US based group Maritz Inc, in Europe, Maritz Research has over 100 employees based in Great Britain and Germany. Further information at: [www.maritzresearch.co.uk](http://www.maritzresearch.co.uk)

For further information, please contact:

Lucy Davison, Keen as Mustard Marketing, + 44 207 717 1684/44 7885 173440  
Jocelyn Senior, Keen as Mustard Marketing, +44 207 717 1685/44 7967 098567