

**The RAL-Quality Label for Furniture Manufacturers**  
**Deutsche Gütegemeinschaft Möbel e.V.**  
**Quality – Our Collective Force**

**Identity**

**The Particular Label „Golden M“**

The “Golden M”, together with the “RAL quality label“, provides confidence and brand recognition to consumers, while at the same time generating unique customer loyalty and sales support.

**Safety**

**Legal Safety**

The RAL-GZ 430 quality standards are laying the basis for the legal safeguarding of product guarantee and warranty liability.

When composing a certificate, the council of experts of the BVDM and VDMS makes use of the RAL-GZ 430. Quality testing institutes and courts as well utilize these guidelines to form a purely objective decision.

**Quality**

**Quality Management**

The RAL-GZ 430 guidelines generate a clear framework for your purchasing and development department.

Additionally, the Deutsche Gütegemeinschaft Möbel e.V. has generated material specifications (for upholstered furniture – cover fabrics and leather) in different languages according to the RAL-GZ 430 requirements, which provide an explicit set of instructions for subcontractors.

**Export - Global Requirements**

**Europe – Russia – Japan – USA**

The international furniture-market has widely acknowledged the “Golden M” quality label. Due to cooperation with international institutes and public authorities, accredited furniture can be exported more successfully. The RAL-quality label for furniture provides the best framework possible to comply with international quality standards.

**Reliance**

**Consumer Organisations**

On the basis of a long lasting and intensive cooperation with the consumer advice centre (Verbraucherzentrale Bundesverband/vzbv) and the “Stiftung Warentest”, the Deutsche Gütegemeinschaft Möbel e.V. has created a significant trust foundation for consumers.

The “Golden M” represents safety, sustainability and a healthy style of living for our customers. Our partners include: the Institute of Product Testing (Stiftung Warentest), the Federal Environment Agency, the Consumer Advice Centre as well as the Austrian Environmental Labeling.

**Customer Satisfaction**

**Customer Service**

The customer service in particular benefits from the neutral RAL-GZ 430 requirements - the basis for an efficient processing of consumer complaints – in that the promise for quality is directly passed on to the customer. The RAL-GZ 430 not only allows for a profound analysis of customer service activities but also enhances cost-saving management of the former.



- Geprüfte Qualität
- Garantierte Sicherheit
- Gesundes Wohnen

...erkennen Sie an diesem Zeichen

[www.dgm-moebel.de](http://www.dgm-moebel.de)