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## Comparative testing of consumer products and related services — General principles

*Essais comparatifs des produits de consommation et de leurs services — Principes généraux*





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## Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) are worldwide federations of national standards bodies (ISO member bodies and IEC National Committees). The work of preparing International Standards is normally carried out through ISO and IEC technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO or IEC, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO and IEC shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by the ISO Committee on Consumer Policy (COPOLCO).

This second edition cancels and replaces the first edition (ISO/IEC Guide 46:1985), which has been technically revised.

The main changes compared with the previous edition are as follows:

- clarification in the scope to exclude conformity assessment and anti-counterfeiting;
- clarification in [Clauses 2](#) and [3](#) on the use of International Standards for accredited laboratories, e.g. ISO/IEC 17025;
- addition of [Annex A](#) to explain how comparative testing differs from other types of testing, including for market surveillance and conformity testing;
- updating of notes and bibliographical references.

## Introduction

This document sets out general principles for the conduct of comparative testing. These principles are applicable to consumer products, services and a combination of both. They can be used by bodies and associations which conduct comparative testing programmes. The purpose of this document is to enable meaningful test results and information to be presented in a way which will help consumers and others to make an informed choice suitable to their own needs. The products and services under test can be based on a local, national or international market and the characteristics tested can be either very specific or broadly based, provided that the range and limits are clearly stated.

NOTE 1 This document indicates some, but not all, of the means of applying the principles.

NOTE 2 The purpose of comparative testing is different from that of conformity assessment testing (see ISO/IEC 17000).

NOTE 3 Counterfeit goods are a real and growing problem in all countries. While conformity assessment testing is much more likely to detect cases of counterfeit goods than comparative testing, counterfeit goods and other emerging challenges are creating a new environment for comparative testing organizations which might entail the need for closer cooperation with regulatory authorities in the future.

# Comparative testing of consumer products and related services — General principles

## 1 Scope

This document establishes general principles for the conduct of comparative testing of products and services for the information of consumers.

It does not cover anti-counterfeiting or conformity assessment.

NOTE ISO 12931 provides performance criteria for authentication solutions used to combat counterfeiting of material goods. The ISO Committee on Conformity Assessment (CASCO) develops standards on conformity assessment.

## 2 Normative references

There are no normative references in this document.