

GSB NEWS  
20.4.2021



**Dear members of the GSB,**

today we have a new information letter for you, which you are welcome to forward to your customers.

Your GSB Team



---

## Marketing and Communication

---

### Information Paper on the Topic: What Does "GSB Quality" Actually Mean?

Surely it has already happened to you in your daily business. Perhaps the question has already been asked from the customer side about what it means to be a GSB-certified coating company. Manufacturers of pretreatment chemicals and coating materials may have had a similar experience. Here, the question may have been asked about what makes GSB-certified products so special.

It is especially helpful to have short summaries at hand for these types of questions.

For this reason, we have prepared an overview paper for you. This paper contains a summary of what GSB quality actually means.

Please feel free to forward this overview paper to your customers.

You will find a version in German and in English attached to this e-mail.

---

## Editorial Office

We are looking forward to your topic suggestions, questions and comments regarding the GSB-NEWS!

Please contact Philipp Mader:

[philipp.mader@gsb-international.de](mailto:philipp.mader@gsb-international.de)

---



[Homepage](#) | [Contact](#) | [Imprint / Privacy policy](#)

© 2021 GSB International e.V. · Fritz-Vomfelde-Straße 30 · D-40547 Düsseldorf · Tel. +49 (0) 211 - 47 96 - 450 / - 451 · [info@gsb-international.de](mailto:info@gsb-international.de) · [Contact Form](#) · [Imprint / Privacy policy](#) · [Committees](#) · [Links to testing institutes and cooperation partners](#)

This newsletter is intended for GSB member companies only and may not be forwarded to third parties.

All rights reserved. Technical data and recommendations are based on the state of knowledge at the time of publication and are subject to change; no liability is assumed or accepted for them. Status: February 2021

If you are not interested in future newsletters, you can unsubscribe [here](#).