

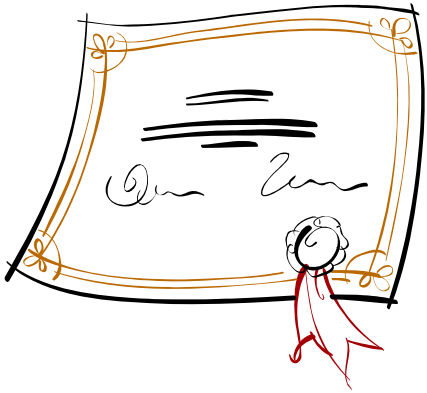
**Dialight Corporation is proud to announce our participation  
and “Approved” Status in the:  
Intertek LED Traffic Signal Modules Certification  
Program**

Overview & Advantages



# What is a Certification Program?

- A certification program is a structure developed to assess conformance of a product, to one or more standards / specifications, which includes:
  - An element of ongoing surveillance
  - An agreement among participants to abide by specified rules and procedures.



# Certification Program vs. Verification Program

## CERTIFICATION PROGRAMS

- Self-Certification is not allowed.
- Due Process is required. Program must be open to anyone who applies and is qualified.
- Must be an identifiable and recognized standard to measure the product.
- 3 Key Elements: Testing, Quality System Assessment, Ongoing Surveillance

## VERIFICATION PROGRAMS

- Certification mark not always used, instead a test report is issued.
- Frequently established by individual company who selects eligible participants in the program. Due Process not required.
- Proprietary standards may be used instead of industry recognized standards.
- Ongoing surveillance not mandatory.

## Why are Certification Programs Initiated?

### Common Program Drivers Include:

- Product Quality Concerns
- Liability Concerns
- Perceived “Cheating” in the Industry (False Claims)
- Perceived Need to Promote Industry and its Products
- Need to Differentiate Product in the Marketplace
- Initiation of New / Revised Industry Standard

## Why is a Certification Program Needed for LED Traffic Signal Modules?

- **What Current Lab Reports Provide:**
  - Proof that Products Meet Design Qualification Requirements from an Independent, Third-Party Testing Laboratory But sometimes only to the standards Requested by the Client.
  - Access to Agency Bid Opportunities
  - Access to Agency Qualified Product Lists
- **What Current Lab Reports Do Not Provide:**
  - Ongoing, independent testing of products for quality assurance per section 6.3 of ITE specification for Production Tests & Inspection
  - Proof that Manufacturer Can Meet Minimum Performance Requirements Throughout Production Process.
  - Assurance that Agencies are Receiving Fully ITE Compliant Products truly meeting the intended specification



## Why is a Certification Program Needed for LED Traffic Signal Modules?

### Public Agency Resource Limitations

- **Budget Constraints Do Not Allow for Ongoing Quality Assurance Verification**
- **Increased Cost of Ownership Due to Higher Failures of Installed Units**
- **Is the Agency Getting a Good Return on Their Investment?**
- **Safety & Legal Risks / Liability**



# What is the Dialight / Intertek LED Traffic Signal Modules Certification Program?

- The [Dialight / Intertek LED Traffic Signal Modules Certification Program](#) is an independent, third-party certification program created specifically to address the need for high-quality LED Traffic Signal Modules that meet or exceed the minimum performance criteria as specified by the latest Institute of Transportation Engineers (ITE) specifications.
- This is in addition to Dialight's ISO 9001 Certification
- This is in addition to the enhanced product features and specifications offered by Dialight which exceed the ITE specifications



## What Products are Eligible to be Certified?



### LED Traffic Signal Modules

- » Circular Signals
- » Arrows

### LED Pedestrian Traffic Signals

- » Hand / Man
- » Countdown





# How Does the Program Operate?

## **STEP # 1 – Product Submittal**

- Dialight submits product(s) to Intertek's Cortland, NY Laboratory for Initial Product Qualification Testing.

## **STEP # 2 – Product Qualification Testing**

- Intertek conducts Initial Product Qualification Testing as per all of the Design Qualification Requirements of the latest revision of the ITE Standards.

## How Does the Program Operate?

### **STEP # 2 – Product Qualification Testing (con't)**

Standards Tested To Include:

- ITE Vehicle Traffic Control Signal Heads – ITE LED Circular Signal Supplement dated June 27, 2005
- ITE Vehicle Traffic Control Signal Heads – ITE LED Vehicle Arrow Traffic Signal Supplement dated July 1, 2007
- ITE PTCSI Part 2 - LED Pedestrian Traffic Signal Modules Adopted March 19, 2004



# How Does the Program Operate?

## **STEP # 3**

- Upon successful completion of all required testing, Intertek issues formal test report and certificate of compliance to Dialight.

## **STEP # 4**

- Dialight signs a license agreement with Intertek, whereby Dialight agrees to have Intertek perform an Initial Factory Assessment at the manufacturing facility, and agrees to have Intertek conduct ongoing quality assurance testing on a semi-annual basis.



## How Does the Program Operate?

### **STEP # 5**

- Once all contractual and audit obligations are met by Dialight, all certified product(s) will be labeled with the ETL-Verified label and posted on the Program's web site which will be updated regularly to provide current information:

[www.intertek-etlsemko.com/ledtraffic](http://www.intertek-etlsemko.com/ledtraffic)

### **STEP # 6**

- Intertek conducts ongoing semi-annual inspections at Dialight's facility to check production records and select product for quality assurance testing.



## Overall Program Benefits

- Stringent controls and processes ensure continuous compliance to the ITE specification through production facility audits and semi-annual quality assurance testing of production units.
- Creates an opportunity to “Raise the Bar” with respect to the overall level of quality products in the marketplace through a high degree of design quality and manufacture.
- Transfers the declaration of compliance in Section 6.3 of the ITE Specification (Production Tests & Inspections) from the manufacturer to the independent testing organization.
- Non-Proprietary as it is based on the ITE Specifications and insures product complies at initial submittal stage and throughout production runs



## What Other Industries Have Successfully Implemented Certification / Verification Programs?

- Airport Lighting Equipment (FAA Certification Program)
- Certified Automotive Parts Association (CAPA)
- Air Conditioning & Refrigeration Institute (ARI)
- Gas Appliance Manufacturers Association (GAMA)
- Hockey Equipment Certification Council (HECC)
- Association of Home Appliance Manufacturers (AHAM)
- Automotive Lift Institute (ALI)
- Wire & Cable Industry Programs



# Who Benefits from this Program?

- **PURCHASERS / SPECIFIERS / END-USERS/STATE /LOCAL AGENCIES/DOT'S/CONTRACTORS**
  - Can easily identify current certified LED Traffic Signal Modules, knowing that they have been tested independently to the latest industry standards for full compliance to the spec ([www.intertek-etlsemko.com/ledtraffic](http://www.intertek-etlsemko.com/ledtraffic))
  - Agencies gain peace-of-mind through continual quality assurance monitoring of the products without going through the expense of random sampling and penalty clause tracking.
  - Reduced Maintenance Costs
  - No Cost to Agencies (Manufacturer bears the entire cost) other than requiring this in specs, bids, QPL's etc
  - Instills confidence in purchase of high quality products from ISO-9001 compliant manufacturing facilities
  - Differentiates their product in a competitive marketplace with an independent test report and ETL-Verified label on their products.
  - Elevates overall product quality levels, minimizing returns and warranty claims.
  - Instills consumer confidence in the product(s) that they sell.
  - Supports manufacturers marketing claims regarding Full Compliance to the ITE Specifications.



# Who Benefits from this Program?

- **Dialight and Dialight's Distribution Network**
  - Differentiates their product in a competitive marketplace with an independent test report, ETL-Verified label on their products and certificate that the manufacturer is a participant in the Certification/Verification Program.
  - Elevates overall product quality levels, minimizing returns and warranty claims.
  - Instills consumer confidence in the product(s) that they sell.
  - Supports marketing claims.
  - Provides a unique "Sales Tool" which can be leveraged to increase Customer Confidence and Support in the manufacturer and products
  - Will assist in setting NEW criteria on future bid specifications, APL/QPL evaluations and approvals
  - Will add proof to the fact that Dialight was the only manufacturer from day 1 of the New ITE specs who committed to supply fully compliant products





## What should All Agencies do NOW?

- **All agencies should demand and include as a part of their bid specifications and /or Approved Products Listing the following:**
  - In addition to fully meeting the current ITE applicable specifications, the LED products manufacturer shall also participate in the ETL Traffic Control Equipment Certification Program. Proof of Participation and certification of the specific item's being bid must be documented and submitted.

The above should be required in ADDITION to agencies standard specification and approval documents



## Need More Information?

- For questions or inquiries concerning the program, please feel free to contact your local Dialight Representative or :

**Mr. John Vines**

**LED Traffic Signal Product Manager**

**Dialight Corp**

**1501 Route 34 South**

**Farmingdale, NJ 07727**

**Ph: 732-751-5883**

**E-Mail: [jvines@dialight.com](mailto:jvines@dialight.com)**

The Intertek logo, consisting of the word "Intertek" in white text on a dark blue rounded rectangular background.

**THANK YOU FOR YOUR TIME!**

QUESTIONS / COMMENTS??

