





Quality  
Mark



# The professional & business necessity of today and next generations

A unique investment with multiple benefits

## Benefits of...

### ...Quality Mark certifications

- It is the 'passport' into the job market
- It offers a clear competitive advantage
- It provides a comparative advantage versus competitors
- It is a prominent prerequisite when pursuing high level/senior employment positions
- It encourages the development of essential skills and abilities
- It promotes business principles
- It promotes business ethics
- It contributes to professional development
- It ensures equality in business access

### ...Quality Brand certifications

- Status improvement
- Clear differentiation from the competition
- Comparative advantage in growth of clientele
- Enhanced capability of attracting new clients and increase revenues
- Creation of new revenue from existing clientele and spiraling of profitability

### The Quality Mark and Quality Brand Certificates address:

- Companies, Industries.
- Commercial Networks.
- Local and Regional government.
- Trade Unions.
- Broad public sector.
- Educational organizations

# Quality Certificates for

## Excellent Service & Customer Satisfaction



### Quality Mark and Quality Brand

Quality Mark and Brand are targeted directly at consumers of everyday goods and services, and present an opportunity to boost your reputation among the general public. Through on-site audits, we perform validation and certification of quality services and management systems.

Quality Brand can be used on websites, in brochures, on products, and on infrastructure: it is a flexible and visually attractive label suitable for promotional purposes. As such, they can easily be integrated in the marketing and branding strategy of your organization.

### Quality Mark Service Quality

It is the extent to which the services of an organization correspond with the expectations of clients. During the past few decades, service quality has become a major area of attention to managers and researchers, owing to its strong impact on business performance, customer satisfaction, customer loyalty and profitability.

For an organization to gain competitive advantages, it must gather information on market demands and compare it with other organizations, for the purpose of enhancing service quality.



Quality Brand  
Award



Quality Brand  
Certificate



Quality Brand  
Diploma



## Quality Brand Verified Customer Satisfaction

For organizations which seek to achieve the best possible customer:

- Verified Customer Satisfaction ensures that a customer satisfaction system is operational.
- Control methods to monitor the satisfaction of customers.

This includes an on-site audit to identify potential for improvement.

Quality Brand is more than a label: because it is based on solid criteria and a thorough on-site assessment, it is a value-adding experience for your organization.

Our competent evaluators point out potential for improvement and help you increase efficiency and service quality.

## Quality Mark & Brand Criteria

The criteria are based on nationally and internationally recognized norms and regulations, to make sure that the Quality Qualifications are compatible with existing quality/energy/hygiene management systems. The checklist is made available before the on - site assessment, so that organizations have the opportunity to prepare for the assessment and to remedy potential non - conformities.

## Kinds of Quality Mark & Brand Qualifications

Leaders Qualifications offers Quality Mark and Quality Brand to certify quality, safety, sustainability, and hygiene. The Quality Qualifications focus upon different parameters, including the durability of products, the environmental impact of companies, the quality of services, compliance with laws and regulations, the reliability of suppliers, and the social responsibility of organizations

# We believe that leadership is everything to the success of your organization

## Leaders Qualifications partnership

*“Engaging people to produce their best, driving appropriate and relevant change and creating extraordinary results are the benchmarks of Leaders Qualifications quality solutions.”*

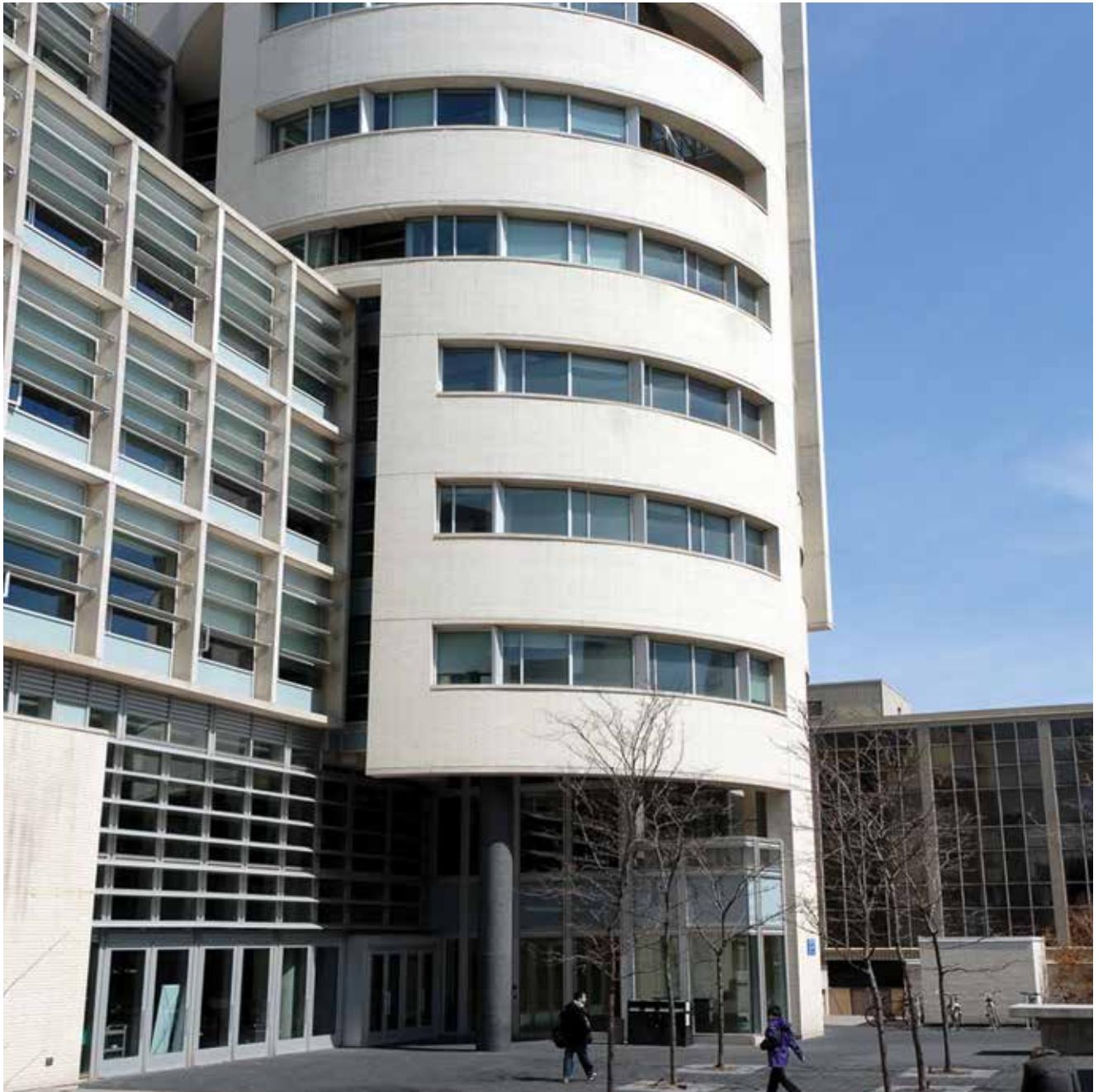
The goal of the Global Conformance program is to increase trust between organizations, companies, and customers. By awarding the Quality Mark to professionals and employees and by Quality Brand to high - quality services and high-quality companies, Leaders Qualifications in Partnership with you stimulates reliability and security in specific industries and services.

We share this goal with a wide range of Governmental authorities' industry-specific associations, Universities, consultancy firms, and freelance evaluators - many of which have been striving for increased quality and security for decades. Leaders Qualifications is currently looking for partners to take quality to the next level.

Do you or your organization share our ambition to increase trust? We are looking for partners such as Associations, Federations, Universities, B2B service providers and auditors as well as inspectors/verifiers.

By working together, Leaders Qualifications can develop the criteria for quality in close collaboration with your organization. We deliver the know-how to design and implement standards for quality service, safety, sustainability and hygiene in industries and the hotel sector.

**Leaders Qualifications operates across the globe, and welcomes applications from any region.**



# Our identity

## Development, Qualifications

*“We motivate and enable leaders to develop pragmatic mindsets that stimulate change and lead to sustainable personal and business profit”*

We are united in our desire to encourage and support our continuous personal and professional growth. Through this, we attract exceptional talent for the benefits of our partners and the Leaders Qualifications community.

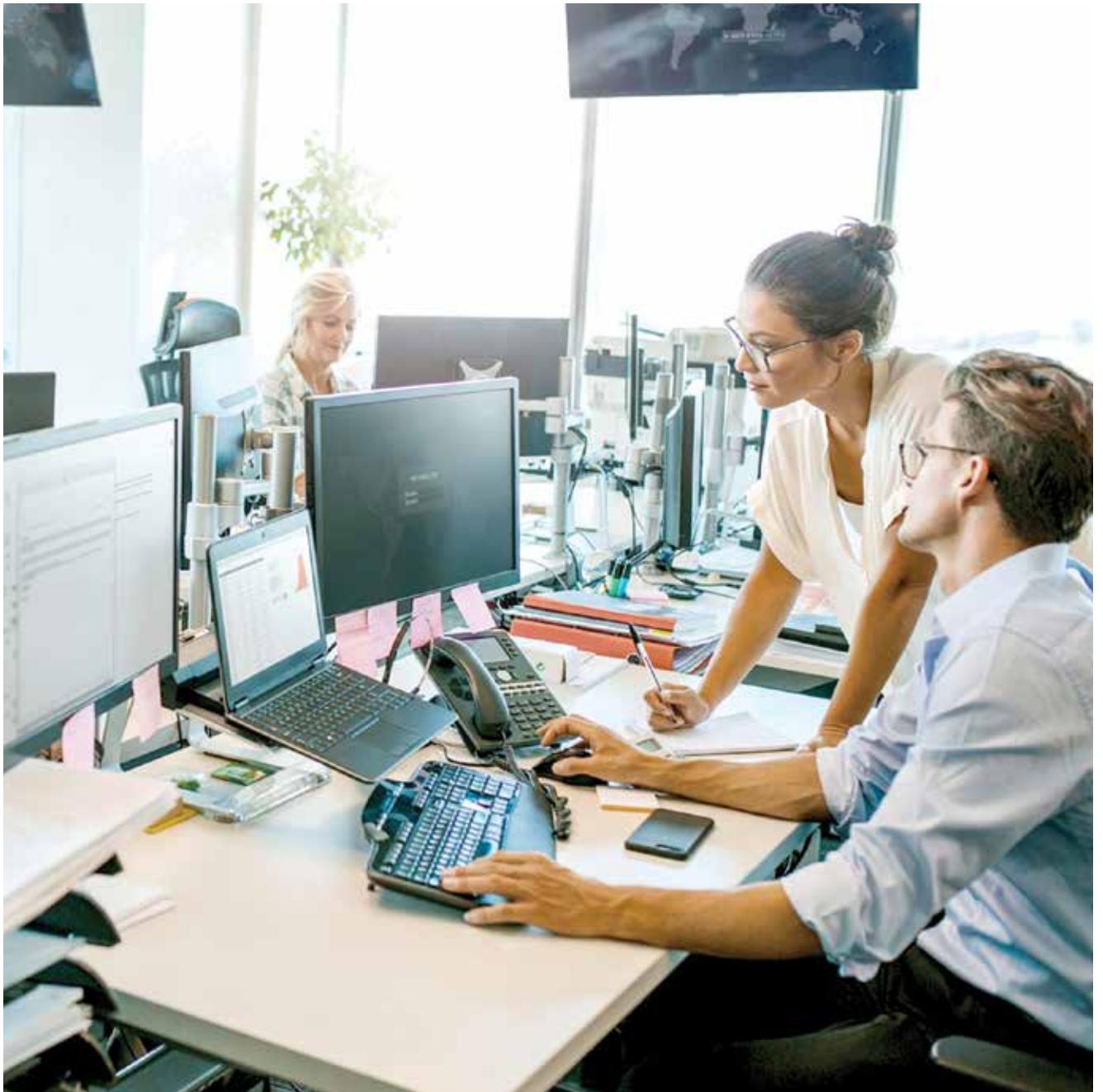
We partner with leading decision makers who strive to achieve personal and business excellence through serious investment in themselves and their people. By acting with integrity, transparency and out-of-the-box thinking, we strive to build eliable partnerships. These are the cornerstones of our interaction with our clients and each other.

**Leaders Qualifications** is a specialized organization that provides Professional and Business internationally recognized Qualifications for employees and business executives in collaboration with Governments Boards,

Trade Associations Companies and Organizations. The Leaders Qualification Organization has been headed up by John Iliades since 1981.

John Iliades has extensive experience within the Business and Education sector. He is the founder of the biggest language school network in Greece and also President of the Greek Franchise Association and one of the 5 executive board members of the world franchise council in USA.

With more than 30 years of experience and expertise, Leaders Qualifications deliver integrated services offering a wide range of professional certificates. We cooperate with Governments, companies, organizations, Universities, and Chambers worldwide.



# Operational Excellence through Personal Effectiveness

## Necessity of certificates

Our core solutions are designed specifically and aligned strategically to focus and drive the development of leadership in all its aspects throughout your organization. Each of these solutions is mission critical in organizations which strive to transform human potential into aligned performance

Certificates are the only evidence of the knowledge (especially regarding levels) for professionals and business people. In the last decade the European Union is being directed to validating certificates for all sectors and professions. The professionals need to be certified in order to pursue a career. Employees need certificates for their CV's as a valid and recognized evidence of their existing knowledge. Companies with certified employees can ensure a uniform quality of work performance and communication.

The Quality Mark and Quality Brand certificates are unique professional and business qualifications for knowledge and skills. In attaining the Quality Mark certification or/and Quality Brand, you ensure your business has unique features, advantages and benefits which will set you aside from your competitors within the global marketplace. Through our extensive experience internationally, our existing portfolio of Quality Mark/Quality Brand certifications already cover a wide range of vocational skills. Attaining additional Leaders Qualifications awards will allow your organization to tailor Quality Mark/Quality Brand certifications that are specific to your industry and therefore bespoke to the required skill set of your organization.

Our unique Quality Mark/Quality Brand accreditation is a symbol of quality and knowledge, providing your organization with a genuine international market advantage, by tailoring the qualifications to specifically fit the needs of your business.

We trust you find the above information of use, we hope that you do not object to one of our representatives contacting you over the next few days to discuss your feedback and hopefully set up a mutually convenient appointment to fully discuss how our unique product can truly benefit your organization

Warmest Regards,  
John Iliades







Quality  
Mark

# Feedback

## Customer Satisfaction

On the scale of 1 to 4 how would you rate your satisfaction?

	Excellent	Good	Average	Poor
1. Overall quality	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Products value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Purchase experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. After purchase service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### QUALITY MARK

It is a three-stage developing process which encourages, confirms, ensures and improves the quality of service provision through awarding the employee with one of the 3 certificates.

Each certificate verifies that the employee's services fulfill the criteria conferred upon the certificate.

## IT MAXIMIZES THE RESULTS OF WORK

- Promotes organisations and companies as quality approved agencies
- Provides the employees with a qualified certificate.

## ADVANTAGES FOR THE EMPLOYER

- Confirms to both clients and suppliers that all employees' skills have been assessed through a recognised quality standard.
- The employees' skills are being constantly improved and especially at critical stages of work where they are carried out in the best possible way.
- Constant improvement leads to precise results.
- Creates higher returns on the investment per employee by providing higher level services.
- Secures the results of corporate training and ensures the employees' appreciation of training.
- Focuses employees' attention on the corporate goals

- Maximizes the perception of the employees' development through the process of certification and relevant professional qualifications.

## ADVANTAGES FOR THE EMPLOYEE

- Valid certification of their skills.
- A portfolio with recognised certificates and ad hoc recognition of the value of the services they provide and their knowledge of a particular field.
- The role and significance of recognised skills as an investment for the employee and greater recognition within the company.
- Career paths can be clearly identified in order to achieve a greater understanding of the employees' development.
- Contributing to the workplace and the organisation as a person of certified skills, promotes willpower and greater efficiency.





## THE QUALITY MARK IS A PROCESS OF THREE STAGES:

1. Commitment to quality
2. Quality checks
3. Quality assurance and development

## BASIC CHARACTERISTICS AND ADVANTAGES OF THE QUALITY MARK

- It provides recognized quality accreditation to both companies and employees.
- It promotes equal access and equal opportunities to the employees.
- It ensures the employees' commitment to excellence and confirms that the company's employees have acquired the appropriate skills.



Quality Mark  
Award

## QUALITY MARK AWARD

This qualification certifies the completion of a brief training session in which the employee took part and is given proof of attendance. In this case, no formal evaluation is carried out by external inspectors.



Quality Mark  
Certificate

## QUALITY MARK CERTIFICATE

This qualification certifies the completion of a brief training session after which employees are subjected to a short assessment based on their knowledge and on the understanding that they have acquired during training. This assessment is carried out by external inspectors and evaluates actual knowledge with multiple choice questions or through live examination which takes place in their workplace and covers their work objectives and roles.



Quality Mark  
Diploma

## QUALITY MARK DIPLOMA

This qualification certifies the completion of educational training with defined education goals, where evaluation is carried out by specialized evaluators based on the employees' work objectives and roles.



## ABOUT US

The Leaders Qualifications Organisation is the fastest growing certifier of professional skills and quality in the provision of services globally.

## OUR MISSION

We constantly and conscientiously work to achieve the following:

- To enable individuals worldwide to transform positively their life by offering recognition and accreditation to the quality of their work, which results in the creation of a favorable environment in which more and better outcomes are delivered.
- With knowledge and confidence, we create objective and friendly certifications for professionals and enterprises which we accredit after fair and equitable evaluation.
- We cooperate with governments, companies and professionals to achieve their goals and to maximize the results of their work.
- We shall never quit striving to better ourselves as well as the others.

## WHY CERTIFY?

We offer the certification of work quality to ensure that it is appropriate for the purpose it serves, it has a substantial impact and it is carried out with integrity.

This is carried out through a number of quality assurance schemes, such as:

- Comprehensive and strict criteria and procedures for the approval of organizations with the **Quality Mark** label in order to provide objective proof and trust in the development, delivery and evaluation of the label.
- By monitoring quality assurance systems which are used by approved organizations.
- Through training of quality inspectors and the supervision of their progress, by answering questions about the content, the evaluation and the quality assurance of professionals and enterprises' work.





# LEADER

# FOLLOW



Quality Brand  
Award



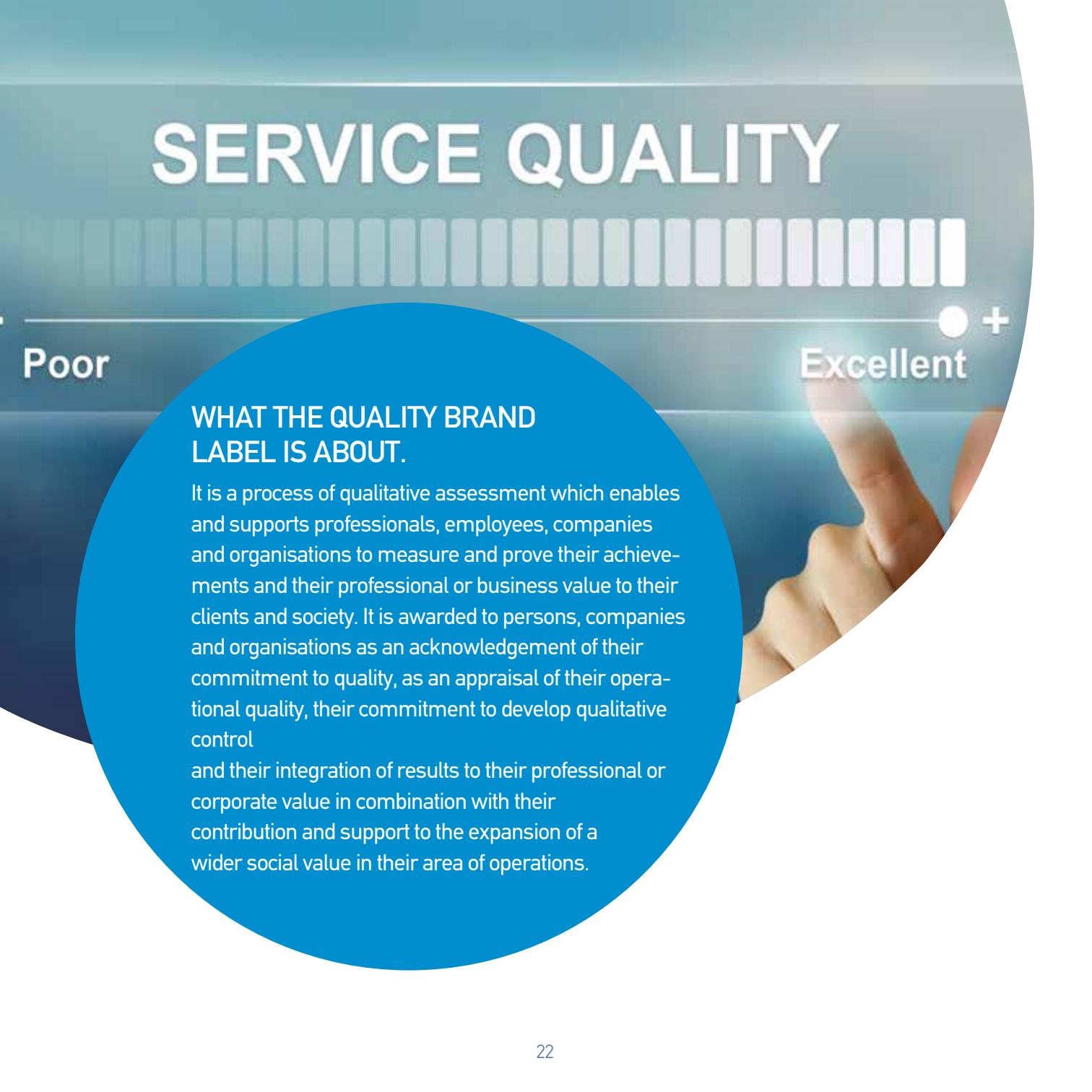
Quality Brand  
Certificate



Quality Brand  
Diploma

# Quality Brand

# SERVICE QUALITY



## WHAT THE QUALITY BRAND LABEL IS ABOUT.

It is a process of qualitative assessment which enables and supports professionals, employees, companies and organisations to measure and prove their achievements and their professional or business value to their clients and society. It is awarded to persons, companies and organisations as an acknowledgement of their commitment to quality, as an appraisal of their operational quality, their commitment to develop qualitative control and their integration of results to their professional or corporate value in combination with their contribution and support to the expansion of a wider social value in their area of operations.

## THE NECESSITY FOR A QUALITY BRAND CERTIFICATION

Quality Brand is a certification of great value as its quality criteria ensure widespread recognition, in order to:

- a) **Gradually minimise** any mistakes which influence the entirety of professionals and businesses.
- b) **To improve** the current operations with a positive response both for the sector itself and the community in general.
- c) **To establish** methods of communication and direct cooperation with the local official body to meet and resolve needs.
- d) **To support** and promote professional and business operations on both local and international level with a common higher status identity.

Quality Brand is a quality certificate, but mostly is an assurance of constant success for the professional, the enterprise and the community.

### The quality certificate **QUALITY BRAND** is an evaluation process which consists of 3 levels.

1. Quality Brand Award
2. Quality Brand Certificate
3. Quality Brand Diploma



Quality  
Brand  
**Award**

## QUALITY BRAND AWARD

### Level 1 Prognosis

It is provided as a result that the certified body accepts a series of quality criteria and undertakes the task of adopting and applying them in order to be re-evaluated in 12 months in parallel with the submission of a social value report.

(Based solely on commitment)



Quality  
Brand  
**Certificate**

## QUALITY BRAND CERTIFICATE

### Level 2 Measurement

It is provided as the result of the evaluation which acknowledges that a certified body operates according to the quality criteria and has drafted an impartial report of social value for part or the whole of its operation.

(It is certified according to the part or the whole and it is evaluated by an independent, certified evaluator)



Quality  
Brand  
**Diploma**

## QUALITY BRAND DIPLOMA

### Level 3 Cooperation

It is provided as the result of the evaluation of a complete operational method which acknowledges that the certified body as a professional or a business or an organisation has been verified that they implement the quality criteria to all their operations and that they have adopted and implemented the social value report.

(It certifies the whole and it is evaluated by an independent, certified evaluator)

## BENEFITS OF THE QUALITY BRAND CERTIFICATION

- Develops and facilitates foreign market penetration
- Attracts buyers from around the world
- Proves the high quality of services to all associates (clients, suppliers, partners)
- Forms a strong competitive advantage
- It is part of the communication policy and advertising
- Ensures the quality of customer services, the commitment of employees towards the company and increases efficiency.
- Creates a steadily developing quality status within the market.

### Quality Brand certification:

- Ensures collective cooperation
- Creates a common direction of specific goals
- Cooperates with the local administration for the development of entrepreneurship in the area.
- Promotes economies of scale through attending exhibitions and events, locally and internationally, under a common Brand.
- Ensures operational principles and operational ethics.
- Actively contributes to the development of a greater market share
- Creates new job opportunities
- Promotes training for the improvement of the level of employees' services leading to the development of skills and capabilities.



GUIDE



HELP



24/7



QUALITY



SUPPORT





## TO WHOM QUALITY BRAND IS ADDRESSED

- Local and Regional Authorities
- Public Sector
- Companies, Industries, Craft enterprises
- Self - employed persons
- Tourism and hotel enterprises
- Dining and Entertainment enterprises
- Shops and Commercial Networks
- Services providing enterprises

A close-up photograph of a person's hands working on a desk. The person is wearing a white long-sleeved shirt. Their right hand is holding a black pen, and their left hand is using a white calculator. The desk is covered with various documents, including a pie chart, a bar chart, and a table. A black pen lies on the desk near the center. The background is slightly blurred, focusing attention on the hands and the work being done.

## ECONOMIC VALUE OF THE QUALITY BRAND CERTIFICATION

The certified professionals, companies and organisations are part of a single framework of development policy based on quality strategy acting individually and as a unit with a direct cooperation with the local community, under the scope of the official local bodies.

The development of multiple international partnerships and the creation of increased business and social value through the validity of the Quality Brand's single identity and trade mark, becomes much easier.

## QUALITY BRAND CERTIFICATION PROCESS

A certified **Quality Brand** evaluator will meet you and will become your constant advisor:

- They will examine the current operating structures and will recommend which level of certification is to begin.
- They will re-examine your needs and your progress in complying with the criteria and will provide advice on the most appropriate course of action.
- Proposals and options can be determined on how to achieve compliance with the quality label **Quality Brand** within a short time frame.
- They can conduct a prior check on the present operation systems in order to select the level of certification and evaluation.
- They will recommend and provide training and instructions for the development of skills and knowledge within your

organisation.

- When ready, they will conduct the process of evaluation

In case there is enough evidence which confirms the successful achievement of the minimum admission standards, you will be certified with the **Quality Brand** quality label of the level that you have been evaluated.

- In the case of a non-successful result, reassessment can be implemented after the necessary adjustments have taken place.
- The duration of certification does not exceed a period of 18 months since quality criteria are revised in accordance with the existing conditions and with the requirements of quality competitiveness.





## WHAT IS SOCIAL VALUE

Social Value is the implementation of a framework that requires public authorities to take the financial, social and environmental welfare under consideration in relation to their decisions and promote this policy to all providers operating in the region.

Social value is the proof that with limited resources available from selected and reliable bodies which are collectively used, provided they have an acknowledged and valid common identity, targeted multiplied outcomes can be created on a financial and ethical level, through extroversion, tourism and international presence, for the benefit of all stakeholders and the local community.

## IMPACT OF SOCIAL VALUE

- The return of social value shapes the establishment and acceleration of professional and entrepreneurial success.
- Bridging the gap and investing in the usefulness of personal and corporate development for the local community is of fundamental importance both for professionals and for companies that develop in the 21<sup>st</sup> century.
- Within an ever-changing plethora of professional ideas and corporate priorities, businesses need to build resilience, competitiveness and extroversion within a cooperative environment for the main local stakeholders, who need to know and understand their needs and through social value, to shape an overall promotion/development of entrepreneurship.
- The Quality Brand label integrates Social Value related mainly to the value which is levied by the society from those who have a part in the commissioning, operation and organization, as a result of a decision or an activity or an intervention.
- Apart from the integration of a particular quality, a long-term prospect prototype is being adopted, which is of major importance for international competitiveness defined as "value for people in society".
- It is granted to individuals and organizations of all sizes, in every sector and every legal structure.



## MISSION CONTEXT

- The development and the constant improvement of the level of professionals and businesses operation in parallel with the maximization of the quality of the provided services, the efficiency and the international competitiveness.
- The development of a uniform, defined, evaluable framework of quality operating employees, professionals, suppliers and businesses both within a specific enterprise structure, as well as within its area of operations.
- The operation of a transparent organizational and social value system, which proves the real value of an individual's functions, both as a unit and as a part of organization as a whole, providing the parties with an internationally recognizable quality mark which can be trusted by everyone.
- The creation of a stable and timeless function of social value which creates gains from the contribution of all parties by applying a common and uniform quality accreditation as a strategic framework of minimum agreed goals.





## ABOUT US

The Leaders Qualifications organization is the exclusive, certified representative of certification bodies in respect of professional qualifications and quality services, recognized by the government of Great Britain.

The Quality Brand certified assessment is offered to professionals, companies and organizations as the outcome of evaluation of quality methods of operation, client services and as an assurance of their harmonious cooperation and their contribution to the community in the region of their operation.



# FRANCHISE

## Qualifications



Quality  
Mark



THE FRANCHISE BUSINESS IS VERY COMPLEX AND HAS MANY PECULIARITIES.

THUS, THE PERSONNEL THAT WORK IN A FRANCHISE NETWORK NEEDS TO BE WELL TRAINED AND ALWAYS QUALIFIED.

## ACCREDITATION

Our accreditation services allow you to gain formal recognition for your own personalised training programmes which you have created.

We have accredited short and medium training programmes of a wide range of franchise networks spanning from the education to the retail sector, giving them the opportunity to gain formal recognition from a national awarding organisation.

The accreditation of your training programmes gives credibility for your company to external audiences acknowledging that all your employees are qualified to a recognised standard. By these means you can assure that all your branches offer products and services of the same quality resulting to a concrete brand image.

## WHY FRANCHISE QUALIFICATION?

What is more, the high quality of your personnel is an attracting factor for new potential franchisees; it is an evidence of the support and guidance that you will provide them.

In addition, your employees will be more motivated to actively participate in the training seminars since they will receive recognised certificates. The learners benefit by receiving a certificate of achievement from a leading awarding organisation, the University of East London. The certificates delivered to the successful learners may also bear your logo and brand name, if you wish to. In addition, the learners have increased credibility to support any future work placement within the franchise business. Their specialised skills and competences are certified and this is the proof of their level of knowledge. These certifications are a competitive advantage over other applicants to any franchise company.



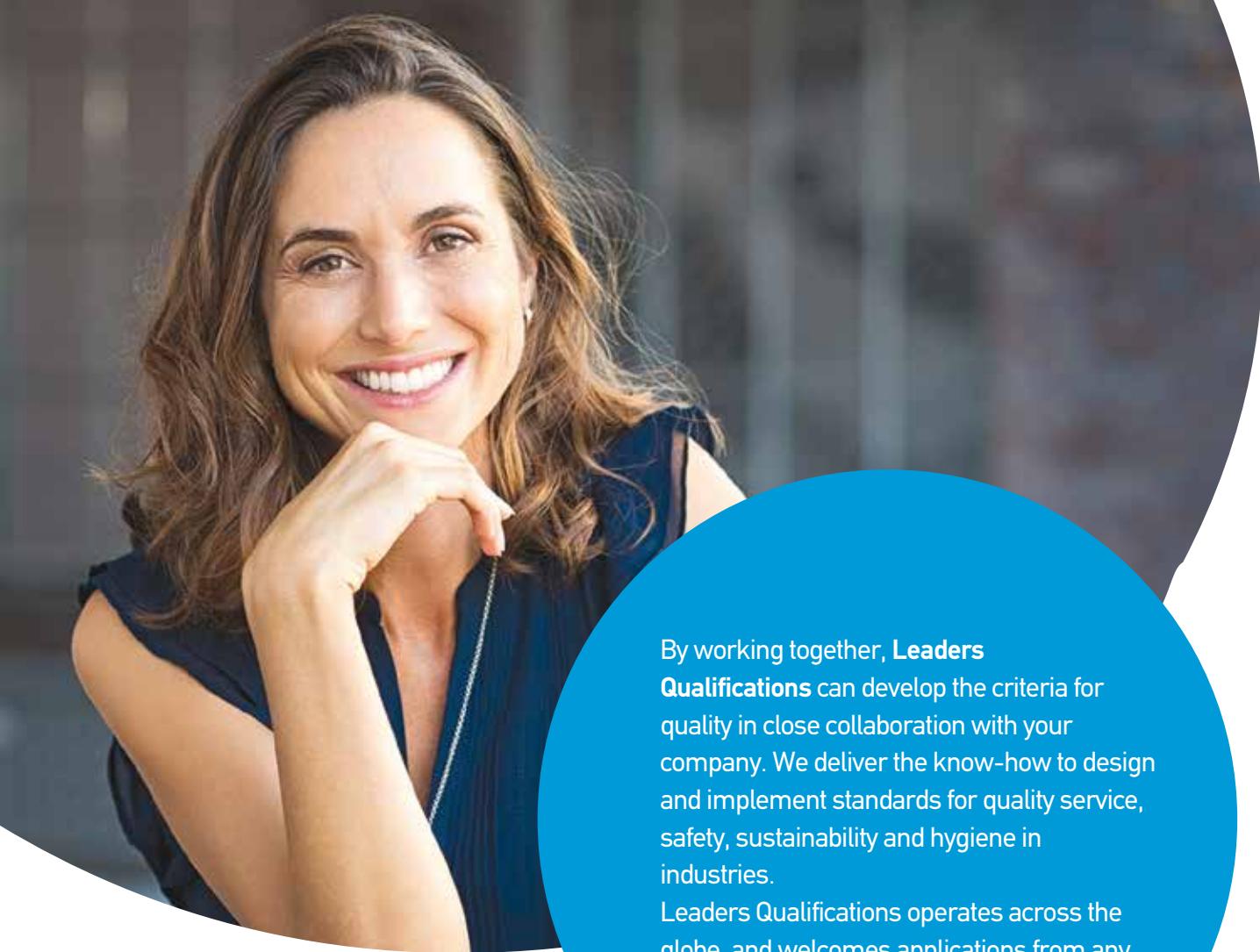


THIS IS A SERIES OF  
QUALITY MARKS THAT  
HAVE BEEN DEVELOPED  
IN ORDER TO MEET THE NEEDS  
OF A FRANCHISE NETWORK

## QUALIFICATIONS FOR THE FRANCHISE BUSINESS

- Quality Inspect in supervising staff in franchise networks
- Quality Check in understanding the internal quality assurance of practices and assessment processes in educational franchise networks
- Quality Assurance in applying the rules and policies of franchise agreement
- Quality Assurance in the use of internal IT programs in the franchise network
- Quality Check in applying the franchisor's system of operation
- Quality Inspect in developing the franchising manuals
- Quality Assurance in setting up the franchise business
- Quality Check in merchandising in a franchise network
- Quality Assurance in identifying new potential franchisees
- Quality Inspect in recruiting employees for the franchise network
- Quality Check in monitoring the franchise standards
- Quality Check in solving problems in franchise networks





By working together, **Leaders Qualifications** can develop the criteria for quality in close collaboration with your company. We deliver the know-how to design and implement standards for quality service, safety, sustainability and hygiene in industries.

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business has unique features, advantages and benefits which will set you aside from your competitors within the global marketplace.

Attaining additional Leaders Qualifications awards will allow your organization to tailor Quality Mark certifications that are specific to your industry and therefore bespoke to the required skill set of your organization.



**QUALITY BRAND  
"A TO Z LUXURY HOTEL"**



The Quality Brand “A to Z Luxury Hotel” singles out hotels that promise and deliver authentic luxury. During an on-site assessment, a qualified LQ auditor verifies whether the operational processes enable the hotel to deliver a unique sense of luxury at every time and for every guest. Through an in-depth analysis of all day-to-day procedures, the auditor confirms that the highest standards of excellence are being met, and points out potential for further streamlining. The focus during the audit remains with the experience for the guests, both in terms of service quality and facilities.

#### The Quality Brand Qualifications:

- Adds value through evaluation of the hotel premises
- Sends a clear message towards hotel guests and the public
- Is based upon three decades of experience with environmental standards and regulations

#### True Luxury...

True luxury is exceptional by definition. Although many hotels aspire for luxury, only an exclusive circle of hotels manages to fulfil our dreams of luxury and opulence. Their secret? A passion for perfection in every single detail.

The Quality Brand “A to Z Luxury Hotel” singles out hotels that promise and deliver authentic luxury. During an on-site assessment, a qualified LQ evaluator verifies whether the operational processes enable the hotel to deliver a unique sense of luxury at every time and for every guest.

Through an in-depth analysis of all day-to-day procedures, the auditor confirms that the highest standards of excellence are being met, and points out potential for further streamlining. The focus during the evaluation remains with the experience for the guests, both in terms of service quality and facilities.

After a successful assessment, the Quality Brand can be used to demonstrate excellence to all interested parties: investors, travel agencies, corporations, as well as individual travellers.

- Exclusive quality label for a selected circle of world-class hotels
- After a successful on-site assessment, you may use the Luxury Hotel label and certificate for marketing purposes
- The label and certificates are issued by LQ’s
- Based on the internationally recognized Quality Management Standard ISO 9001

#### Assessment Criteria

In order to obtain the Quality Brand “A to Z Luxury Hotel”, hotels must meet a set of requirements, as specified in the Quality Brand standard.

A qualified LQ evaluator will analyze the environmental performance of the hotel, with a focus on the aspects listed below.

Please note that hotels do not need to fulfil all requirements – whether a hotel can be certified or not depends on a grading system.



### Quality Management

- Documented operational processes
- Regular internal audits & improvement programs
- Quality policy, aligned with strategy, planning, vision and mission

### Service Quality

- 24h Valet-Service, room service & reception
- Multilingual service
- Surveys & retention analysis
- Complaint management

### Staff

- Required skills & qualifications defined
- Internal training
- Regular evaluation
- Defined responsibilities, aligned with operational processes

### Amenities

- Business Center
- Sports & Fitness
- Wellness center
- Child-minding and laundry service
- Dedicated lounge area

### Rooms

- Beyond 5 star standard
- State-of-the-art equipment
- High-speed internet access
- Documented maintenance schedules and procedures

### Restaurants

- Demonstrable excellence in hygiene
- Demonstrable International recognition



### Partnership for Quality Mark and Quality Brand

To register for Quality Mark and/or Quality Brand certifications, please contact us.

Once approved to offer Quality Mark and /or Quality Brand certifications you will be contacted by one of our representatives who will arrange to visit your organisation to carry out an on-site collaboration.



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