



Panasonic Appliances Vietnam opens up the challenging New Zealand Market

Launching any product calls for an in-depth market analysis. However, selling overseas, introduces even more complexity – requiring a comprehensive understanding of all the relevant safety and conformity certificates, and/or test marks in the chosen geography. Working with a single provider of regulatory advice and testing services can simplify the process and help you save costs and gain faster access to the target market of your choice.

Panasonic Appliances Vietnam operates its own, advanced R&D Centre, which leads the ASEAN region in research and development capabilities. This enables the organization to develop appliances tailored to meet the needs of Vietnamese consumers, as well as products for export. That portfolio now includes an innovative intelligent washing machine, which recently made its global appliance market debut in New Zealand.

As one of six Panasonic companies based in the country, Panasonic Appliances Vietnam recognized that the success of its intelligent washing machine in the New Zealand market would depend on working closely with an experienced, one-stop market access partner, well-versed in worldwide approval requirements. It chose TÜV Rheinland.

FACTS AND FIGURES

Customer	Panasonic Appliances Vietnam Co., Ltd.
Location	Vietnam
Services	EMC and safety testing for washing machine to enter the New Zealand Market
Project Schedule	From March to May, 2018

SETTING THE STAGE FOR INTERNATIONAL SUCCESS

Any manufacturer interested in selling its products in New Zealand is responsible for making sure that each item carries the correct compliance label before it is shipped into the country. To pave the way for a smooth and successful launch of its new intelligent washing machine, Panasonic Appliances Vietnam began looking for a qualified third-party to support them secure the required Regulatory Compliance Mark (RCM). With extensive experience in Market Access Services, coupled with a fully-equipped electromagnetic compliance (EMC) testing laboratory in Vietnam, it was quickly clear that TÜV Rheinland was the best partner for defining the market requirements during development and providing EMC and safety tests for the finished product.

Required tests for a washing machine to the New Zealand market included:

- EMC (CISPR 14-1:2005 + A1-2)
- Safety (AS/NZS 60335.1:2011 + A1-3 and AS/NZS 60335.2.7:2012)
- Energy efficiency labelling (AS/NZS 2040.2:2005 and AS/NZS 2040.1:2005)
- Rating and labelling for water efficient products (AS/NZS 6400:2016).

DID YOU KNOW?

Panasonic celebrated its 100th anniversary in 2018. It began providing technical support in South Vietnam in 1960, and has since expanded to a group of six companies, as well as two Service Centers, two Sales Offices and an R&D Center in key locations in Vietnam's fast-growing economy.

The wide range of products manufactured includes televisions and other audio visual devices, refrigerators and washing machines, as well as industrial devices ACD, wiring solutions, high-quality and eco-friendly electronic and communication products and circuit breakers.

The R&D Center is devoted to expanding Panasonic's capabilities in the area of digital home appliances. This involves design, as well as developing software to strengthen its position on the global market.

ONE-STOP SERVICE TAKES JUST TWO MONTHS

Operating the biggest and most advanced EMC laboratory in North Vietnam, TÜV Rheinland conducted all necessary EMC tests on Panasonic Appliances' new washing machine.

"We were satisfied with the quality of EMC testing services that TÜV Rheinland provided. In fact, it couldn't have been easier," said Mr. Nguyen Duy Tung, Supervisor and EMC Leader of the R&D Center's Washing Machine Circuit Board Development Department. "The TÜV Rheinland team responded fast, conducting the tests as soon as we sent them the samples. Being located in the same neighborhood also helped, making meetings convenient and transporting products simple," said Mr. Nguyen Duy Tung.

To provide Panasonic Appliances Vietnam with a true, one-stop package that saved time and costs, TÜV Rheinland drew on in-country resources, as well as its extensive Asia Pacific network. EMC testing was conducted in Vietnam at TÜV Rheinland's state-of-the-art laboratory in Hung Yen. Covering 1,000 m² of floor space, the lab focuses on emission, immunity and radio testing, and can provide full EMC conformity assessment for a variety of electrical products. In-depth safety testing was carried out at TÜV Rheinland facilities in Japan and Thailand, with engineers from Panasonic Appliances visiting those locations to discuss the testing regime with TÜV Rheinland experts.

Ultimately, it took just over two months for the EMC and safety tests of the new washing machine according to requirements of the New Zealand market.

ABUNDANT ADVANTAGES

TÜV Rheinland's close cooperation and worldwide service network provided Panasonic Appliances Vietnam with a host of advantages, including:

- A comprehensive understanding of relevant regulatory requirements
- Reliable and professional technical support
- Eliminating language barriers and easing access to local expertise
- Smooth coordination during the entire application process
- Globally recognized reports and certificates

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