

The Service Norm is a validation brand, where service providers are checked by an external auditor to validate that they comply with a series of demands such as payment of wages pertaining to the bargaining agreement, economic responsibility, quality, decent staff conditions, work environment and care for the environment. And with a set of similar demands for subcontractors.

To be a member of the Service Industry's Employer Association (SBA) a company must comply with the demands of the Service Norm. Some may think the demands are a bit harsh – but in SBA we consider all demands to be relevant, because we are aware of our roll of setting the standard for decency in the service industry.

The Service Norm brand makes it easier for you as a customer to navigate in the marked and spot the serious service providers. How else can you be sure.

The Service Norm is continuously monitored by DNV Business Assurance Denmark A/S



” SBA member companies' compliance with the Service Norm is monitored by DNV Business Assurance Denmark A/S. ”



Catja Winther
Chair of the SBA Board,
CEO, Partneren A/S

The Service Norm secures:

To be allowed to carry the Service Norm brand, our members must comply with eight essential demands:



1. Wages in accordance to the bargaining agreements

The company must be covered by bargaining agreement and wage it's employees in accordance with the relevant collective national agreement bargained by The Confederation of Danish Industry and the trade unions.



3. Quality is as it should be

The company delivers as agreed. All output is subject to continuous evaluation, rating, and follow-up actions. Daily performance follows written guidelines to ensure that the agreed quality level is met.



2. Economic certificates

The company needs to have the required industrial injury insurance and economic certificates from the Danish Business Authority.



4. Care for the environment

The company has a written environmental policy, using eco-labelled products whenever possible. Furthermore, guidelines for disposal of chemical waste and packaging are followed.



5. A good working environment

The company is able to establish a good working environment by having a work environment management system in place, carrying out workplace assessments and participating in occupational health and safety courses – among other things.



7. Everyone is well equipped

The company is able to document a written plan for training and follow-up training of its staff.



6. Decent staff conditions

The company has a written staff policy, which as a minimum contains guidelines for dress code, identification, absence, diversity, and follow-up training.



8. Same demands for subcontractors

The company must pay an hourly amount that can pay a wage equal to the relevant bargaining agreement of the service at work. All agreements with subcontractors must be written contracts, containing the demands pertaining to subcontractors in the Service Norm. Including acceptance of spot checks by SBA's impartial auditor.



Kim Steendahl,
CEO, Recover Aps

” The Service Norm brand is an external quality stamp towards clients, contractors, job applicants and authorities. It will only gain in value as knowledge of The Service Norm grows. Internally, it's an indicator of where we want to be – as a credible contractor and employer. ”

” The Service Norm provides us with a unique opportunity to document the seriousness and professionalism with which we run our business. At the same time, it gives us some excellent pointers to aim towards in our endeavours to be among the best in our line of business. ”



Lau Laursen, CEO,
Lauren Erhvervsrengøring A/S



**Check whether your contractor complies with
The Service Norm at www.seriosservice.dk**