

The Service Norm is a guarantee brand. It provides proof that the company in question complies with a number of demands on fields like economic responsibility, quality, and care for the environment. Furthermore, The Service Norm guarantees good working conditions for employees in the company – as well as its subcontractors.

Some might say that these demands are rather tough; we think they are fair. We set a high standard making it easier for you, as a client, to navigate the market and spot credible and proper service providers.

The Service Norm brand is awarded exclusively to members of The Service Industry Employers' Association (SBA). This means that membership of the SBA is only possible for companies who comply with The Service Norm.

Our members' compliance with every demand set by The Service Norm is continuously monitored by DNV Business Assurance Denmark A/S.

Only SBA members are allowed to use the Service Norm brand



” 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 guarantees:

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



1. Economic certificates

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



2. 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.



3. 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.





4. 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.



5. 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.



6. Everyone is well equipped

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



7. A tight rein on subcontractors

The company has a written policy for the use of subcontractors. Proof must exist that written contracts are always drawn up.



” 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. ”

Kim Steendahl,
CEO, Recover Aps

” 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**