



ASTM INTERNATIONAL
Helping our world work better

2016

Year of the SME
Small Business
in Action

Your Voice Matters

At ASTM International, small is big.

As one of the world's leading standards development organizations, ASTM makes it easy for every small and medium sized enterprise (SME) to have a seat at the table.

Already, thousands of individuals from small businesses work through ASTM's over 140 committees to help create market-relevant standards that help them grow, compete and succeed on a global scale.

www.astm.org/SME

Join. Get involved. Your voice matters.

FACT:

SMEs provide the majority of private sector jobs worldwide.

Make Your Voice Heard

Fairness is a core value at ASTM International. Our consensus-driven approach to standards development ensures that every individual from a small business has an equal voice and an equal vote alongside representatives of larger companies as well as government, academia and consumer groups.

With your input, ASTM develops high quality, market-relevant test methods, specifications, guides and practices that support your business and your industry.



Collaborate and Network

with more than 30,000 of the world's top technical experts who come from countries representing more than 90 percent of the global population.

Participate

in committees that span more than 90 industries.

FACT:

SMEs account for more than half of global GDP.

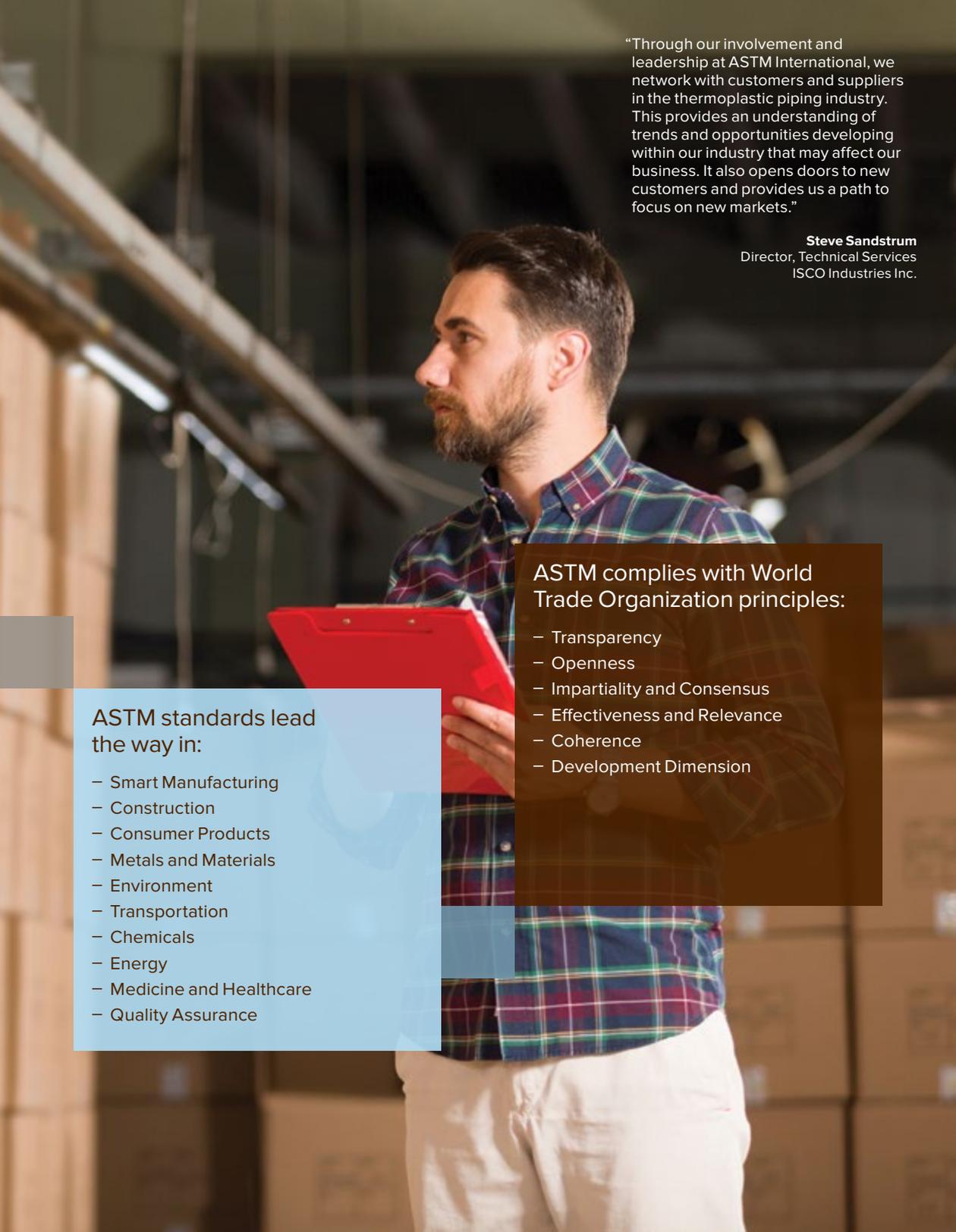
Compete Globally

About 80 percent of global commodity trade is supported by standards. The world looks to ASTM's over 12,000 standards to help ensure the best materials, products, processes, systems and services from SMEs. Most ASTM standards are distributed outside the United States, helping to strengthen supply chains and trade for SMEs.

Also, ASTM standards help SMEs compete for public and private sector contracts throughout the world. In fact, over 6,700 ASTM standards are cited by 75 nations.

By participating in ASTM International, you send the clear message that you are a global player. And by using ASTM standards, you show a commitment to providing products and services that meet the highest levels of performance, safety, sustainability and interoperability.

In sum, ASTM gives you a competitive advantage both in making and marketing your products.



“Through our involvement and leadership at ASTM International, we network with customers and suppliers in the thermoplastic piping industry. This provides an understanding of trends and opportunities developing within our industry that may affect our business. It also opens doors to new customers and provides us a path to focus on new markets.”

Steve Sandstrum
Director, Technical Services
ISCO Industries Inc.

ASTM standards lead the way in:

- Smart Manufacturing
- Construction
- Consumer Products
- Metals and Materials
- Environment
- Transportation
- Chemicals
- Energy
- Medicine and Healthcare
- Quality Assurance

ASTM complies with World Trade Organization principles:

- Transparency
- Openness
- Impartiality and Consensus
- Effectiveness and Relevance
- Coherence
- Development Dimension

FACT:

SMEs contribute to economic growth and job creation.

Reduce Costs, Increase Profits

Many ASTM standards directly help SMEs reduce costs and increase profits. ASTM standards reflect processes, practices and test methods that industry experts have worked to optimize.

Some ASTM standards focus on areas such as management and assessment, helping you scale up, increase production and adopt best practices that lead to growth. For example, ASTM standards help with cost data presentation and analysis, value analysis, risk management and economic evaluation. Using these tools helps you differentiate your business from your competitors.





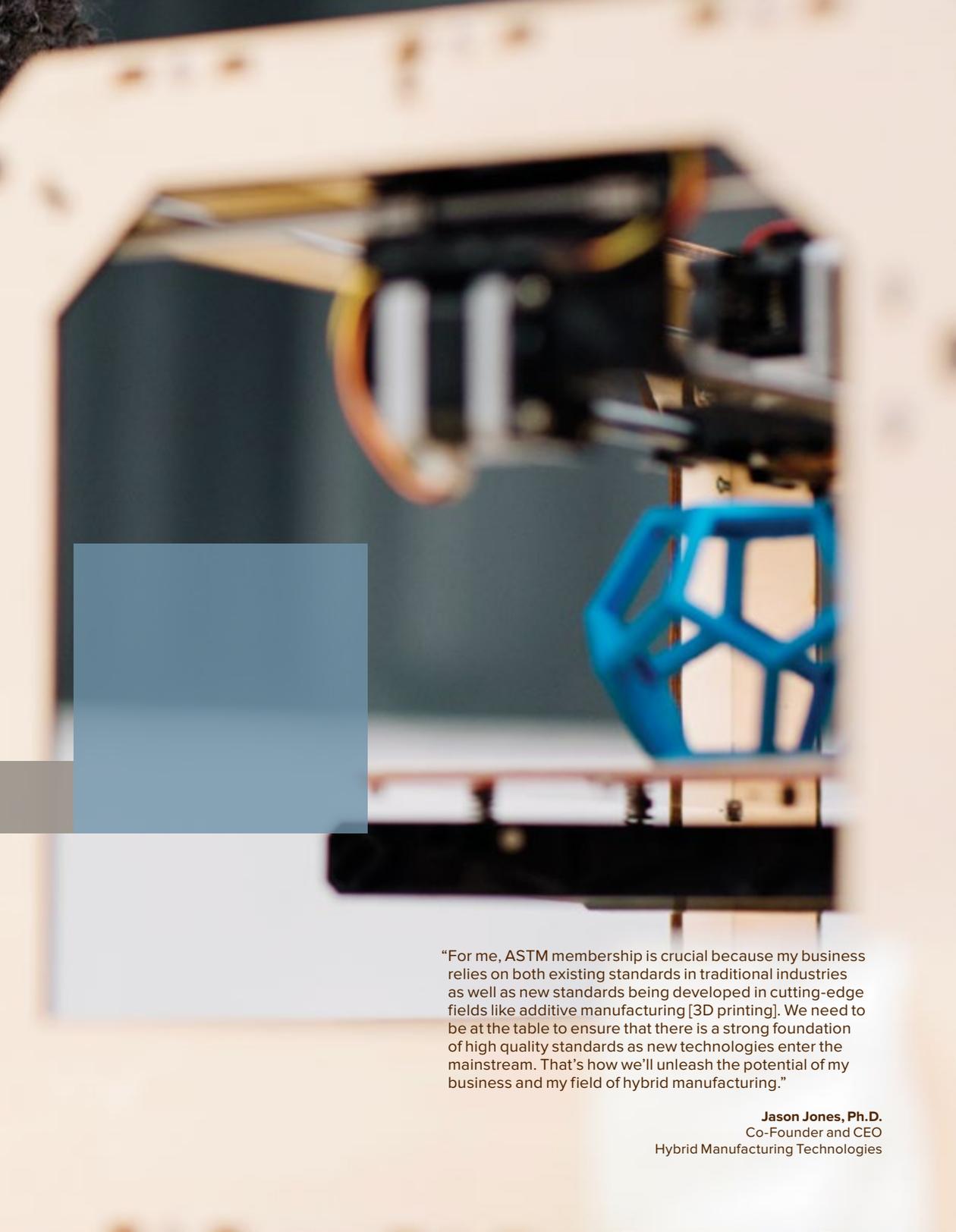
FACT:

Entrepreneurs drive research, development and innovation.

Drive Innovation

When your SME wants to introduce or promote cutting-edge technology or best practices, you can count on ASTM to help achieve your standardization goals.

ASTM's structure fosters collaboration with peers, suppliers and customers to drive innovation throughout your industry in the form of new and revised specifications, guides, practices and more. Techniques that make test methods simpler or more reliable are always of interest.



“For me, ASTM membership is crucial because my business relies on both existing standards in traditional industries as well as new standards being developed in cutting-edge fields like additive manufacturing [3D printing]. We need to be at the table to ensure that there is a strong foundation of high quality standards as new technologies enter the mainstream. That’s how we’ll unleash the potential of my business and my field of hybrid manufacturing.”

Jason Jones, Ph.D.
Co-Founder and CEO
Hybrid Manufacturing Technologies

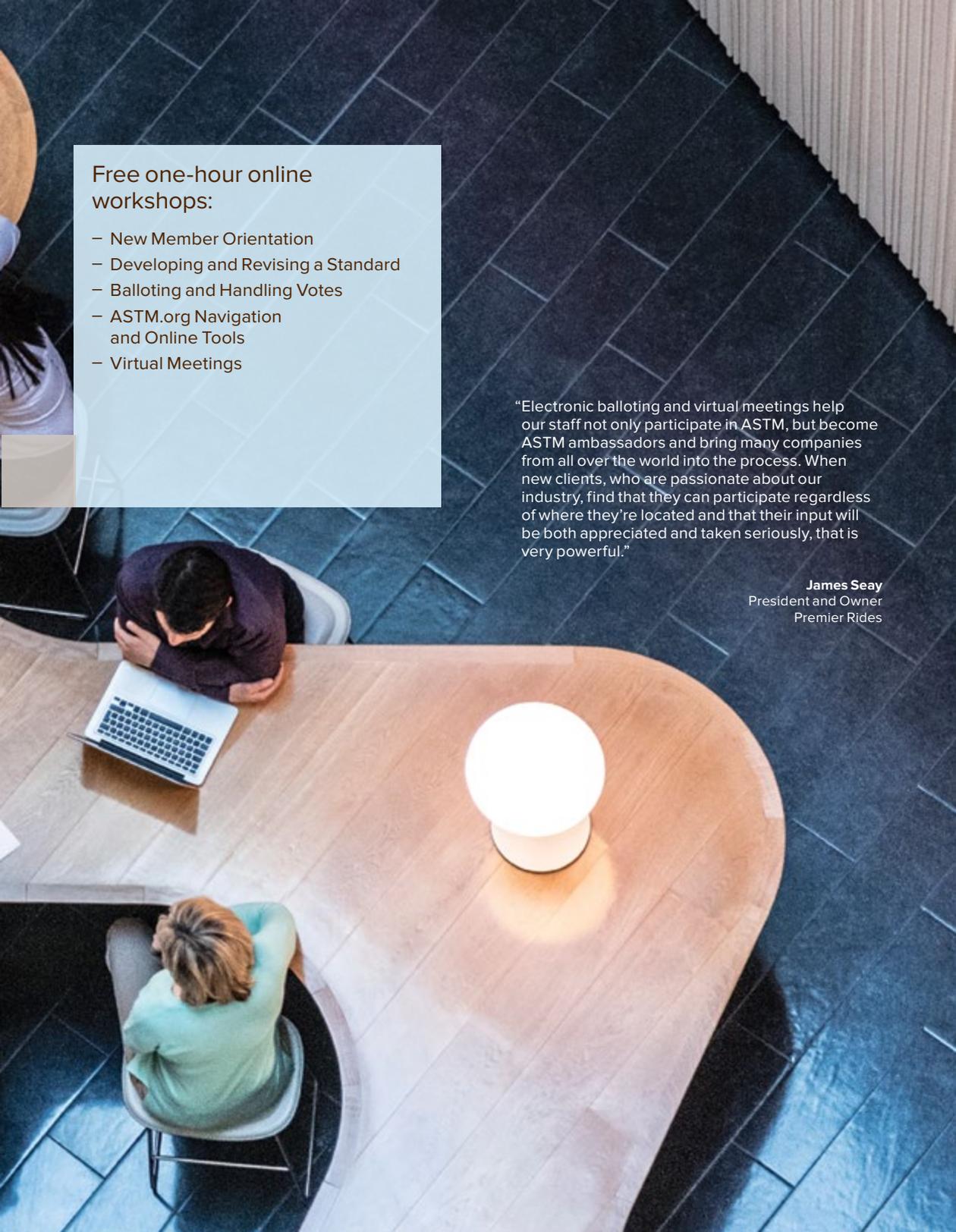
An aerial photograph of a meeting room. A large, light-colored wooden conference table is partially visible. Several people are seated around the table. One person in a blue suit is leaning forward, gesturing with their hands. Another person in a white shirt is looking towards them. In the foreground, a person in a red top is sitting in a white chair, looking down at a document on their lap. The floor is made of dark grey tiles. The overall atmosphere is professional and collaborative.

Participate with Ease

ASTM provides many opportunities to help you gain insights and contribute to standards.

Your SME can participate in twice-yearly meetings to gain the benefits of face-to-face interaction and networking.

Also, you can collaborate easily with ASTM members worldwide through our Web-based tools. Every day, ASTM members use our online forums, virtual meetings and electronic balloting to help develop standards and make connections.



Free one-hour online workshops:

- New Member Orientation
- Developing and Revising a Standard
- Balloting and Handling Votes
- ASTM.org Navigation and Online Tools
- Virtual Meetings

“Electronic balloting and virtual meetings help our staff not only participate in ASTM, but become ASTM ambassadors and bring many companies from all over the world into the process. When new clients, who are passionate about our industry, find that they can participate regardless of where they’re located and that their input will be both appreciated and taken seriously, that is very powerful.”

James Seay
President and Owner
Premier Rides



Join ASTM

For just \$75 a year, you can participate in ASTM's over 140 committees.

Immediate benefits:

- Eligibility to vote on new and revised standards
- A free volume of standards
- Publication discounts
- A free subscription to *Standardization News* (bimonthly magazine) and *eNews* (monthly newsletter)
- Networking, leadership and award opportunities

2016 Committee Week Events Put Small Businesses in the Spotlight!

April
San Antonio

May
San Antonio

June
Chicago
Bellevue

Panels and Q&A featuring
3-5 small business leaders

Moderator

Daniel Smith, Vice President
Technical Committee Operations

Join or renew today. Your voice matters.
www.astm.org/JOIN