

## **New Secure Import Standardization Mark - Frequently Asked Questions [FAQ] - 28<sup>th</sup> JULY 2015**

**1) What is [secure] Imports Standardization Mark, ISM?**

It is a Mark of quality that is affixed to all finished imported products to demonstrate their conformity to Kenya standards or approved standards.

**2) When is the ISM issued?**

The Mark is issued upon application by the importer having paid the applicable fee.

**3) What is the applicable fee for the ISM?**

Ksh 0. 49 per sticker payable to KEBS. Each sticker shall as far as possible be applied to each retail unit

**4) How is the mark issued?**

The Marks are issued as stickers that are specific to each product/consignment. These stickers bear security features plus a QR code that a smart phone is able to scan and are to be issued in exact quantities commensurate to the imported retail units

**5) How is the Mark applied?**

The mark/ sticker is applied on each and every product to ensure traceability and tracking and shall not be defaced in any way to ensure legibility and conspicuousness. The mark may be applied by hand or using suitable applicators

**6) When should an importer start using**

The effective date is Aug 1, 2015

**7) What happens to products with the old ISM and are still in the market?**

Beginning Aug 1, 2015, there shall be a rollover of 5 months and permission to continue using the mark after this period shall be granted on case by case to deserving situations. In any case this period shall not be extended beyond 30<sup>th</sup> June 2016.

**8) What happens to those products that do not have the ISM at points of sale after expiry of the roll over period?**

These products shall be assumed substandard or counterfeit and shall be seized and destroyed. However those goods which were imported legally prior to commencement of the program can still apply for ISM

**9) Does the ISM affect EAC and COMESA manufactured goods**

For EAC no, we shall continue recognizing the respective Quality marks since they are notified marks.

However, for COMESA yes

**10) What if my imported goods carry a Diamond mark of quality?**

You do not need to apply ISM. However the permit number must be displayed legibly below the Diamond Mark logo.

**11) What if my goods are imported under PVOC Route C [License], how Shall the mark be applied**

It is possible to have the marks and ship them to origin for on-the-line application. Otherwise, destination application apply too.

**12) How do we handle products which are exempted from inspection and therefore do not require a certificate of conformity?**

All imported finished products intended for sale in local market are included save for raw materials. All goods arriving without Certificates of Conformity (CoCs) shall be subjected to inspection and testing prior to issuance of the ISM. All importers of goods (covered or not under PVOC) are encouraged to have CoCs for faster issuance of ISM.

**13) How will KEBS treat Medicines and Pest Control Products which are currently regulated/covered by other government agencies such as PCPB**

These products are exempted from ISM

**14) Will the new ISM stickers be applied to products at port of destination before release of goods?**

Ordinarily, stickers shall be affixed after clearing goods before offering them for sale. However, for those who meet the requirements and already have ISM stickers are free to affix them onto the products before shipping.

**15) How was the sourcing of the security marks printers done?**

By international open tendering in line with public procurement procedures

**16) Can't we have several competing printers to bring the cost down?**

No. tender has been awarded already and supplier is on the ground.

**17) Do the raw materials require ISM?**

No. Stickers are applied to items that will sell at a retail outlet

**18) We import chemicals and I need to know which classes of chemicals are affected. We are trading, we are not end users?**

The rule of the thumb is items of sale at a retail outlet

**19) Of the documents required, IDF, COC, parking list, is it possible to use either so as to obtain stickers before arrival of goods**

Inasmuch as possible the document are to be availed, however, CoC, PVoC License (for goods under Route C) or inspection certificate is basic, yes it is possible.

**20) In cases where stickers are NOT issued on time due to technicalities, how will KEBS ensure there is no delay at port clearance?**

Stickers don't form clearance trail. It's after port clearance that stickers should be affixed. However, application for ISM must be submitted before KEBS final clearance.

**21) Where will stickers be applied, port or company warehouses?**

Affixing should be after clearance but before offer for sale. Warehouse/go-downs yes.

**22) Do fertilizers to end users eg farms require ISM?**

Yes for packaged direct sale fertilizers. Locally repackaged fertilizers will require local SM.

**23) Some goods do not require CoC, and are exempt from PVoC list, do they now require inspection and CoC?**

Yes, but destination inspection can be made

**24) My goods arrive before I get customs entry. Can I apply with IDF and CoC only?**

Yes

**25) We import thousands of items like bearings and belts; does it mean we have to put ISM on each?**

Yes

**26) Goods in warehouse that may not sell by June 2016, can we use old CoC/entry to apply for ISM?**

Yes you can apply for ISM using old CoC

**27) Kebs says stickers will be made available in 48Hrs, what happens to airfreights where free period is 48hrs?**

Clearing will take place and sticking will be made before availing for sale

**28) Do the stickers have validity period?**

Yes, they are guided by the COC and shelf life of product

**29) We import in bulk such as auto paints in drums and repackage for sale to garages and hardware. The CoCs are obtained for the drums. How do we get the ISM for the subsequent smaller items?**

ISM is for sellable finished items. Local SM will suffice for the finished locally repackaged product

**30) We import under route C, can the mark be incorporated in the artwork?**

No because it has its own special features, however, stickers can be shipped to manufacturer for on-the-line application

**31) We import photocopying paper @ 5 rims per carton. Do we put sticker on carton or rim?**

ISM shall be affix on each rim.

**32) Are the stickers applicable to petroleum / lubricant industry?**

Yes, affected are all finished and preferably packaged imports for sale

**33) We import paper for making exercise books; will we be required to stick ISM?**

No, ISM is for imported finished sellable items. Local SM will suffice for the finished products