



Product Service

Add value.  
Inspire trust.

## Case Study: PM-International AG



PM-International

In the global market for nutritional supplements, the regular independent analytics provided by TÜV SÜD ELAB GmbH is an important advantage for PM-International AG in presenting the features that determine the value of its products. Moreover, the project also offers consumers a testing concept with a high level of transparency in which unannounced external sampling is an obligatory element.

### The concept: Product Quality regularly independently tested

TÜV SÜD ELAB GmbH, a professional laboratory service provider, has operated successfully in the fields of food, water, and environmental analytics and in medical laboratory services for many years.

Regular and independent analyses of selected parameters conducted by TÜV SÜD ELAB GmbH complement the manufacturer's own product controls. An internet link (QR code) printed on the product label leads to in-depth information about the test plan (parameters and frequencies) and transparent details of the products tested. All essential information about the test plan is published on the Internet.



Product Quality regularly  
independently tested  
by TÜV SÜD ELAB  
More information:  
[www.tuev-sued.de/elab/pm](http://www.tuev-sued.de/elab/pm)

#### Overview

Customer	PM-International AG
Industry	High-quality nutritional supplements and cosmetics
Company profile	Group revenue: US\$ 833 million over 40 subsidiaries worldwide Headquarters: Schengen, Luxembourg
Challenge	Development of test plans for the verification of a diverse product portfolio
Our solution	Overall concept ranging from sampling to analytics, establishment of regular unannounced testing incl. follow-up inspection in case of non-conformities, online platform for transparency of overall concept
Benefits	Sustainable strategic positioning of the company, high comprehensibility and transparency, laboratory results as approved test criteria

## Challenges for the company

PM-International is a direct sales company in the areas of health, fitness, and beauty. It develops, produces, and markets premium-quality nutritional supplements and cosmetic products under its trademark FitLine. Focusing on the premium segment of the market, PM-International offers innovative product concepts that stand out from the rest of the market. For the company, "premium" is synonymous with transparency and quality. Regular independent analyses of selected parameters help to improve the quality of its products.

## The testing program

As an independent inspection authority, TÜV SÜD ELAB GmbH guarantees independent testing applying random sampling. Samples are taken directly from a central warehouse, ensuring their integrity and therefore the independence of the test at all times. The laboratory test focuses on important properties that are critical to the value and quality of the products, such as vitamin, mineral, and nutritional content and microbiological status. Product declarations are also checked.

An important basis for the program is provided by the quality management system accredited according to ISO/IEC 17025:2005 and the standardized testing procedures of TÜV SÜD ELAB GmbH.



## Solutions from TÜV SÜD

Initial testing on a range of FitLine products started in May 2016. Further products followed in September 2016. Since then, the scope of regular analytics was continuously expanded. New products are added directly to the program. Furthermore, the testing program has been consistently introduced into all European target markets of PM-International AG. The online platform is currently available in German, English, Japanese, and Chinese.

## Services for PM-International

- Regular laboratory analytics, declaration checks and product conformity tests for various target markets
- Development of test plans, continuous determination of relevant test parameters
- Online platform with transparent presentation of the testing concept

ROLF SORG, FOUNDER AND CEO,  
PM-INTERNATIONAL AG

“ Starting a long-term cooperation with TÜV SÜD has been a key strategic decision. What could be more effective than having our premium products tested by a strong professional partner? ”

## Business benefits

One of the most important success factors for PM-International AG is its customers' trust in its products. TÜV SÜD's know-how and global network play crucial roles in building this trust, ensuring informative and reliable testing throughout the company's diverse product range.

Customers of PM-International AG appreciate this added value from reliable testing. TÜV SÜD ELAB GmbH has the wealth of experience and expertise that is essential for providing solutions tailored to the entire food sector and to the customers' requirements.

## Choose certainty. Add value.

TÜV SÜD is a premium quality, safety, and sustainability solutions provider specialising in testing, inspection, auditing, certification, training, and knowledge services. Represented by about 24,000 employees across 850 locations worldwide, TÜV SÜD's service portfolio adds value to businesses, consumers and the environment.