

# ESSA Unique Selling Points

## International cross-industry network

**No comparable association concept on the international market (transparent network of all representative groups of the security industry)**

- Generate insights from all industry branches
- Efficient representation of interests at national, European and international level
- Effective removal of existing trade barriers

## Know-how

**Expertise of each branch of the physical security industry**

- Latest information on international standardization
- Trend developments
- Statistics on industry-relevant topics
- Study-Insights
- Consultation and visits of member companies
- Exclusive information on RAL guidelines
- Certification and recognition of laboratories

## Member Service

**ESSA as a service provider for individual PR work**

- Support in the creation of brochures and flyers
- Support of the organizational preparation of events and trade fair appearances
- Access to press releases, including the ESSA archive
- Statements and positionings on industry-relevant topics
- Exclusive information on insurance amounts

