

# SELLMARK®

## “BRANDS THAT SELL”

FOR IMMEDIATE RELEASE

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### Sellmark continues commitment to excellence with ISO 9001:2015 certification!



**(MANSFIELD, TEXAS)** – Continuing their relentless and ongoing commitment to quality, Sellmark is proud to announce successful registration to ISO 9001:2015 from 9001:2008. ISO 9001 is a standard that lays out the requirements for quality management systems and helps businesses and organizations become more efficient and improve overall customer satisfaction, and customer satisfaction has always been at the forefront of Sellmark’s core values and goals.

ISO 9001:2015 certification ensures Sellmark continues to put the customer first and focuses on enhancing customer experiences. By focusing on customer needs, Sellmark successfully demonstrates its ability to consistently provide the market with quality goods and services that meet regulatory requirements. The main difference between the two certifications is that ISO 9001:2015 places more of an emphasis on measuring and properly assessing the input and output of processes. The addition of risk-based thinking has increased the opportunity for the company to continue improving across all facets of the business.

#### **About Sellmark**

*Sellmark is dedicated producing industry-leading outdoor lifestyle products and brands and continues to grow market share in more than 50 countries, including many quality retailers in every state across the U.S. To date, Sellmark products and brands have been sold in more than 5,000 locations around the world. Sellmark “Brands that Sell” include Sightmark, Firefield, 12 Survivors and Southern Crossbow. For information about any of these brands or products, please contact [marketing@sellmark.net](mailto:marketing@sellmark.net).*

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