



Lloyd's Register
LRQA

Improving performance,
reducing risk
改善绩效 降低风险

Welcome to the new LRQA – 欢迎来到 LRQA 新篇章

2013 年 12 月 9 日

We are writing to let you know about a few exciting changes that are happening at LRQA starting with the launch of our new brand identity.

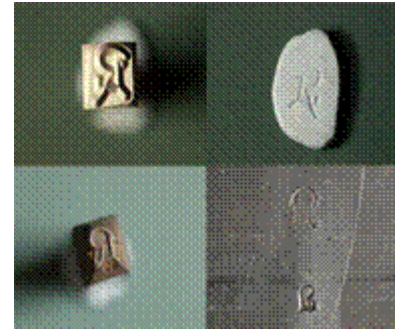
我们很高兴地告知您，我们 LRQA 推出了新的品牌标识！随之而来，我们将发生一些令人兴奋的变化。

LRQA is part of the Lloyd's Register Group (LR)*. Lloyd's Register has undergone significant change and growth over recent years. We have grown to a £1 billion turnover service provider with over 9000 employees in 78 countries, restructured to create the Lloyd's Register Foundation as the organisation's parent entity, invested in technology leadership through our global technology centres, diversified our services further into energy and rail, and expanded our Management Systems business, LRQA.

LRQA 是劳氏集团 (LR)* 的一部分。过去几年，LR 经历了一些重大变化，同时取得了长足发展。我们已经成长为一个拥有 10 亿英镑营业额的服务提供商，在 78 个国家拥有 9000 多名员工。我们成功进行了重组：现在母公司是英国劳氏基金会 (LR Foundation)；通过我们全球技术中心，我们积极投资于技术领先领域，同时不断发展多元化服务，比如能源服务和轨道交通运输服务等，并拓展我们管理体系业务，即 LRQA 业务。

Our new brand identity - which is built on the original LR stamp from over 250 years ago – reflects our commitment to independence, technical excellence and public benefit. And the new logo is a device that links together all the members in our group, including LRQA, making our broad service portfolio easier to navigate.

我们新的品牌标识—以 250 多年前的 LR 早期印章为蓝本—反映了我们致力于独立性、技术精益求精和服务于公众利益的承诺。新的标识可以把我们集团的所有成员，包括 LRQA，紧密联系在一起，使我们不同的服务组合更容易识别和找到正确方向。



The new brand identity is only the beginning and we are looking forward to the journey ahead - for both our clients and our brand.

新的品牌标识开启了我们新的开端，我们期待着未来的旅程—关于我们客户的以及我们品牌的旅程。

We recognise that as your business needs are changing, so are your expectations and requirements; as we move into 2014 and beyond, we will be delivering new and non-traditional assessment and training services to support the many thousands of clients that we serve worldwide.

我们认识到，随着您的业务需求发生变化，您的期望和要求也正相应发生变化；随着我们迈向 2014 年，迈向未来，我们将继续为我们全球范围内数以万计的客户提供更广泛的非传统的认证和培训服务。

However, whilst we are excited about the future, our heritage is important to us. Although a revised LRQA certification mark has been created, it contains the same core elements as the current one. As a result, your existing mark(s) will continue to be valid and recognised for use going forward, including any joint LRQA / Accreditation Body marks. This means that no action is required from your organisation and importantly, no disruption.

然而，虽然我们对未来感到兴奋，我们历史传承下来的财富对我们也很重要。新的 LRQA 认证标志已成功创建，但新标志包含了与现行标志相同的核心要素。因此，现有标志，包括 LRQA 与认可委标志的联合标志，将继续有效，可以继续使用。这意味着，您的组织不需要采取措施来应对我们的品牌标识变化，重要的是，这对您不会产生任何干扰。

If you would like any further information about our expanding service offering or our new brand identity, please contact us at sales.china@lrqa.com.

Yours sincerely,

如果您想要进一步了解关于我们服务提供的信息，或想了解我们新的品牌标识，请与我们联系。

衷心感谢！

此致！

Mike James
Managing Director, LRQA

LRQA 全球总裁 - Mike James (麦克·詹姆斯) 先生

* Lloyd's Register (LR) is a global engineering, technical and business services organisation wholly owned by the Lloyd's Register Foundation, a UK charity dedicated to research and education in science and engineering. Founded in 1760 as a marine classification society, LR now operates across many industry sectors, with over 9000 employees in 78 countries.

*劳氏集团 (LR) 是一家全球性的工程、技术和企业服务机构，由劳氏基金会 (LR Foundation) 全资拥有。作为英国慈善机构，劳氏基金会致力于科学以及工程的研究教育。LR 于 1760 年作为一家船级社成立，现在业务运营已覆盖多个行业，在全球 78 个国家拥有 9000 多名员工。