



GERMANCERT-TRUSTMARK®

An Independent Trust and Evaluation Framework for
Companies, Online Shops & Service Providers

*Independent evaluation. Transparent criteria. Verifiable results.
Applicable to B2B and B2C companies – online and offline.*

WHY TRUST MATTERS?

Why trust matters in your business

Customers today face increasing uncertainty when purchasing online:

- ✔ Fake shops and unreliable sellers
- ✔ Intransparent quality claims
- ✔ High return rates and abandoned purchases
- ✔ Limited comparability of quality and service

Without clear orientation, trust erodes – and purchasing decisions are postponed or cancelled.

The same trust challenges apply to B2B relationships, service providers and offline business models.

GERMANCERT-TRUSTMARK® provides clarity.

WHAT IS GERMANCERT-TRUSTMARK®?

GERMANCERT-TRUSTMARK® is a private independent testing, evaluation and certification framework designed to support companies in demonstrating quality, reliability and credibility in a transparent and verifiable manner.

The GermanTrustMark is applicable to B2B and B2C companies across various industries, including online shops, service providers and offline businesses.

It is:

Not an advertising promise

Not a marketing label

✓ A structured evaluation framework

The TrustMark is based on:



Not a marketing label. Not an advertising promise.

But a verified trust framework.

4 ASSESSMENT AREAS

1. Product Testing – Quality, Safety, Performance

- Evaluation based on defined criteria
- Assessment of durability, functionality and safety
- Orientation towards recognised standards

2. Brand Quality – Structure & Processes

- Review of quality management and documentation
- Assessment of internal processes and responsibilities

3. Service Quality – Customer Performance

- Response times
- Problem-solving competence
- Customer feedback and service procedures

4. Retailer Assessment – Reliability & Transparency

- Business models and transparency
- Return and complaint handling
- Customer reviews and market behaviour

Together, these four areas form a holistic and credible quality profile based on independent evaluation.

THE RATING & SCORING SYSTEM

Example rating levels:



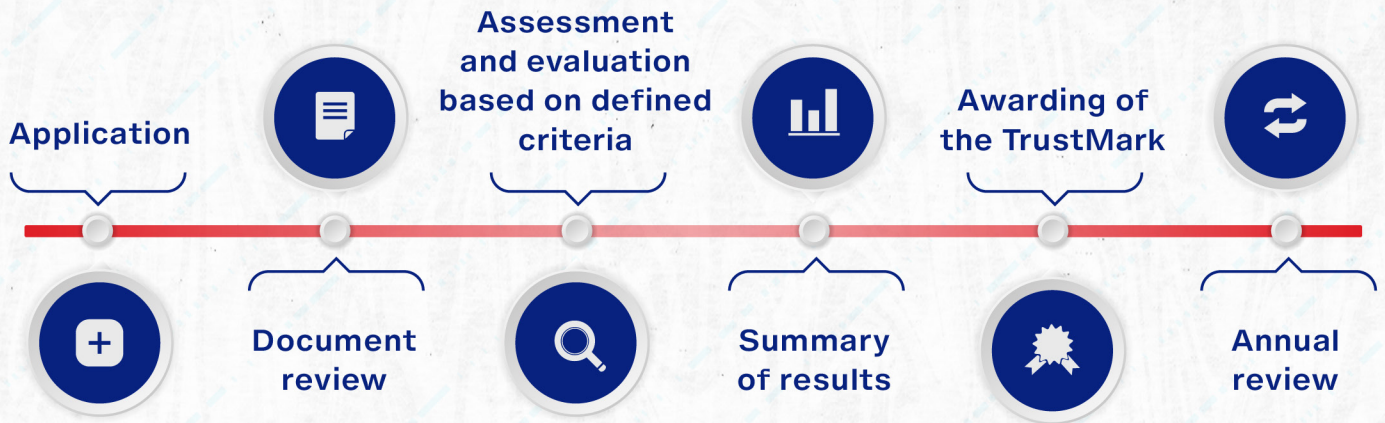
All assessment results are documented and presented in a clear and comprehensible manner.

Ratings reflect evaluation results based on defined criteria at the time of assessment and do not represent guarantees or warranties.

Trust is established through transparency.

CERTIFICATION PROCESS

The certification process follows a structured and transparent sequence:



GET CERTIFIED

Start the certification process.
Apply for independent evaluation.

- ✓ Strengthen your market position.
- ✓ Increase customer confidence.
- ✓ Demonstrate verified quality.

Suitable for B2B and B2C companies across online and offline business models.

QR VERIFICATION


QR code for online verification of the certification

Disclaimer:

GERMANCERT-TRUSTMARK® performs independent evaluations based on defined criteria and the information available at the time of assessment.

Structured. Transparent. Traceable.

CONTACT US

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