

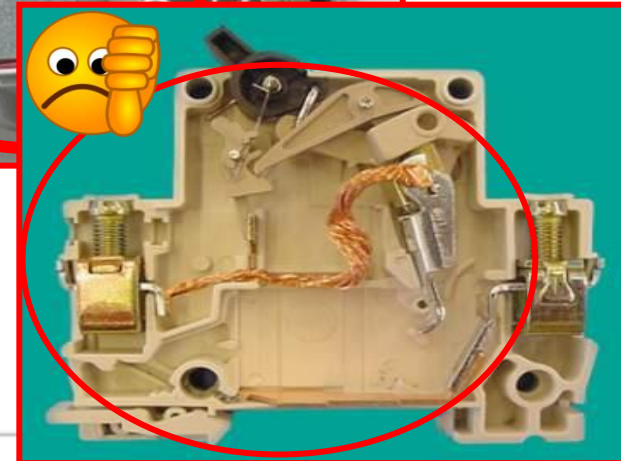
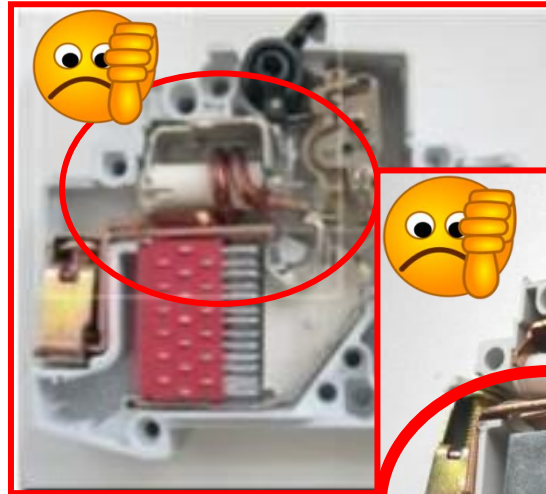
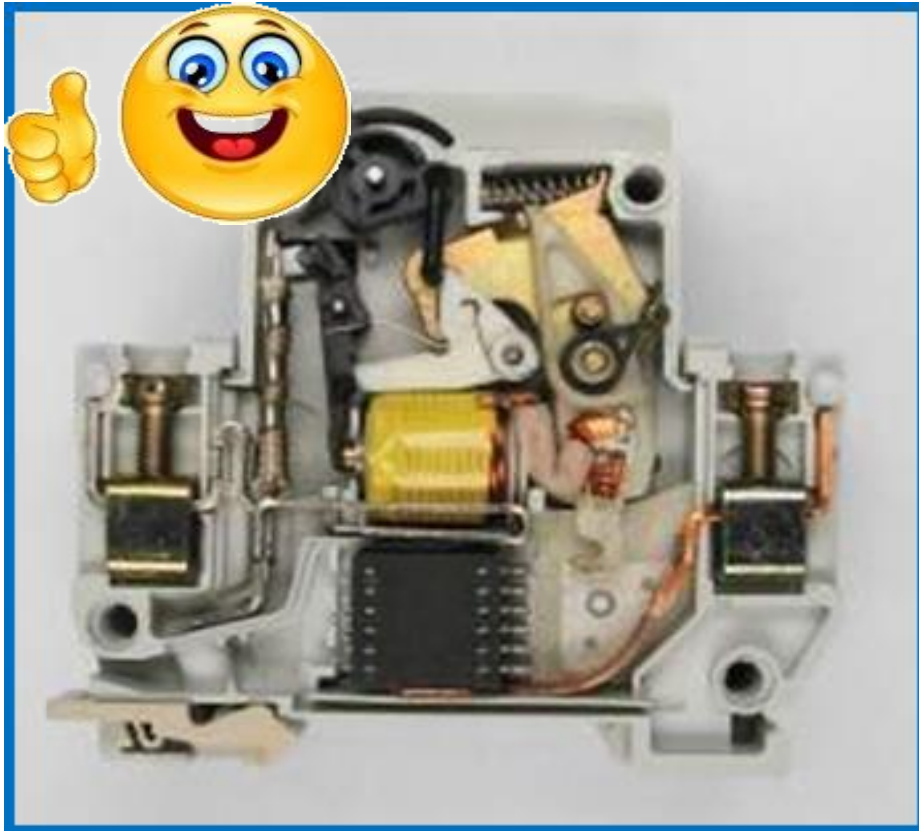


---

# Presentation



# Created in 2008: Why ?



# Vision - Mission - Objectives

---

- A safe, healthy and fair electrical market
- Active and effective contribution to :
  - Ensure the safety of goods and of electrical equipment users.
  - **Fight** against serious risk or non compliant products
  - Contribute to reinforce **actions of** market surveillance authorities
  - **Contribute to stop the spread** of electrical products presenting a serious risk for consumers and users.
- Act within an **upright framework**, respecting the **competition law**

# Scope

---

- Sectors: Residential, Tertiary, Industry
- Types of supply
  - B2C and B2B
  - Classical sales channels
  - Small distributors
  - Do it your self
  - Distance sale, via internet, via e-Commerce platforms
- Electrical products targeted by ASEC:
  - Protection devices : Circuit Breakers, Differential Devices
  - Installation products : Switches, Socket outlets
  - Automatism : Motor CB, Thermal Overload Relays, Contactor

# A well-established method

## Detection

- All devices available on the French Market
- Characteristics searches
- ASEC initiative sampling
- 1st filter = NF conformity mark

## Analysis

- Technical analysis
- Tests by accredited laboratories
- Risk assessment via Risk Analysis (European Commission)

## Actions

- Transfer to surveillance authorities, to LCIE
- Dialogues with involved distributors
- Sensitization of players
- Communication, information

# 2008 – 2022 Results - ASEC

---

- ❑ About 1600 files registered in 14 years
- ❑ Traditional supply
  - 350 files Earth leakage devices and Circuit Breakers
  - 100 commercial brands founded installed on French market
  - Identification of 29 electrical devices with serious risks, (soit 8% des 350 dossiers)
  - High % of electrical devices installed with the NF mark



## □ e-commerce sourcing

- 650 files Earth leakage devices and Circuit breakers
- 33 web sites : logistic, technical analysis and test
- Campaign of communication with Promotelec ([clik here](#))
- **215 commercial brands founded** with 179 news

## □ e-commerce sourcing

- 600 files Sockets and Switches (in progress)
- 43 web sites : logistic, technical analysis and test
- Campaign of communication with Promotelec ([clik here](#))
- **180 commercial brands** founded with 160 news



# Campagne Promotelec ASEC

## Digital Campaign from March to May 2021

- to make the general public aware of the serious risks they incur, to install serious risk or non-compliant devices
- Mainly bought in "e-commerce"
- With video, explanations, home page on the Promotelec site, etc. ([clac here](#))
- Facebook, Instagram, Display
- Integrated on general public sites in banner
- **2,330,000** full video views: 3.5% of the population
- 95,800 connections on the Promotelec site
- Campaign = success.

[Infographie](#)



# Safety Gate (Rapex) / Bilan 2005 – 2022

57 481 alertes 2005-2022



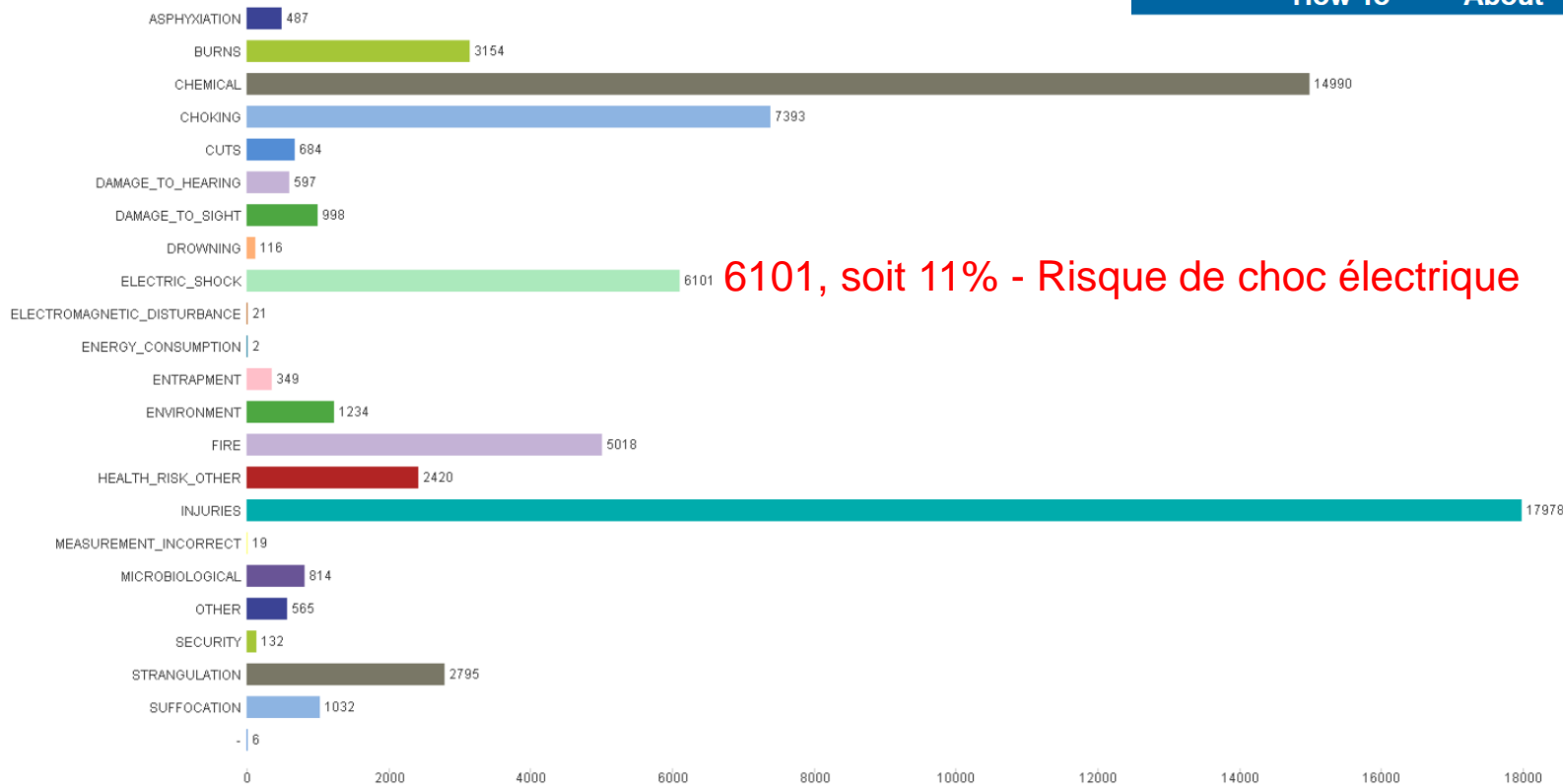
Safety Gate System Statistics

How To

About

Overview

Alerts



6101, soit 11% - Risque de choc électrique

382 Produits USB  
151 Rallonges

## 18 notifications de disjoncteur et Interrupteurs différentiels

(29 pour l'ASEC en 14 ans)

6 FR, 2 UK, 2 PL, 1 IT, 7 CY



# 2021 Results – e-commerce

---

- 2021 French e-commerce turnover
  - € 129 billion (+15% vs 2020) with 41,8 millions of consumers
  - B2B = + 16% vs 2020 & +29% vs 2019 turnover
- 200 100 websites e-commerce(+11% vs 2020)
- 22,3 millions of Français buy through their smartphone
- 35% = Sales of technical and household electrical products.

# 2023 - 2025 Outlooks

---

## → To Stay watchful and to strengthen our action

- Consolidate and have ASEC recognized as a private body by the Public Authorities according to the new European regulation on Market Surveillance (2019 / 2020)
- Reinforce the ASEC structure
- Finalyse a study on equipment (Switches and socket outlets) accessible in e-commerce (internet)
- Maintain surveillance on safety electrical products
- Extend surveillance to other types of devices, types of risks, types of non-conformity, ...
- Have a communication plan

# MEMBERS

---

- Manufacturers
- Professional Organizations
- Fedelec
  
- FASE (*Fonds d'Action pour la Sécurité Electrique*)
  
- Consuel & Promotelec
- Consumer Associations

# CONTACTS

---

[www.securelectrique.com](http://www.securelectrique.com)

11-17 Rue de l'Amiral Hamelin  
75785 Paris cedex 16

 : +33 6 40 71 98 89

 : [association@securelectrique.com](mailto:association@securelectrique.com)



**Safety is everyone's business**

***Let's work together to eliminate  
serious risks or  
non compliant products  
from the market***