

Tested & approved by seniors: 6 new winners

AFNOR Certification recognizes 6 new brands having passed the tests of the system *Tested and approved by seniors*. Three products and, for the first time, three services join the family of holders of the only stamp signaling real adaptation to the needs of consumers over 60 years old.

During the #SilverExpo show in Paris, AFNOR Certification will distinguish three products which have passed the tests of the specifications *Tested and approved by seniors*. In a reconstructed apartment, they were [put to the test](#) by a panel of senior consumers over 60 years old as well as by ergonomists.

- Vitalbase (Canéjan, Nouvelle-Aquitaine): a connected watch and bracelet for fall detection. [More information.](#)
- Sunday Box (Bordeaux, Nouvelle-Aquitaine): device allowing photos and videos to be sent to the TV of people who do not use a smartphone.
- Inner Garden by Ullo (La Rochelle, Nouvelle-Aquitaine): a sensory and interactive sandbox, to regulate anxiety and provide sensory and cognitive stimulation. [More information.](#)

A brand new specification has been created to distinguish services particularly designed for seniors. The first companies to have successfully complied are:

- Marguerite (Martillac, Nouvelle-Aquitaine): online and telephone advice on solutions to residence. [More information.](#)
- AdVitam (Paris): online funeral services. [More information.](#)
- BP AURA (Auvergne-Rhône-Alpes): new advice service and information on needs banking and insurance for over 60s. [More information.](#)

“ Four of these new ambassadors for aging well obtained recognition following support from the Nouvelle-Aquitaine Regional Council and the Development and Innovation Agency. This commitment from public authorities is a convincing example of support that the

companies are waiting to succeed in distinguishing themselves in their markets ,” summarizes Muriel Lacroix, New Aquitaine delegate of the AFNOR group.

Nearly 30 winners of the *Tested and approved by seniors* system are listed in France. Unpacking of the product, ease of installation and use, intuitive handling and therefore relevance of the services offered... This device indicates to consumers that what is offered to them is ergonomic, adapted to the capabilities of the greatest number of people and in particular of oldest people.

In the same way that a place accessible for people with reduced mobility is more accessible to able-bodied people, a website developed for the visually impaired is more pleasant for people without vision problems, a product or service *Tested and approved by the seniors* is easier to use for everyone. It can be affixed to a wide variety of products, as long as they pass the tests: telephone, washing machine, application, furniture, lighting systems, etc.

About AFNOR Certification

AFNOR Certification has been supporting those involved in aging well for over 20 years. It is the leading certification and evaluation body for systems, services, products and skills in France. A trusted third party attached to the values of independence, impartiality and confidentiality, it guarantees that its professional ethics are shared by all its employees as well as its entire network of partners.

NF certification system, Committed CSR, Diversity and Professional Equality labels, AFAQ certification and the European Ecolabel are examples of signs of confidence issued. Accredited in France by COFRAC, AFNOR Certification offers a local service thanks to its 40 agencies on 5 continents and its 13 French regional delegations. It mobilizes 1,600 qualified auditors to meet the needs of its clients spread across more than 60,000 sites around the world. The general management of AFNOR Certification is ensured by Franck Lebeugle. <https://certification.afnor.org>

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