



CASRO Institute for Research Quality Announces ISO Certification of Morpace, Inc.

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For Immediate Release

For More Information
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Port Jefferson, NY – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Morpace, Inc. for compliance to the **ISO 20252 Standard for Market, Opinion and Social Research**.

ISO 20252 establishes globally recognized terms, definitions, and service requirements for project management in research organizations. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects.

Morpace, Inc. is a full-service market research and consulting organization which, in partnership with its domestic and international clients, provides strategic direction through the use of market analysis, advanced technologies and innovative products.

Morpace provides research services to a wide range of industries, including Automotive, Healthcare, Retail and Finance utilizing telephone, mail, email/internet surveys, focus groups, one-on-one interviewing, Claros Communities, intercepts and observational research. Morpace also conducts central location research for product evaluation, inspection and drive tests.

This certification covers services and operations offered from Morpace's Farmington Hills, Michigan headquarters.

"Morpace has been an ISO 9001 registered company for many years and has consistently demonstrated its commitment to quality and continual improvement," said Morpace Chief Operating Officer and Executive Vice President Sharna Morelli. "This certification helps to validate our employees' collective commitment to excellence and best practices."

Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization's productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs.

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About CIRQ

CASRO formed CIRQ (The CASRO Institute for Research Quality) to provide assessment and certification services to research firms seeking certification to ISO 20252, ISO 26362 and now ISO 27001. CIRQ, a non-profit entity, is committed to providing timely, thorough, and impartial assessments of its customers' quality management systems or information security management systems in order to make a determination regarding certification to corresponding standards. All CIRQ auditors for ISO 20252 and 26362 have extensive experience in the research industry. All ISO 27001 auditors are certified lead auditors and have comprehensive information security credentials. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is independently operated and managed under the oversight of an Advisory Board and submits to an audit against ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* conducted by external authorities on ISO certification bodies.

About Morpace

Established in 1975, Morpace is a *Marketing News* Gold Top 50 company and since 2009, one of the fastest growing U.S. - based research organizations. Morpace was also named the 2014 CASRO Research Organization of the Year. With an experienced team of industry professionals and an array of innovative research tools, Morpace has the “Creative Minds” and “Intelligent Solutions” to help its clients make smarter business decisions. It provides global expertise and proprietary solutions in three core areas: brand and communications; market and product development; and customer experience management. Morpace is headquartered in Detroit with offices in Los Angeles, London, and Shanghai. It conducts research in more than 60 countries and on five continents. Visit www.morpace.com for more information.

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