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ICS 91.100.01
CCS Q 10

JC

BUILDING MATERIALS INDUSTRY STANDARD OF THE PEOPLE'S REPUBLIC OF CHINA

JC/T 2471-2018

Implementation guidance for brand cultivation management systems. Building materials industry

品牌培育管理体系实施指南 建筑材料行业

(English Translation)

Issued on: April 30, 2018 **Implemented on: September 1, 2018**

Issued by: Ministry of Industry and Information Technology

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https://chinastandards.org/standards/jc-t-2471-2018

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1 Foreword

JC/T 2471-2018 was issued by Ministry of Industry and Information Technology on 30 April 2018 and has been in force since 1 September 2018.

The JC/T prefix marks a recommended standard. It is not law in itself: it becomes binding when a contract names it, when a regulation or a mandatory standard refers to it, or when a producer declares conformity with it.

The document runs to 14 pages in English translation.

2 Scope Preview

This standard provides guidelines for companies in the building materials industry to establish and implement brand cultivation management systems, enhance brand cultivation capabilities, and continuously improve brand cultivation performance.

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JC/T 2471-2018 falls under ICS 91.100.01, in the field of construction materials and building.

This catalogue holds 579 other JC/T standards in that field.

In this catalogue, JC/T standards carry edition years from 1973 to 2026.

3 About this standard

Issued by: Ministry of Industry and Information Technology

English translation: about 14 pages

Chinese original: about 21,247 characters

4 Related standards

Standards on related subjects:

JC/T 1074-2021 - Purificatory Performance of Coatings with Air Purification

JG/T 157-2009 - Putty for exterior wall

GB/T 8625-2005 - Test method of difficult-flammability for building materials

JC/T 2893-2025 - The recovery and grade of wood-plastic composites

JC/T 2892-2025 - Indoor decorating and refurbishing materials - Test method for typical odor gas purification efficiency

JC/T 2281-2025 - Inorganic mixture of recycled aggregate from construction waste for road use

5 Classification and status

International classification (ICS): 91.100.01

Chinese Standard Classification (CCS): Q 10

Prefix JC/T: recommended standard.

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