



How BSI
Kitemark™
certification and
CE marking with BSI
have helped Specsavers
reassure customers of the
quality of its safety eyewear



Specsavers is a well-established brand in the UK and a growing business globally. With over 30,000 employees, and a £2.7bn annual turnover, it is best-known as a high-street optician, offering eye tests, glasses and contact lenses. In addition, it is a leading provider of hearing tests and hearing aids, and a manufacturer and supplier of safety eyewear to the corporate market.

Through certification by BSI to the CE mark for Medical Devices and the BSI Kitemark certification for Personal Protective Equipment, Specsavers demonstrates the quality and reliability of its safety

eyewear to both individual and corporate customers, strengthening sales.

Gaining these BSI certifications has further reinforced Specsavers' strong place in the market by enhancing customer satisfaction and loyalty. Buyers feel secure in the knowledge that its safety glasses have been subjected to thorough testing.

BSI certification differentiates the safety eyewear from competing products, because the eyewear must comply with all the exacting requirements of the BSI Kitemark certification. The rigorous certification journey also proves the company's commitment to verifying product quality.

BSI certification has expanded sales opportunities, particularly strengthening corporate tenders, where the BSI and Kitemark brands reassure demanding professional buyers selecting safety products for employees.



Find out more: [bsigroup.com](https://www.bsigroup.com)



“For us, BSI’s CE marking of our safety eyewear, and BSI Kitemark certification of the products, are interlinked. Along with BSI certification to ISO 9001, which our manufacturing sites also hold, these are widely-recognized standards that demonstrate our commitment to quality, safety and reliability. Our customers, whether individual consumers or business buyers, are reassured by the BSI brand, which is so well-known and respected. They know they are purchasing well-made products they can trust.”

**Stuart McCafferty,
Compliance Manager,
Specsavers**



Client challenge

Back in 2011, Specsavers transferred the manufacture of its safety eyewear from Southampton to Birmingham. Alongside the move, it sought to implement and demonstrate the highest level of manufacturing rigour and product quality and reliability. For a product that has safety at its core, quality was, and remains, paramount, and this was a key driver in the company’s search for the highest level of product assurance for its safety eyewear.

Specsavers decided the best way to achieve this was to gain BSI certification to the iconic quality management standard ISO 9001 for its manufacturing sites, as well as the internationally-recognized BSI Kitemark certification for Personal Protective Equipment. In order to sell its safety eyewear within the European Union, the product was also required by EU health and safety law to attain the CE mark for Medical Devices, and Specsavers again chose BSI as its partner in gaining this.

BSI solution

Initially, BSI delivered a thorough gap analysis, which showed where Specsavers was already compliant with the requirements of the standards, and where improvements could be made. BSI then provided certification timescales and costs, as well as clear information on the testing process and the preparation required.

With BSI’s guidance, Specsavers’ implementation team was able to break down the components of the standards to ensure that any changes to its manufacturing and its safety eyewear were compliant – notably, in documenting procedures – while also maintaining strengths of the product, such as comfort, design and practicality.



Why BSI?

Specsavers chose BSI as its certification partner because of BSI experts’ depth of knowledge and expertise, and BSI’s instantly-recognized brand, and respected reputation, with both consumers and corporate customers.