



The newsletter for Kitemark Licensees



Kitemark® News

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Kitemark® Child Safety Online – 1st Licence is awarded

Netintelligence receives the UK's first Kitemark certification for child safety online for its internet filtering software. Tim Loughton, Parliamentary Under-Secretary of State for Children and Families, announced the certification on Thursday 13th January during his keynote speech in London at the BETT Show, the biggest educational technology exhibition in the world.

Designed to provide parents with the confidence that harmful internet content will not be seen by children, the Kitemark requires internet filtering software to be easy to install, easy to use and effective in blocking inappropriate online content such as pornography, violence and racism.

What is the Child Safety Online Kitemark®?

The Kitemark for Child Safety Online is a certification scheme for internet website filtering software products. These products can be bought as stand-alone products from computer retailers or come as part of an operating system or ISP package. Software certified by the Kitemark scheme is designed to block inappropriate content, block communications via internet-based services that are inappropriate, and prevent unauthorised users from changing or disabling the access control settings. It also allows parents and carers to provide an appropriate level of protection either through the use of default settings or configuration, and to update products within the terms of any licensing or subscription requirements. It must be stressed however, that no product certification or internet filtering software can offer 100% protection and is not a replacement for responsible parenting.

In obtaining the Kitemark, Netintelligence was vigorously tested to ensure that it met a tough range of criteria. Angus MacSween, chief executive officer, iomart Group, said: "It is a great honour to receive the UK's first certification for child safety online. The Kitemark is instantly recognisable as a symbol for safety and reliability".

Ken Coveney, managing director of BSI Testing Services commented: "Kitemark certified filtering products will give parents tremendous support and offer a level of control that does not compromise

Netintelligence



parent-child trust. Parents and carers will know they are getting a safer and more reliable product, which has been independently tested and will offer the most consistent level of protection currently available on the market."

Visit www.Kitemark.com/childsafety

Surf safely... insist on Kitemark®

Renewable energy product certification – 100 products and growing...

Less than six months after launching the Kitemark scheme for microgeneration products, all of which include full MCS certification, we have issued the 100th product licence, and interest in Kitemark certification continues to increase. This high level of uptake is an indication not only of the rapid growth of the microgeneration market, but also of the high value that manufacturers and suppliers place on the Kitemark and its ability to apply traditional values to new technology.

BSI is accredited by UKAS under EN45011 to undertake MCS assessments and Kitemark licences now cover more than 100 products from UK, China, Germany, Turkey and South Korea and include air- and ground-source heat pumps, solar thermal collectors and solar photovoltaic panels.

Visit www.bsigroup.com/energyKitemark



Photo © The Environment Agency

“I believe that the Kitemark scheme, which provides an instantly recognisable indication of quality and reliability, is a big benefit all those who have a need for flood defence products.”

– Mary Dhonau OBE, Chief Executive of the National Flood Forum

Case studies:

Sutton’s business up 10%

Sutton Car Repairs is a family run bodyshop which has been established for over 25 years. Dealing with accident repair and car body repair in Sutton Coldfield, Birmingham, the company continues to develop a highly regarded client base in the area. With 18 staff on site repairing on average 35 cars a week.

The bodyshop decided to go for the Kitemark for Vehicle Body Repair as an opportunity to show how serious they are about getting critical car body repair safety processes right. Laurence Jesson, owner of Sutton Car Repair was confident that the Kitemark was going to play a pivotal role in the industry and knew the Kitemark achievement would send a clear message of his commitment to providing the very best repair standards to his customers and work providers

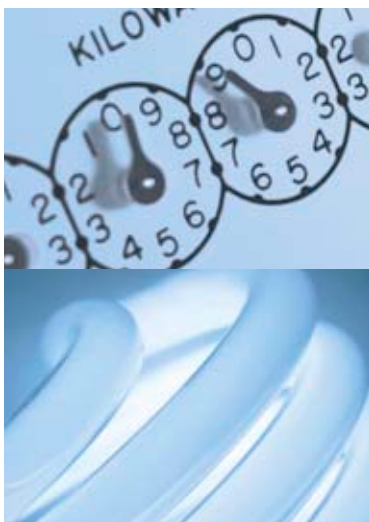
Since gaining the Kitemark for vehicle body repair, Sutton Car repairs business has increased by 10%. This is attributed to better retention of customers and increased business as locals see they have a choice other than a main dealer. The embedded quality system that is within every Kitemark scheme helps to reduce waste and inefficiencies and so helps business improve their performance.

New Kitemark Supporters:



Save around 30% of energy costs...

Consumers do not trust environmental claims unless they have been independently verified – but they do trust the BSI Kitemark. Research conducted by Consumer Focus showed that 58% of consumers think that a lot of companies pretend to be green just to charge higher prices, whereas research done by BSI revealed that 88%* of UK adults trust Kitemark. Independent verification from BSI will boost companies’ credibility with customers for taking action on the environment.



BSI has found from experience that companies can save as much as 30% in energy costs using a range of solutions from its sustainability portfolio. This can be achieved through an energy efficiency programme managed from A to Z to make sure that all aspects are taken into account. Rob Wallis, managing director, BSI EMEA explains: “The BSI Kitemark scheme for Energy Reduction Verification forms part of BSI’s unique energy management solution as it enables organisations to prove energy reductions and continually cut energy costs.”

Camfil Farr, a world leader in air filtration and clean air solutions based in Haslingden Cheshire, applied careful energy management, robust monitoring and measurement of energy consumption and waste streams to embed a culture of sustainability within its organisation. They became the first UK manufacturing company to achieve certification to the energy management system standard BS EN 16001 in July 2010 which ensures that ongoing, long-term reductions can be identified, managed and realised. Camfil Farr also became the first organisation in the world to be awarded BSI’s Kitemark in Energy Reduction Verification (ERV) which independently verifies and certifies an organisation’s reduction in carbon emissions through lower energy use.

“The ERV Kitemark is an externally recognised verification that we have saved over 14 per cent on energy in the current compliance year and also demonstrates to our stakeholders that we practice what we preach. BSI has put us on the map and verified our system in a very short space of time.” – Bill Wilkinson, Managing Director, Camfil Farr.

Since its launch in 2010 Kitemark ERV now has many licensees, including Bosch Rexroth, Camfil Farr and H&H and many more in the pipeline.

Did you know...

Everyday worldwide, people use and rely on goods and services that have been designed, certified, tested or verified by BSI.

Kitemark.com visitors soar!

Just recently the homepage of Kitemark.com was given a facelift, the information was refreshed and more links to the licensee directory were added. A month later, when looking over our web analytics we were delighted to see that visitors to the website had doubled!

From the homepage the majority of visitors go on to the Find It page to look for a Kitemark licensee or service. This big rise in visitors is a great opportunity for all those licencees who haven't yet done so, to personalise their company page, stand out from the crowd and tell Kitemark.com visitors why their product or service is the best.

Company page features include: preview image in directory results; slide show and image gallery; video gallery; Google Maps and contact details.

For more guidance with this or to give us your feedback on the new Kitemark homepage please email kmweb@bsigroup.com



ISO 9001: The most successful management tool of modern times?



Academic research and evidence has often shown that organisations with ISO 9001, a framework for a Quality Management System (QMS), have improved the bottom line, increased morale and boosted customer satisfaction. There is a huge amount of research into why **one million people have obtained certificates** for ISO 9001, why this QMS works for their business and how it can boost revenue and profitability. Academics have known this for years, but does the average business owner, managing director?

The overwhelming view of ISO 9001 is that it reaps financial and non-financial rewards and recent customer research by BSI¹ has shown that companies implementing and certifying to ISO 9001 perform 1.6 per cent better than those without it.

BSI's recent research also clearly demonstrates that a certified QMS can lead to improved operational performance, an enhanced ability to attract new customers and retain existing business, as well as reap significant cost savings.

Embedded into every Kitemark scheme is the requirement for a robust QMS. While this does not have to be ISO 9001 it must be as substantial to ensure that the business delivers the right level of quality and consistency. Is your QMS ISO 9001 and are you using BSI for both product and system certification? As the Kitemark is unique to BSI, why not consider whether BSI can help you achieve ISO 9001 certification? Working with one partner can deliver greater benefits.

¹ BSI took an average of over 2,500 organisations currently using ISO9001 and assessed their financial and non-financial performance.

Training: A worthwhile investment for you and your organisation

Running a business often does not leave much room for training – for you or your employees. But, if you think of training as an investment - in your business and your staff - you can achieve amazing results in both business and employee performance.

If it's part of your responsibility to implement or manage your company's management systems then you will want to make sure that you are knowledgeable about best practice strategies in health & safety, energy management, environmental management, information security or business continuity management.

BSI's training courses can be regarded as the benchmark qualification for quality, environmental, health & safety or information security management systems personnel. By understanding the needs of customers and management systems, BSI training courses are applicable to organisations of any size – from multinationals to SMEs and small start ups. Our courses can be delivered in a range of ways that meet your needs – from distance learning to in-company courses. www.bsigroup.com/training



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Where to see Kitemark® and BSI in 2011

HazardEx

23 – 24 February 2011

Harrogate – www.hazardexonthenet.net

EcoBuild

1 – 3 March 2011

ExCel London – www.ecobuild.co.uk

Procurex National

8 – 9 March 2011

NEC Birmingham – www.procurexnational.co.uk

IOSH

15 – 16 March 2011

ExCel London – www.iosh.co.uk

InfoSec

19 – 21 April 2011

Earls Court – www.infosec.co.uk

International Firex

16 – 19 May 2011

NEC – www.info4fire.com/internationalfirex

Safety & Health Expo

17 – 19 May 2011

Birmingham –

www.safety-health-expo.co.uk

Sustainability LIVE

24 – 26 May 2011

NEC – www.sustainabilitylive.com

Trading Standards Annual Conference

21-23 June 2011

www.tradingstandards.gov.uk/events/conference2011.cfm

Energy Solutions Expo

11 – 12 October 2011

London Olympia –

www.energysolutionsexpo.co.uk

BSI Regional Business Forums

5 May 2011: Birmingham ICC

1 June 2011: London Hilton Metropole

6 Oct 2011: Virtual Event

10 Nov 2011: Glasgow Hampden Park

Register to attend:

www.bsigroup.co.uk/rbf11

If you would like to meet with anyone from BSI at these events email:

Kitemark@bsigroup.com – with “Event Enquiry” in the subject line.

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Do you want your business to run more efficiently? Are you faced with...

- demonstrating compliance for quality?
- monitoring performance for quality?
- tracking and/or reducing rates of quality incidents/deviations/complaints/unplanned events?
- issues around quality document management?
- having a clear process for dealing with quality non-conformities and assessment recommendations?

entropy
software

Entropy® Software is a solution that provides the framework for a fully functional and auditable quality management system. It enables small to medium enterprises (SMEs) to become more efficient, share best practice, reduce operational risk, ensure compliance across the businesses and improve overall performance. Entropy Software is effective in introducing operational efficiencies, which can lead to improving profitability and increasing shareholder value.

Webinars

www.bsigroup.co.uk/webinars – Register for any of these free webinars and gain access to an online presentation by our product expert - no need to leave the office.

10th March	14.30	ISO 9001 in small businesses – avoiding bureaucracy and making it work for you
17th March	14.30	Implementing ISO 14001 Environmental Management System – a client's view
24th March	14.30	Introduction to new Kitemark schemes for household appliances
29th March	10.30	Implementing BS OHSAS 18001 Health & Safety Management System – a client's view
31st March	14.30	Proving your energy reductions – a client's own journey

BSI - The One-Stop-Shop for Certification

As well as Kitemark certification, did you know that BSI also offers a range of services that can help your business maximise its potential?

Management system certification

- independent audit to prove that an organisation's internal systems are effective and that they comply with the relevant standard

Training - covering business improvement, management system-based standards and auditing techniques

Entropy Software - improve business performance and manage risks with this management system software

Standards - development of standards relevant to your business and industry

Product Testing - CE marking and direct testing for a wide range of products to national and international standards

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