



The newsletter for Kitemark Licensees



# Kitemark® News

Issue 9 • Autumn 2010

## If you've got it – use it

You have most likely gone to a lot of effort to achieve your Kitemark licence. You and your staff will have put in time and effort to make sure you passed the inspection. So, now that you have your Kitemark licence are you using it to its maximum potential?

Shortly after your award you will have received a Kitemark Marketing Toolkit. This should be handed to the person in your company who deals with your marketing and promotion activities.

We do understand that you may be too busy running your business to think about marketing. Or maybe you have a whole marketing team but have not yet given them the toolkit or told them of the company's achievement. Whatever the reason now is the time to put things into action.

One of the primary benefits of having Kitemark status is that you can use the prestigious Kitemark logo on just about everything. Check the How To Use Guide on the CD.

Since we have been issuing the toolkits we have noticed a considerable increase in the amount of promotion that Kitemark licensees do. This is fantastic for those who are making the most of their achievement and letting their customers know. But what if you aren't doing anything with the Kitemark? Well, you're certainly missing a unique opportunity to stand out from your competitors, show your customers the quality and reliability of your products and generally missing out on business opportunities.

The toolkit provides all the logos you will need as well as guides and tips for what to do and how to do it. There is a guidance document on how to use the Kitemark to ensure that you use it correctly. To make things even simpler here is all you have to do to comply with the terms and conditions of use...

### Prove it...

We often have enquiries from companies wishing to use the logo without the licence number underneath it. This is actually contrary to the terms and conditions and so could lead to a "non-conformity" at your next inspection. Also it would actually not be as good for your company. By using your Kitemark licence number you can show that you are a real, valid licensee and customers can check your licence on Kitemark.com. If it were acceptable to use the logo without a Kitemark licence number then anyone could do so and nobody would be able to see who was real and who was not. **It is in your interest to prove your status – the licence number is your proof.**

If you have some ideas and are not sure whether it is possible why not talk to us first – we really encourage all our licensees to use their Kitemark and get the most out of their certification. Call: 08450 765600 or email [Kitemark@bsigroup.com](mailto:Kitemark@bsigroup.com).



For a product



BS XXXXX  
KM XXXXX  
SAFETY GLASS

For a service



KM XXXXX

*If you want to add more information under your logo you can do so but it is not required.*



# Kitemark® – Energy Reduction Verification

BSI's new Kitemark scheme for Energy Reduction Verification (ERV) provides UK organisations with a superior, easier and more cost effective route to verify reductions in energy use to meet the Carbon Reduction Commitment Energy Efficiency Scheme. The Kitemark scheme will independently verify and certify those organisations that achieve a reduction in carbon emissions through lower energy use. The Environment Agency has approved the scheme as one of the Early Action Metrics that contribute to the CRC Energy Efficiency Scheme, the UK's mandatory climate change and energy saving scheme.

The Kitemark scheme provides organisations both large and small with a measurable means of reducing energy usage; acting as an Early Action Metric that public and private sector organisations may adopt to achieve and demonstrate carbon reductions. At a time when organisational carbon footprints are coming under increasing scrutiny, the scheme also allows organisations to present clear and independent information about their energy use performance for stakeholders including investors, regulators, specifiers and consumers.

The scheme draws on the Kitemark brand - recognised and trusted by over 82% of the UK population\* - and provides a simpler alternative to both the Carbon Trust and CEMARS standards. Importantly, the Kitemark scheme for ERV is also the only Early Action Metric to be based on the implementation of an energy management system - BS EN 16001- which demands more of organisations in that continual improvement and the ongoing identification of energy reduction opportunities is required.

Visit [www.bsigroup.com/energyKitemark](http://www.bsigroup.com/energyKitemark) for more information.



“The new Kitemark is great and just what businesses need in order to verify the emission reductions they’re achieving and hope it acts as an incentive to move ahead with efficiency plans.” – Dave Lewis, Head of Business Energy Services, npower

## Kitemark.com

### - Search results upgrade

Have you seen the new search function on Kitemark.com? Take a look it's much improved and has lots more room for you to provide information to your potential customers when they find you in their search for your product or service.

We will be contacting you all individually to seek information to enhance your entry on this search function.



### Personalise your company page on Kitemark.com

We would now like to invite you to send your photos, videos or simply update your contact details so that potential customers can contact you via Kitemark.com.

Company page features now include:

- Preview image in directory results
- Video gallery
- Your contact details
- Slide show & image gallery
- Google Maps

You can send up to 9 images relevant to your business. These can be JPG or GIF – ideally size 300x250 px. Send your images to [kmweb@bsigroup.com](mailto:kmweb@bsigroup.com)

### Want to send videos?

You will need to ask your web admin person to provide the source code snippet for any videos. Send your video source code to [kmweb@bsigroup.com](mailto:kmweb@bsigroup.com)

**Let us know if your contact details need updating:** email [kmweb@bsigroup.com](mailto:kmweb@bsigroup.com)

### Tell people why you are the best...

There's a lot of competition in today's markets and you have one of the best ways to stand out from the crowd. But don't leave it to chance, tell Kitemark.com visitors why your product or service is the best.

### It's all about links...

Why not set up a reciprocal link to [www.Kitemark.com](http://www.Kitemark.com) to maximise the benefit of being a Kitemark licence holder? At the top of the Kitemark.com home page follow "link to us" where you will find banners for your website to link back to Kitemark.com. Make sure you let us know your website address so that we can put this in your Kitemark.com search results to help customers get to learn more about your products or service.



Follow us on Twitter [www.twitter.com/bsikitemark](http://www.twitter.com/bsikitemark)

You tube channel watch videos [www.youtube.com/bsikitemark](http://www.youtube.com/bsikitemark)

Join Quentin's Blog <http://bsikitemark.blogspot.com/>

“We decided that specifying the Kitemark® would provide a straightforward, efficient and cost-effective solution – and that’s exactly how it’s worked out in practice. The units covered by the Kitemark® are meeting or exceeding our requirements and expectations in every respect.” – Nick Rubery, CDM & Construction Standards Manager, Birmingham City Council



## On the air once more...

30th June BSI kicked off a PR campaign for Kitemark garages and bodyshops. We had a lot of interest from radio stations around the country due to the fact that we had the consumer motoring champion, Quentin Willson available for interview as well as the newly elected MP for Harlow and member of the 1922 committee, Robert Halfon. So enthused as Robert that he has started a commentary on his blog as well as posting his activities around the day on Twitter.

**Raising the question in the House...** because Robert was so keen to help support Kitemark he proposed to Table a Motion in Parliament to try to get the issue raised as a question in the House of Commons. Here is the Motion that was tabled that day:

*“That this House notes there are many excellent garages in Harlow and around the British Isles that deserve formal recognition of their good workmanship and their value for money; believes that the BSI Kitemark for Garage Services would be a good step forward in supplying this recognition; therefore calls on the Coalition Government to support the BSI Kitemark as a demonstration of compliance to a known national standard.”*

The Motion already has 10 followers and you can check the progress of support by visiting the Parliamentary website (<http://edmi.parliament.uk/EDMi>) to see who is supporting. Look under EDM number 376

Quentin also now has a blog on Kitemark.com that is proving to be an interesting view into consumers views and opinions on subjects that involve Kitemark. Why not visit the blog and leave your comment? [www.Kitemark.com/blogspot](http://www.Kitemark.com/blogspot)

Overall, the radio PR campaign reached around 52,000 listeners and achieved coverage of 176 minutes of airtime with an approximate value of £800,000. Radio stations continued to take the recorded interview over the subsequent weeks so there was ongoing coverage. So far the following radio stations have broadcast the interview either live on the day or the recorded version:

Heart Bath  
107.9 Dune Southport  
Leicester Sound  
Sun FM Sunderland  
Sunrise Yorkshire  
Real Radio Yorkshire  
Kingdom FM Fife  
West FM  
KLFM Norfolk  
Signal 2 Staffs  
All FM Manchester  
The Bay Lancs  
Radio Ceredigion Wales  
Gloucester FM  
Kestrel FM Hampshire  
Radio mansfield  
Compass Lincs



Star Cambridge  
Dream 100 tending  
Radio 5 live  
Magic 999 Preston  
Colourful Radio London  
Bradford Community Radio

United Christian UK  
BBC Radio Cambridge  
BBC Radio Stoke  
Wave Radio Dundee  
Swansea Sound  
Heart Essex

## Who is specifying?

Birmingham specifies  
Kitemark® for windows



To ensure consistent quality, performance and durability of the fenestration products fitted to its properties, Birmingham City Council is now specifying that all double-glazing units supplied for use in those properties must be covered by a BSI Kitemark licence relating to BS 1279 Parts 2 and 3. This move will produce substantial cost savings for the Council, as it eliminates the need for it to carry out its own testing and investigations to verify product quality.

When it requires fenestration products, Birmingham City Council invites tenders from fabricators throughout the UK and Europe. It has found that these fabricators have also responded positively to the Kitemark requirement, as it provides them with a simple and reliable way of being certain they are using products that meet the Council’s requirements.

## Trading Standards

Trading Standards Institute has joined the Kitemark Supporters Network showing that it recognises and values the quality, safety and integrity of Kitemark products and services. BSI chose Trading Standards Institute because of their work in helping to ensure consumers are protected from unsafe products and businesses. [www.tradingstandards.gov.uk](http://www.tradingstandards.gov.uk)



## Kitemark® on show

Where to see Kitemark® and BSI over the next few months

### Bodyshop Awards 2010

18-19th October 2010  
IET London, London WC2  
[www.solarpowerportal.co.uk](http://www.solarpowerportal.co.uk)

### Energy Solutions Expo

6 – 7 October 2010  
Olympia, London  
[www.energy-expo.info](http://www.energy-expo.info)

### Solar UK

18-19th October 2010  
IET London, London WC2  
[www.solarpowerportal.co.uk](http://www.solarpowerportal.co.uk)

### BEST

18-20th October 2010  
NEC Birmingham  
[www.best-show.co.uk/](http://www.best-show.co.uk/)

### BSI Regional Business Forum

7 October 2010  
Cardiff Millennium Stadium  
[www.bsigroup.co.uk/forum10](http://www.bsigroup.co.uk/forum10)

### BSI Regional Business Forum – Virtual event

20th October 2010 – Online  
[www.bsigroup.co.uk/forum10](http://www.bsigroup.co.uk/forum10)

### Procurex Scotland

26 – 27 October 2010-05-12  
Scottish Exhibition & Conference Centre  
Glasgow  
[www.procurexscotland.co.uk](http://www.procurexscotland.co.uk)

### BSI Regional Business Forum

11th November 2010  
Sheraton Grand Hotel, Edinburgh, EH3 9SR  
[www.bsigroup.co.uk/forum10](http://www.bsigroup.co.uk/forum10)

### BIG 5

21 – 24 November 2010  
Dubai  
[www.thebig5exhibition.com](http://www.thebig5exhibition.com)

If you would like to meet with anyone from BSI at these events email [Kitemark@bsigroup.com](mailto:Kitemark@bsigroup.com) - with "Event Enquiry" in the subject line.

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PS1495/0910

## Fast forward with BSI Training

### Standards and management systems training:

Standards underpin the success of thousands of companies worldwide. As the UK's national standards body, we are one of the leading developers of standards, and as a global certification body for management systems standards we provide a comprehensive range of training in the understanding, use, implementation, auditing and certification of standards.



### Regulatory approvals training

Gaining the right approvals and certificates for products is fundamental both to the success of the product and to ensuring their appropriateness and safety. Businesses therefore need to ensure they have all the required approvals before they launch a product.

### Business improvement training

We are constantly looking to provide customers with a wider range of training to meet their needs. In addition to management systems training, we also provide business improvement training, such as for Six Sigma.

Business communities today are extremely dynamic. Change happens quickly. That's why BSI Training is a real advantage to any organisation. Training is available in a variety of formats – public training, in-house, e-learning or distance learning - or can be tailored to your organisation's needs, or even developed into a bespoke course for you.

For more information on what training is available or to view our latest training brochure, visit [www.bsigroup.co.uk/training](http://www.bsigroup.co.uk/training)

## BSI - The One-Stop-Shop for Certification

As well as Kitemark certification, did you know that BSI also offer 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** - business improvement training and standards based management systems



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



**Standards** - development of standards relevant to your business and industry

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