



## Customer confidence and increased morale: the twin benefits of the BSI Kitemark™ scheme

"The BSI Kitemark gives further peace of mind to our customers... and it's a just reward for everyone's hard work. It has had a very positive effect across the business."

**James Hilton**  
Special Projects Manager, Fabweld

### Fabweld in brief

Fabweld is an award-winning British SME specialising in the design and manufacture of steel access covers, gratings and drainage systems. It employs 39 people and turns over around £2.8m a year. Its SOLOSLIDE® product range achieved BSI Kitemark certification in March 2016.

### BSI Kitemark: the business benefits:

- Assures customers that products meet the highest standards for quality, safety and reliability
- Endorses corporate values such as quality and service
- Helps win new business — at home and overseas
- Recognises the achievements of employees — and increases job satisfaction
- Provides assurance that a company's quality management systems are robust.



## BSI Case Study: Fabweld steel products

**Certification:** BSI Kitemark for Gully tops and Manhole covers

### Customer background

Founded nearly thirty years ago, Fabweld Steel Products is a private UK manufacturing company specialising in the design and fabrication of steel products.

Alongside their core range of BSI Kitemark approved access covers and gratings, they also supply products to the following sectors:

- Hard Landscaping
- Water Management
- Below Ground
- Energy Sector
- Security Products for Asset Protection

The company keeps standard products in stock to enable it to meet customer requests quickly, but it also designs and makes 'bespoke' products to the specifications of architects, contractors and consultant engineers. It has a dedicated R&D department and uses state-of-the-art technology to make products and to develop new ones. Its innovative SOLOSLIDE® access cover range features a unique lifting mechanism and is designed to blend in with the surrounding area.

The company, which works closely with local universities and schools, won the 2016 Shropshire Star award for Excellence in Learning and Skills.

It is based near Telford in Shropshire in the West Midlands but also has distributors in Europe and the Middle East.

### Why the BSI Kitemark?

Fabweld wanted to increase its market share of recessed access covers and ensure it was ready for the EU harmonised standard EN124. A BSI Kitemark approval for its SOLOSLIDE® product range seemed like an obvious decision.

"It's widely accepted that the BSI certification scheme leads the industry — and the BSI Kitemark is widely recognised," James Hilton, Fabweld's Special Projects Manager,

explains. "We reviewed other certification bodies, but the BSI Kitemark [unique to BSI] was a big factor — that and the fact BSI are a very knowledgeable body on EN124."

More than this, certification by BSI endorsed the core values of the company. "We're about delivering value and service for our customers, through our people," says Hilton. "There's no doubt that having the BSI Kitemark gives further peace of mind to our customers: they know they are buying something that meets the stringent standards set out by EN124."

### Working with BSI

The company had already achieved the international standard for quality management systems, ISO 9001, and the harmonised European standard for fabricated steelwork, BS EN 1090, so the transition to the BSI Kitemark was, in many ways, the logical next step.

"A good portion of the required documentation was already in place," Hilton explains, "and the implementation process was easier than we expected."

BSI will return for regular site visits to make sure standards are still being met and it will update the company's certificate as standards evolve. It will aim to provide a tailored service, helping the business meet the changing demands of its customers and of regulators.

"BSI's industry knowledge, technical expertise and client support weren't really a factor in our initial decision — the main thing was the BSI Kitemark — but they undoubtedly help the on-going process," Hilton adds.

### The future

Hilton believes the BSI Kitemark, which is mandated by governments in the Middle East and by some telecommunications companies in the UK, means new opportunities and increased market share in

the longer term.

"It's recognised internationally, and it's a stamp of approval that you're buying a quality product," Hilton says. "In a challenging marketplace, having the BSI Kitemark really does set you apart from competitors who don't, and hopefully will attract new business."

There are, however, more immediate benefits: sense of satisfaction and further increases in staff morale.

"We are very lucky to already have a committed workforce," Hilton explains. "Everyone from the shop floor to office staff worked really hard to develop the pioneering SOLOSLIDE® access cover that received the BSI Kitemark, so it feels like a just reward for them."

The BSI Kitemark, then, can be described as part of a virtuous circle. The higher staff morale, the better the product and customer service, and the better the product and service, the higher staff morale. By recognising the achievements of everyone in the business, BSI certification 'feeds into' the process of employee commitment and continuous improvement.

Hilton concludes: "Achieving this certification has had a very positive effect across the business because it's independent verification that the product we worked so hard to produce is of the highest quality and safety."

**Contact us to find out how BSI certification can help your business make excellence a habit.**

To speak to an advisor call:

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