



FireAngel's fire safety products carry the BSI Kitemark, demonstrating to consumers that they can be trusted



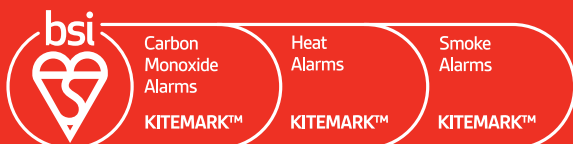
Coventry-based FireAngel Safety Technology is a leading designer and manufacturer of domestic smoke, heat and carbon monoxide alarms. Since 1998, it has deployed over 70 million safety devices, protecting millions of homes, principally in the UK and Europe. The company's products proudly display the BSI Kitemark, demonstrating their quality and reliability, and inspiring the trust of customers.

FireAngel's products save lives, so their safety and reliability are critical. The company understands the need to inspire customers' trust in its heat and

gas alarms, so for many years it has ensured that its products pass BSI's rigorous testing process to achieve Kitemark certification.

FireAngel's portfolio of BSI Kitemarks demonstrate its longstanding commitment to quality, safety and reliability. It is evidence of the company's longstanding policy to provide independent, third-party assurance that its products have been thoroughly tested, and users can rely on them.

Today, FireAngel develops and manufactures some of the most advanced fire safety technology on the market, including smart internet-connected devices. This makes it more important than ever for the company to differentiate its products from those of lower quality. Kitemark certification sets FireAngel's products apart in a rapidly evolving, highly competitive industry, underpinning their strong market position.



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

FireAngel®

FireAngel Safety Technology Ltd

“Ultimately, we’re in the business of saving lives because that’s what our products do. This means we place really heavy emphasis on ensuring they are designed to the highest standards of quality, reliability and regulatory compliance. Having third-party Kitemark certification from BSI proves this both internally, and, more importantly, to our customers. It’s such a well-known mark of quality and trust, both in the UK and in our export markets”

Ian Ballinger, Head of Projects and Certification, FireAngel Safety Technology



FireAngel's challenge

Smoke alarms are classed as a construction product, so in order for them to gain regulatory approval for sale in the EU (and carry a CE mark) or in the UK (with a UKCA mark) they must demonstrate third-party compliance with the required product standard. While regulations are a key driver for product certification for many companies, FireAngel has gone much further than others in its sector, putting adherence to the highest standards of safety and reliability at the heart of its ethos, and ensuring compliance across its entire product range. The company's challenge was how best to demonstrate the strength of its quality commitment to customers and prospects, including householders, landlords and installers.

BSI solution

BSI Kitemark certification offered FireAngel the ideal solution, providing a quality mark that is recognized and

trusted by consumers in both the UK and export markets. As a result, the company has enjoyed a longstanding relationship with BSI, which has always been its preferred certification partner.

FireAngel's fire safety devices have regularly been through BSI's rigorous Kitemark assessment process, with BSI's experts going beyond core-functionality to examine their safety, reliability and resilience, as well as the company's wider business management. Looking ahead, the likely addition of the Kitemark for IoT will also verify the cybersecurity of its devices.

Internally, multiple BSI Kitemark certifications help to demonstrate FireAngel's embedded culture of quality. Externally, they strengthen its market position in the UK and Europe, while helping it meet regulatory requirements and expand sales in other global markets.

Why BSI?

Ian Ballinger comments: “The BSI Kitemark is globally recognized and respected by consumers, so Kitemark certification of our products strengthens their trust in our products and boosts sales across our markets.”

