

## Using standards to increase business agility – without compromising on quality

### Overview

FKA Brands imports and sells small domestic appliances for home beauty and personal wellness treatments, encompassing brands including, HoMedics, House of Marley and Revamp.

### The challenge

During the Covid-19 pandemic, FKA Brands used their background in the personal wellness and healthcare industries to source and supply medical-grade face masks to government bodies, care homes and hospitals. Without specific knowledge of the required quality and standards for medical masks, FKA Brands would have risked purchasing sub-standard products from manufacturers, which would leave them unable to sell on the items – and their competitors stepping in.

### Solved with standards

Standards informed FKA Brands of the exact quality and compliance specifications it needed to supply hospitals and care homes with the correct face masks. The knowledge standards provided enabled FKA Brands to navigate various manufacturers' claims about their masks; when looking to purchase bulk orders, FKA Brands could investigate the masks' testing results to ensure the product was as described.

The standards used by FKA Brands enabled it to quickly identify flawed products and only purchase and supply face masks of the right standard to their customers. This familiarity with standards also enabled the regulatory body, MHRA, to quickly approve FKA Brands as a face mask supplier, enabling them to maximise the opportunity of high demand in a fast-paced market.

### FKA Brands used standards to:



Protect their brand's reputation and relationships with suppliers and customers



Ensure they were sourcing a product that met stringent quality standards



Maximise their bottom line and enter a new market with confidence



## Standards implemented by FKA Brands:

**EN 14683:** This standard specifies construction, design, performance requirements and test methods for medical face masks intended to limit the transmission of infective agents from staff to patients during surgical procedures and other medical settings with similar requirements.

**EN 149:** This standard provides guidelines for respiratory protective devices regarding the filtering of the mask material to protect against particles.



## Setting the standard for success

### Standards enable you to:



Access quality information in any particular area or on a specific subject – especially valuable for SMEs which don't always have the resources of larger organizations.



Ensure you're following the best practice for your industry. It's faster and more cost-effective to demonstrate compliance with recognized standards.



Give consumers and other stakeholders confidence in your products and services by setting the benchmark for quality, safety and many other areas.



**Keith Wilkinson** Head of Quality, FKA Brands

Standards give our company the directions to ensure the products we make – whether it be headphones or masks – are safe and effective. Standards help us earn the confidence of our customers.”



See what BSI standards can do for your business

For more information on how standards can help your business, [contact us](#).  
Find out how we've helped other organizations with their business challenges [here](#).